

Analysis of Fishbein's Multi-Attribute on Property at PT Graha Wisma Sentosa Jaya

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ABSTRACT

This research is conducted with the aim of analyzing the level of consumer belief in the attributes, analyzing the importance level of Sehaty Residence residential product attributes and analyzing consumer attitudes towards the attributes of Sehaty Residence residential products. This research used Fishbein's Multi-Attribute analysis. The population in this research is all individuals residing in the Sei Mencirim Sub-District, Sunggal District, Regency of Deli Serdang that acknowledge the Sehaty Resident residential, amounted to 84 people, and all of them are sampled in the study. The result shows that, in general, the assessment on the strength of consumer belief in Sehaty Residence residential products, it can be concluded that, the attributes that are likely to be related to Sehaty Residence residential products are: Nice and Attractive Type and Residential Design, Compatible and Convenient Environment for Potential Customers or Potential Buyers, Appropriate Residential Price That Can Affect Potential Buyers, Compatible Facilities Offered By The Developer Company and Incompatible and Inconvenient Residential Locations. The analysis of Attitude of all units price, type, facilities and environmental

compatibility are positive. Meanwhile the location is negative.

Keywords: Fishbein's Multi-Attribute, Trust Score (*bi*), Evaluation Score (*ei*), Consumer Attitude (*Ao*)

BACKGROUND

The growth of the property business in Indonesia, especially in big cities, is currently experiencing a significant increase. The Property Index notes that the national residential property supply in 2018 has increased by 8.1% when compared to 2017. PT Graha Wisma Sentosa Jaya is doing its business and is optimistic about seeing the property market stretching in Sunggal District, especially in line with the economic growth in Deli Serdang, before PT Graha Wisma Sentosa Jaya wants to build a residential area in the Sei Mencirim area. However, the managing director of PT Graha Wisma Sentosa Jaya stated that in the last 3 years, the residential sales target was not in accordance with the target set by the company, namely at least 1 house must be sold per month.

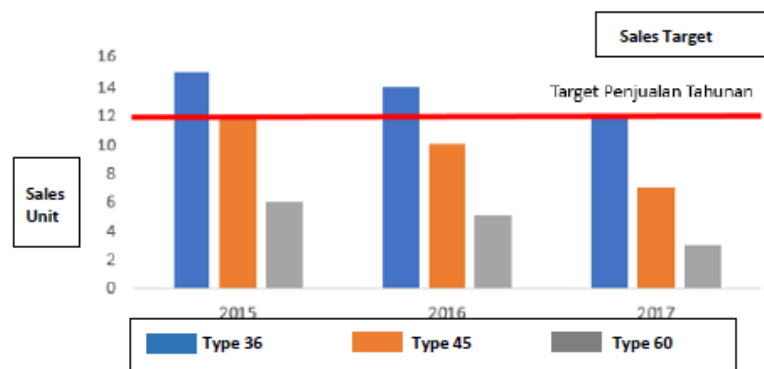


Figure 1: Housing Sales Data of PT Graha Wisma Sentosa Jaya

According to Taufik (2017), there are various variables that a consumer takes into account when buying a residence. These variables include residential design, price, location, housing infrastructure, supporting facilities and promotion strategies from the developer. A consumer who has a high income will certainly have a high purchasing power and will not pay too much attention to the price of a house. However, in reality, the purchasing power of each consumer is different so that it will influence decisions in buying residential types. Variables such as residential design, price, and location are a small number of decision variables considered by a consumer who will buy a house. These variables must be known by every company management, especially companies engaged in the property industry, such as PT Graha Wisma Sentosa Jaya, because they can be used as the basis for company policy to sell their property products.

Marketing Mix

According to Kotler (2002) states that the Marketing Mix (marketing mix) is variables that can be controlled by a company which consists of product, price, distribution, and promotion.

1. Products

The product itself has various definitions, one of which is stated by Lupiyoadi (2006) that the product is the whole concept of an object or process that provides a number of benefits to consumers. Meanwhile, according to Kotler and Armstrong (2003) a product is anything that is offered to the market to get attention, buy, use or consume that can satisfy a desire or need. From the two definitions above, it can be concluded that a product is anything that can be offered to the market to get the attention it owns and uses, which includes physical goods, personality, organization and ideas. Product dimensions According to Kotler and Armstrong (2008), the product mix consists of: product diversity, product quality, product design, product features,

product brand, product packaging, service levels, warranties, product size and returns.

