



**THE IMPACT OF PRODUCT QUALITY, CORPORATE IMAGE, AND
SERVICE QUALITY ON PROPERTY PRODUCT PURCHASE DECISIONS
AT HZ PROPERTY COMPANY**

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Abstract

This study aims to analyze the influence of product quality, corporate image, and service quality on property product purchasing decisions at the HZ Property company in Medan. The background of this study is the low purchase conversion even though the company has developed projects in strategic locations. This study uses a quantitative approach with a survey method through a questionnaire to 85 respondents who are HZ Property consumers, which is determined using the Slovin formula. The independent variables in this study are product quality, corporate image, and service quality, while the dependent variable is the purchase decision. The data analysis technique used is multiple linear regression with the help of SPSS. The results of the study show that the three independent variables have a significant effect on purchasing decisions, both partially and simultaneously. Consistent product quality, positive corporate image, and responsive service have been shown to increase consumer trust and buying interest. These findings provide theoretical contributions in the development of property consumer behavior studies, as well as practical benefits for HZ Property in formulating customer preference-based marketing strategies. This study also fills the literature gap by highlighting the simultaneous influence of the three variables on the local



property sector. With an integrative approach, the results of this study are expected to be a strategic reference in improving property sales performance amidst increasingly competitive market competition.

Keywords: Product Quality, Corporate Image, Service Quality, Purchasing Decision



INTRODUCTION

The property sector plays a vital role in supporting national economic growth through infrastructure development and housing provision (Purbasari, Rakhmawati, & Pratiwi, 2022). Demand for housing continues to rise in line with economic growth and urbanization, particularly among the middle class. Furthermore, the property sector is closely linked to other industries such as construction, banking, and manufacturing (Lestari, Widyaningrum, & Hidayah, 2022). Despite significant market potential, the industry faces serious challenges due to increasingly discerning consumer preferences regarding product quality, developer credibility, and service offerings (Susanti & Ramadhani, 2023).

Purchasing decisions are a key indicator of marketing success, as they involve both cognitive and emotional processes, including information search, evaluation of alternatives, and final product choice (Nurlaela, Saputra, & Hidayati, 2022). In the property sector, such decisions are complex due to long-term investment value and financial risks. Previous studies show that purchasing decisions are influenced by factors such as product quality, corporate image, and service quality (Putri & Sugiharto, 2021; Wijaya, Hakim, & Wibowo, 2023). When these aspects are not adequately met, the conversion rate from consumer interest to actual transactions remains low even for strategically located projects (Kurniawan & Novitasari, 2022).

HZ Property, a Medan-based property developer, is currently facing suboptimal sales performance. In 2022, 66.9% of its housing sales were conducted by an external agent, Meta Property, while only 33.1% came from the company's internal sales efforts. This indicates the need to evaluate its internal sales strategy. Moreover, most previous studies analyzed the effect of single variables in isolation without examining the simultaneous interaction of key factors. Few have focused on local developers, limiting contextual insights (Hidayat, Prasetyo, & Anindita, 2023; Sari & Gunawan, 2022).

This study aims to comprehensively examine the influence of product quality, corporate image, and service quality on property purchase decisions at HZ Property. These three variables are considered key determinants in shaping consumer preferences in the property industry (Fauziah, Yuniarti, & Munandar, 2023). High product quality that aligns with technical specifications, a corporate



image built on reputation and transparent communication, and responsive, personalized service are essential elements in fostering consumer trust and encouraging purchase decisions (Santoso & Rahmawati, 2021; Fitria & Anwar, 2021; Handayani, Wibowo, & Cahyadi, 2022).

Using HZ Property as a case study, this research is expected to provide empirical contributions toward developing more effective and relevant marketing strategies for local developers. The findings will not only benefit HZ Property but also serve as a reference for other property companies facing similar challenges in improving sales conversion through data-driven approaches and a deep understanding of consumer preferences (Hapsari et al., 2023; Nugroho & Sari, 2022).

LITERATURE REVIEW

Buying Decision

Understanding Purchasing Decisions

Purchasing decisions are an integral part of consumer behavior, reflecting the actions and thought processes consumers engage in when selecting a product or service. According to Wahyuni and Waloejo (2020), purchasing decisions are defined as consistent and deliberate choices made by consumers to satisfy their needs, based on a structured process that includes recognizing needs, seeking information, and evaluating alternatives. Argitama (2020) describes purchasing decisions as the act of selecting among several available options, where the decision must align with the consumer's own requirements.

Dahlan (2019) differentiates between low-involvement decisions quick, simple purchases—and high-involvement decisions those that require careful thought and carry significant financial consequences. In the context of property, which involves high-value transactions, purchasing decisions are typically high-involvement and involve extensive deliberation. As stated by Reminta et al. (2020), purchasing decisions represent a consumer's commitment to engage in a transaction, influenced by psychological processes and external factors such as marketing efforts, peer influence, and past experiences. Thus, purchasing



decisions are not isolated acts but are deeply rooted in consumer behavior patterns and are crucial for achieving company sales objectives.

Stages of Purchasing Decision Making

Kotler and Keller (2016) outline a five-stage model that explains how consumers move through the buying decision process:

1. **Need Recognition** – This is the initial stage where the consumer identifies a gap between their current state and desired condition. Needs may arise from internal stimuli (e.g., hunger, financial goals) or external factors (e.g., advertisements, peer recommendations).
2. **Information Search** – Once a need is recognized, the consumer seeks information from various sources such as personal experiences, peer opinions, advertisements, and public media.
3. **Evaluation of Alternatives** – At this stage, consumers compare different products or brands based on features, price, brand image, and other criteria that matter to them.
4. **Purchase Decision** – This is the point at which the consumer chooses to buy a specific product or service. Although consumers may have a preferred option, their final decision can still be influenced by situational factors or input from others.
5. **Post-Purchase Behavior** – After the transaction, consumers reflect on their experience. Satisfaction or dissatisfaction will affect their likelihood of repeat purchases and influence others through word-of-mouth.

Understanding these stages allows businesses to develop marketing strategies that support consumers throughout the decision-making journey.

Factors Influencing Purchasing Decisions

Purchasing decisions are influenced by a mix of internal and external factors. Adiatma (2021) emphasizes the importance of product and service quality, while Parno (2018) identifies corporate image as a determinant of consumer choice. Kotler and Keller (2016) classify these influencing factors into:

1. **Internal (Individual) Factors** – These include psychological traits, personal values, motivation, education, lifestyle, and past experiences. For instance, family influence and prior product satisfaction may shape consumer attitudes.



2. External Factors – These encompass cultural background, social class, and group affiliation. Culture affects preferences and consumption patterns, while social class determines access to resources. Group membership whether through profession, community, or hobbies can influence purchasing decisions through peer discussions and group norms.

By understanding these multifaceted influences, companies can tailor their strategies to appeal to specific consumer segments more effectively.

Dimensions and Indicators of Purchasing Decisions

According to Alma (2018), purchasing decisions are multidimensional and include the following elements:

1. Need Recognition – Stimuli can be internal (e.g., hunger, desire) or external (e.g., promotions). Indicators include emotional motivation and exposure to advertisements.
2. Information Search – Consumers seek input from personal (family, friends), commercial (sales promotions, ads), public (mass media), and experiential sources (past use).
3. Evaluation of Alternatives – Evaluation is based on price, brand loyalty, product origin, and alignment with personal priorities.
4. Purchase Decision – Involves choosing the product type, form, brand, timing, location, and payment method.
5. Post-Purchase Behavior – Influenced by the degree of satisfaction. Kotler and Armstrong (2013) argue that exceeding consumer expectations results in strong loyalty and repeat business.

These dimensions offer practical insight into how property consumers weigh their options before finalizing a purchase.

Product Quality

Understanding Product Quality

Product quality is a central determinant in consumer purchasing decisions, particularly in high-investment sectors like property. Kotler and Armstrong (2016) define product quality as the ability of a product to meet customer expectations and needs. Wijaya (2015) and Maramis (2018) view product quality as the outcome of design, engineering, and production processes, with a focus on usability, durability, and reliability.



Kasmir (2015) adds that quality refers not only to physical characteristics but also to the intangible satisfaction it provides to customers. In conclusion, product quality encompasses all attributes, functional, aesthetic, and performance-related, that influence consumer satisfaction and purchase decisions.

Dimensions and Indicators of Product Quality

Sopiah and Sangadji (2016) identify several dimensions:

1. Performance – Relates to the product's functionality and how well it fulfills its intended use.
2. Features – Additional attributes that enhance the product's appeal or usability.
3. Reliability – Measures the consistency and dependability of the product over time.
4. Conformance – Degree to which the product meets specified standards or expectations.
5. Durability – The product's lifespan and its resistance to wear and tear over time.

These indicators help evaluate whether a property meets consumer needs in terms of technical and aesthetic quality.

Corporate Image

Understanding Corporate Image

Corporate image refers to the perception and impression that stakeholders hold about a company. According to Kotler (2012), corporate image is formed through the sum of consumer experiences, beliefs, and public interactions with the brand. A positive image reinforces consumer trust, while a negative one can deter potential buyers, even when products are technically superior.