2. Price

The price of a product is often used as a reference by consumers in assessing the quality of a product. Consumers perceive a high quality product as if they have the right to be given a high price. On the other hand, a product is of poor quality, difficult to sell at a high price. Thus, price is a sacrifice that must be made by consumers to get the quality that consumers perceive. (Kertajaya, 2006). According to Kotler and Keller (2009) states that the price dimensions consist of: price lists, rebates / discounts, special discounts, payment periods and credit terms.

3. Distribution Channels

With regard to products, companies need to identify alternative ways to get their products into the hands of consumers or to target markets. Products mean little to consumers if they are not available at the time and place they want. Therefore a distribution channel is needed as an effort made by producers to make a product available and available to consumers at any time and place wherever the consumer is (Angipora, 2007).

4. Promotion

Promotion is also a means of communicating products to consumers. Kertajaya (2004) states that promotion is an explanation of a product that must be communicated to the target market with the aim of forming or encouraging someone to act about a product and at the same time increasing purchase desire. According to Kotler and Armstrong (Business Communication 2008), explains the dimensions of promotion, namely: Advertising, Sales Promotion, Public Relations, and Direct Marketing

Consumer behavior

There are two strengths of the factors that influence consumer behavior,

namely socio-cultural and psychological forces. This is in accordance with the opinion of William J. Stanton (1981: 105) who states: "sociocultural and psychological force which influences consumers' buying behavior". Socio-cultural forces consist of cultural factors, social level, small-preference groups, and families. . Meanwhile, psychological strength consists of learning experiences, personality, attitudes and beliefs, self-concept.

Socio-Cultural Strengths

Cultural factors can be defined as the result of human creativity from one generation to the next which greatly determines the form of behavior in their lives as members of society. Culture influences consumer behavior both in terms of:

1. Psychological, where consumers feel they have an adequate supply of all their needs. For example, being physically strong will use excessive time to earn enough money. The tendency to show a new and different lifestyle from other people, even shows a new tendency towards materialism.
2. Consumer anti-functionalism shows a tendency towards a new romantic flow, modern life, beautiful surroundings, a tendency towards pleasure, spirituality, and introspection.
3. Reaction against consumer complexity which shows a tendency towards simple life, returning to nature, namely rejecting artificial ones, adopting more natural ones, increasing community involvement, namely increasing affiliation with local communities, existing activities in neighbors, increasing trust in technology rather than tradition and tendencies manifest respect for big brands and big stores.

Factors Social class; defined as a group consisting of a number who have an equal position in society. Wener (Flemming Hansen, 1972) argues that social class can be categorized into upper - upper class, lower - upper class, upper - middle class,

lower - middle class, upper - lower class, and lower - lower class. The upper class social class tends to buy expensive goods, buy at quality and complete shops (convenience stores, supermarkets), are conservative in their consumption, the items purchased tend to be inherited by their families. The middle class social class tends to buy goods to reveal their wealth, buying goods in large quantities and of sufficient quality. They want to buy expensive items with a credit system, for example buying vehicles, luxury homes, household furniture. Lower social classes tend to buy goods with an emphasis on quantity over quality. In general, they return to buying goods for their daily needs, taking advantage of selling items on sale or selling at promotional prices.

The role model; defined as a group of people who influence the attitudes, opinions, norms and behavior of consumers. This role model is a collection of a particular family, group or organization. For example, artists' associations, athletes, youth groups, mosque groups and other small organizations. The influence of role models on consumer behavior, among others, is in determining the products and brands they use that match the aspirations of the group.

Family factors; defined as the smallest society whose behavior greatly influences and determines buying decisions. Within the family, there are roles as initiative makers, influencers, decision makers, purchasing actors, and users.

The Power of Psychological Factors

Learning factor can be defined as a change in behavior due to previous experiences. Consumer behavior can be learned because it is greatly influenced by the learning experience. The consumer's learning experience will determine the buying decision and action. These theorists were Pavlov, Skinner, and Hull. Based on their research, it is concluded that learning is a response or reaction to several stimuli. If the response is pleasant, there will be satisfaction; and vice versa, if it is

unpleasant, will be punishment. The same response if repeated will form a habit. Likewise, if the stimulus is repeated, it will be a strong response.