Susanto (2019) explains that corporate image is reflected through product and service quality, the delivery process, and interpersonal relationships built over time. Therefore, image is a strategic component in building consumer confidence in the property sector.

Dimensions and Indicators of Corporate Image

Kotler and Keller (2016) propose four dimensions:



1. Personality – Company values, credibility, and social responsibility.
2. Reputation – Past performance and reliability as perceived by customers.
3. Value – Organizational culture and customer-oriented practices.
4. Corporate Identity – Visual elements such as logos and missions that distinguish the company.

These components shape consumer perceptions and serve as powerful influencers in high-risk decisions like property investments.

Service Quality

Understanding Service Quality

Service quality encompasses all interactions between a company and its customers before, during, and after a purchase. Kotler and Keller (2016) define service quality as the performance of actions or offerings that create customer satisfaction, even though no ownership is transferred. Yamit (2010) describes it as the consistency, reliability, and responsiveness of service delivery that meets or exceeds consumer expectations.

High service quality includes prompt responses, empathetic staff, and clear communication, key elements in guiding consumers through complex property transactions.

Dimensions and Indicators of Service Quality

According to Subagyo (2010), service quality consists of:

1. Tangibles – Facilities, equipment, and staff appearance.
2. Reliability – Accuracy and dependability in service delivery.
3. Responsiveness – Willingness to help and respond promptly to customer needs.
4. Assurance – Staff competence, politeness, and the ability to inspire trust.
5. Empathy – Personalized attention and understanding of customer preferences.

These five dimensions provide a framework for evaluating the effectiveness of service in creating positive consumer experiences in property transactions.



RESEARCH METHOD

This study adopts a quantitative approach, which is rooted in positivism and aims to objectively test hypotheses by analyzing numerical data collected through structured instruments (Sugiyono, 2019). This method was chosen to measure the effect of product quality, corporate image, and service quality on purchasing decisions at HZ Property.

The research was conducted at HZ Property, focusing on customers of the Priority Sharia Investment Product. The population consisted of 551 customers, and a sample of 85 respondents was determined using the Slovin formula with a 10% error margin. A random sampling technique was applied. The upper-middle-class category was determined based on criteria such as income, occupation, and education.

Data collection utilized primary data from questionnaires and secondary data from company documents. The variables were measured using a Likert scale with five levels, and the respondent scores were categorized into five intervals ranging from "very bad" to "very good" (Sugiyono, 2017).

The variables consisted of three independent variables: product quality (X1), corporate image (X2), and service quality (X3); and one dependent variable, namely purchasing decisions (Y). Validity and reliability tests were conducted on 30 respondents using Pearson's correlation and Cronbach's Alpha, with all items declared valid and reliable ($\alpha > 0.6$).

Data were analyzed using multiple linear regression analysis with the equation:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Before testing the hypothesis, a classical assumption test was conducted, including normality (Kolmogorov-Smirnov), multicollinearity (Tolerance > 0.1 ; VIF < 10), and heteroscedasticity (scatterplot test). Hypothesis testing involved the t-test for partial effects, the F-test for simultaneous effects, and the coefficient of determination (R^2) to assess the explanatory power of the model. The significance level used for all tests was 0.05.



RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive statistics is a process that transforms research data into a more visual form, such as images and tables, to make it easier to understand and interpret. Descriptive statistics include analysis of respondent characteristics as well as descriptions of the variables studied.

Descriptive Frequency of Respondents

Descriptive Respondent Frequency is a presentation of statistical data that describes the distribution of respondents based on their demographic characteristics or background, such as gender, age, last education, occupation, and monthly income. The purpose of this analysis is to obtain a general picture of the profile of respondents used in the study.

Table 1.
Descriptive Frequency of Respondents

Category	Sub Category	Amount	Percentage (%)
Gender	Man	63	74.1%
	Woman	22	25.9%
Total		85	100%
Age	20 - 29 years	18	21.2%
	30 - 39 years	30	35.3%
	40 - 49 years	25	29.4%
	≥ 50 years	12	14.1%
Total		85	100%
Last education	High School/Vocational School	22	25.9%
	Diploma (D1 - D3)	14	16.5%
	Bachelor degree)	39	45.9%
	Postgraduate (S2 – S3)	10	11.7%
Total		85	100%
Work	Private sector employee	28	32.9%
	Self-employed	22	25.9%
	ASN/Teacher/Lecturer	13	15.3%
	BUMN employees	7	8.2%
	Freelancers	9	10.6%
	Others (Retirees, etc.)	6	7.1%
Total		85	100%
Income/Month	Rp. 7,000,000 - Rp. 10,000,000	31	36.5%
	Rp. 10,000,001 - Rp. 15,000,000	28	32.9%
	Rp. 15,000,001 – Rp. 20,000,000	15	17.6%
	> Rp. 20,000,001	11	12.9%
Total		85	100%

Source: Processed data, 2025

This study involved 85 respondents who were HZ Property consumers. The selection of respondents was carried out using a purposive sampling approach, with the criteria that respondents had direct involvement or



influence in the property purchase decision-making process. The demographic characteristics of respondents were analyzed to provide a comprehensive picture of consumer profiles relevant to the research variables.

Based on gender, the majority of respondents were male, 63 people (74.1%), while female respondents were 22 people (25.9%). This finding indicates that male dominance in the decision-making process for purchasing property products is still high, which in the context of local culture and economy can be closely related to the role as the main breadwinner and manager of family assets.

In terms of age, the majority of respondents are in the productive age group, namely 30–39 years old as many as 30 people (35.3%) and 40–49 years old as many as 25 people (29.4%). Respondents in the 20–29 age range numbered 18 people (21.2%), and those aged ≥ 50 years as many as 12 people (14.1%). This age distribution shows that property buyers at HZ Property are dominated by individuals who are in an active phase in their careers and are financially stable, so they are relevant as targets in purchasing decision analysis.

In terms of their last educational background, the majority of respondents were bachelor's degree graduates (S1) as many as 39 people (45.9%), followed by high school/vocational school graduates as many as 22 people (25.9%), diploma (D1–D3) as many as 14 people (16.5%), and postgraduate (S2–S3) as many as 10 people (11.7%). The relatively high level of education indicates that HZ Property consumers have sufficient cognitive capacity to critically consider aspects of product quality, company reputation, and service before making a purchasing decision.

In terms of occupation, respondents consisted of 28 private employees (32.9%), 22 self-employed (25.9%), 13 ASN/teachers/lecturers (15.3%), 9 freelancers (10.6%), 7 BUMN employees (8.2%), and 6 other jobs (retirees and the like) (7.1%). The diversity of work backgrounds shows that HZ Property has a broad market segmentation, not limited to certain professional groups.

In terms of monthly income level, the largest group has an income of IDR 7,000,000 - IDR 10,000,000 as many as 31 people (36.5%), followed by the group with an income of IDR 10,000,001 - IDR 15,000,000 as many as 28 people (32.9%). The group with an income of IDR 15,000,001 - IDR 20,000,000 is 15



people (17.6%), and income above IDR 20,000,000 is 11 people (12.9%). These data show that most respondents are in the upper middle economic category, who are financially considered capable of purchasing property as a primary need or investment.

With these characteristics, the respondent population in this study is considered representative in reflecting potential consumers of the HZ Property company. This composition also supports the relevance of research on the influence of product quality, company image, and service quality in shaping property product purchasing decisions.

Descriptive Frequency Variable

Descriptive frequency variables are a statistical analysis that aims to explain how the distribution of respondents' answers to items in each research variable, such as Product Quality, Corporate Image, Service Quality, and Purchasing Decisions. Each variable usually consists of a number of statements (items) measured using a Likert scale.

Table 1.

Descriptive Frequency of Product Quality Variables

Statement	STS		TS		N		S		SS		Total	
	f	%	f	%	f	%	f	%	f	%	Respondents	%
I feel this property lives up to the quality promised by the developer.	-	-	-	-	9	10.6	37	43.5	39	45.9	85	100
I feel this property meets my needs well.	-	-	2	2.6	12	14.1	33	38.8	38	44.7	85	100
I feel comfortable staying in this property	-	-	-	-	22	25.9	31	36.5	32	37.6	85	100
I feel that the facilities provided support my comfort as a resident.	-	-	-	-	30	35.3	24	28.2	31	36.5	85	100
I feel the structure of this property looks solid.	-	-	-	-	22	25.9	27	31.8	36	42.4	85	100
I feel the environment around this property is safe	-	-	-	-	17	20.0	36	42.4	32	37.6	85	100
I find the design of this property visually appealing.	-	-	-	-	18	21.2	38	44.7	29	34.1	85	100
I feel the design of this property suits my preferences.	-	-	-	-	23	27.1	31	36.5	31	36.5	85	100

Source: Processed data, 2025

The results of descriptive analysis of the Product Quality variable show that consumer perception of the property offered by HZ Property is in the very positive category. This is reflected in the high percentage of respondents who gave "Agree" (S) and "Strongly Agree" (SS) ratings on all indicators.