Consumer personality factors will influence perceptions and decision making in buying. Therefore, the role of shop assistants is important in providing good service to consumers. The service displayed by the shop assistant is very much influenced by his personality. Therefore, it is better if the shop clerk is a salesperson with an adult personality.

Attitude and belief factors in relation to consumer behavior are very influential in

determining a product, brand and service. The attitudes and beliefs of consumers towards a product or brand can be changed through persuasive communication and the provision of effective information to consumers. Thus consumers can buy new products or brands, or products that are in the store itself.

Self-concept factors In relation to consumer behavior, we need to create situations that are in line with what consumers expect. Likewise, providing and serving consumers with branded products that are what consumers expect.

Conceptual framework

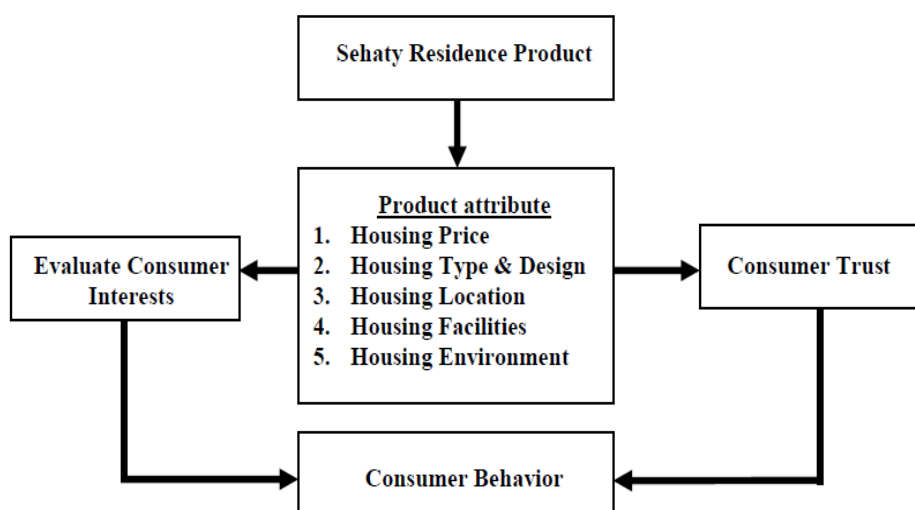


Figure 2: Conceptual Framework

Hypothesis

H0: Attitude Consumer behavior towards the product is not positive

H1: Attitudes. Consumer behavior towards positive products

RESEARCH METHODS

The type of research used is survey research, which is an investigation carried out to obtain facts from the existing symptoms and seek factual information to get the truth (Sukaria Sinulingga, 2014). The data collection technique used is a questionnaire. In this study the population is all individuals residing in Sei Mencirim Village, Sunggal District, Deli Serdang

Regency who know the Sehaty Residence housing. The sampling technique in this study was purposive sampling, which is a non-probability sampling method that uses specific people (specific target groups) as a source of data or information with a total of 84 respondents. The data analysis method used descriptive statistical analysis and the Fishbein multi-attribute analysis model.

RESULTS AND DISCUSSION

Evaluation of the level of confidence (bi) on the product attributes of Sehaty Residence housing (Ao)

Measurement of the strength of trust variable (bi) is carried out on the housing product Sehaty Residence separately. The

results of the evaluation (scoring) of the strength of trust (bi) of each respondent (consumer) on the attributes of Sehaty

Residence housing products are shown in Table 1.

Table 1: Evaluation of Trust Level (bi) Attributes of Sehaty Residence Housing

Attributes	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Average (bi)	Confidence Interpretation	Level
	-2	-1	0	1	2			
Price	0	10	13	38	23	1.06	The right price	
Type	0	2	17	40	25	1.26	Nice and interesting	
Location	24	23	20	7	10	-0.63	Strategic	
Facility	6	10	11	32	11	0.46	Already fit	
Environmental Suitability	4	2	19	32	27	1.09	Fit and Suitable	

From Table 1, it can be seen that the average score for the variable strength of trust (bi) of consumers on each attribute of Sehaty Residence housing products that is on expressing confidence in each attribute that is owned by the Healthy Residence housing product. The average scoring result shows that Sehaty Residence housing products prioritize the attributes:

1. Type (1.26)
2. Environmental compatibility (1.09)
3. Price (1.06)
4. Facilities (0.46)
5. Location (-0.63)

In general, an assessment of the strength of consumer confidence in Sehaty Residence housing products, it can be concluded that, the attributes that are believed to be related to Sehaty Residence housing products are:

1. Type and design of a nice and attractive housing.

2. The environment is suitable and suitable for potential customers or prospective buyers.
3. Appropriate occupancy prices so as to influence potential buyers.
4. Facilities in accordance with those offered by the developer company.
5. Unsuitable and strategic residential location.

Evaluation of the level of importance (ei) of the attributes of Sehaty Residence (Ao) housing products

Parameters, statements and scores for measuring the level of importance and strength of consumer confidence. The results of the evaluation of each respondent (consumer) on the level of importance of the Sehaty Residence product attributes are shown in Table 2.

Table 2: Evaluation of Interest Level (ei) Attributes of Healthy Residence Housing

Attributes	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Average (bi)	Confidence Interpretation	Level
	-2	-1	0	1	2			
Price	0	0	6	39	39	1.67	most important	
Type	0	0	10	40	34	1.54	most important	
Location	0	0	18	22	44	1.57	most important	
Facility	0	0	19	39	26	1.30	most important	
Environmental Suitability	0	0	9	43	32	1.53	most important	

From Table 2 is a table of the level of importance or the value of the evaluation of the importance of the results of the respondent's assessment of Healthy Residence Housing. Table 5.6 shows that the average for all the attributes of Sehaty Residence Housing gets a positive value. This shows that the respondents consider all

the product attributes of Sehaty Residence housing to be considered.

Based on the type of attribute, the price obtains an interest value of 1.67, the type obtains an interest value of 1.54, the location obtains an interest value of 1.57, the facility obtains an interest value of 1.30 and environmental compatibility obtains an interest value of 1.53. When viewed based

on the results of the product attributes of Sehaty Residence housing, namely the price gets the highest importance value. This can be due to the fact that price is the most important attribute to consider in attracting consumers to visit and see Perumahan Sehaty Residence. In addition, the selling price at Perumahan Sehaty Residence is also an important thing that becomes a consumer's concern in determining purchases.

This shows that respondents will consider the price attribute as a very important attribute in deciding what is important according to consumers. Price is one of the most important attributes evaluated by consumers to be considered by

consumers in determining the choice to buy housing.

Analysis of Consumer Attitudes towards Sehaty Residence housing products

The results of the analysis of the attitude concept with a multi attribute model of Fishbein's attitude towards Sehaty Residence housing products which is the result of the multiplication between the score of the consumer's interest evaluation variable (ei) and the consumer's trust power (bi) variable. Table 2 below shows the results of the analysis of the attitudes and behavior of each consumer towards the attributes of Sehaty Residence housing products.

Table 2: Attitude Analysis

Attributes	Interest Evaluation Score (ei)	bi Max	bi Min	ei.bi Max	ei.bi Min
Price	1.67	2	-2	3.34	-3.34
Type	1.54	2	-2	3.09	-3.09
Location	1.57	2	-2	3.14	-3.14
Facility	1.30	2	-2	2.60	-2.60
Environmental Suitability	1.53	2	-2	3.06	-3.06
Total Value of Attitude				15.23	-15.23

CONCLUSION

From research on consumer attitudes towards the attributes of Sehaty Residence housing, the following conclusions can be drawn:

1. In general, the assessment of the strength of consumer confidence in Sehaty Residence housing products, it can be concluded that, the attributes that are believed to be related to Sehaty Residence housing products are: Type and design of a good and attractive residence, an appropriate environment and suitable for potential consumers or potential buyers, Appropriate occupancy prices so as to affect potential buyers, facilities in accordance with those offered by the developer company and unsuitable and strategic residential locations.
2. As for the level of consumer interest based on the type of attribute, the price obtained an importance value of 1.67, the type obtained an interest value of 1.54, the location received an interest value of 1.57, facilities obtained an

interest value of 1.30 and environmental compatibility obtained an interest value of 1.53.

3. Attitude analysis of all price units, types, facilities and environmental suitability is positive. Meanwhile the location is negative.

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