As many as 45.9% of respondents strongly agree and 43.5% agree that the property they purchased is in accordance with the quality promised by the



developer, indicating consistency between consumer expectations and the realization of the product received. In addition, as many as 44.7% strongly agree and 38.8% agree that the property is able to meet their needs well, indicating that the product offered is not only visually appealing, but also practically functional.

In terms of comfort, 37.6% of respondents strongly agree and 36.5% agree that they feel comfortable living in the property. This is reinforced by the perception of the facilities provided, where 36.5% strongly agree and 28.2% agree that the facilities provided are able to support the comfort of residents.

The physical aspect of the building also received a positive assessment, where 42.4% strongly agreed and 31.8% agreed that the building structure looked sturdy. Meanwhile, 42.4% agreed and 37.6% strongly agreed that the environment around the property was considered safe. From the aesthetic aspect, 44.7% of respondents agreed, and 34.1% strongly agreed that the property design was visually appealing, and 36.5% strongly agreed and 36.5% agreed that the design was following their personal preferences.

Overall, the frequency distribution shows that HZ Property consumers have a high level of satisfaction with the quality of the property products offered. There was not a single respondent who expressed disagreement (TS or STS) with all indicators in this variable, so it can be concluded that product quality is one of the main forces in influencing purchasing decisions at HZ Property.

Table 2. Descriptive Frequency of Corporate Image Variables

Table with 13 columns: Statement, STS (f, %), TS (f, %), N (f, %), S (f, %), SS (f, %), Total Respondents, and Total %.

Source: Processed data, 2025



Based on the results of descriptive analysis of the Corporate Image variable, it was found that most respondents have a positive perception of the image of HZ Property as a trusted and professional company in the property sector. All statements in this variable show a tendency for respondents' answers to be in the "Agree" and "Strongly Agree" categories, with no responses indicating disagreement (TS or STS).

As many as 42.4% of respondents agreed and 36.5% strongly agreed that HZ Property is one of the leaders in the property industry. This shows recognition of the company's competitive position in the market. Support for the company's reputation also appears strong, where 45.9% agreed and 36.5% strongly agreed that HZ Property has a good reputation in the property industry. This reflects that the company has succeeded in building a professional and credible image in the eyes of consumers.

The company's commitment to its consumers also received positive appreciation, with 37.6% agreeing and 44.7% strongly agreeing that the company provides guarantees to its consumers. This strengthens public trust in the reliability of the services and products offered. In addition, the perception of consistency in fulfilling commitments is also high, with 29.4% agreeing and 42.4% strongly agreeing that HZ Property is known as a company that holds fast to its commitments.

In terms of corporate responsibility, 30.6% agreed and 36.5% strongly agreed that the company carries out its responsibilities well. Meanwhile, in the context of corporate social responsibility, 32.9% agreed and 42.4% strongly agreed that HZ Property is active in social activities that have a positive impact on society.

Overall, these findings indicate that HZ Property's corporate image in the eyes of consumers is formed positively and strongly. Trust in the company's reputation, commitment, and social responsibility are important factors that strengthen consumers' emotional relationships with the brand, and have the potential to have a major influence on purchasing decisions.



Table 3 .

Descriptive Frequency of Service Quality Variables

Statement	STS		TS		N		S		SS		Total	
	f	%	f	%	f	%	f	%	f	%	Respondents	%
I feel the infrastructure around this property is very adequate.	-	-	-	-	21	24.7	31	36.5	33	38.8	85	100
I feel that the physical facilities offered by this company look modern.	-	-	-	-	17	20.0	30	35.3	38	44.7	85	100
I feel the properties from this company consistently meet my expectations.	-	-	-	-	14	16.5	33	38.8	38	44.7	85	100
I felt the information the company provided about the property was very accurate.			1	1.2	27	31.8	25	29.4	32	37.6	85	100
I feel this company is quick in responding to my complaint.	-	-	-	-	17	20.0	28	32.9	40	47.1	85	100
I feel the company's response to my issue was very appropriate.	-	-	-	-	19	22.4	35	41.2	31	36.5	85	100
I feel that the company staff is able to provide a sense of security regarding the products offered.	-	-	-	-	18	21.2	32	37.6	35	41.2	85	100
I believe in the quality assurance provided by this company.	-	-	1	1.2	17	20.0	30	35.3	37	43.5	85	100
I feel this company shows concern for my needs as a consumer.	-	-	-	-	23	27.1	33	38.8	29	34.1	85	100
I feel the company is able to tailor its services to my preferences.	-	-	-	-	21	24.7	34	40.0	30	35.3	85	100

Source: Processed data, 2025

Descriptive analysis of the Service Quality variable at the HZ Property company shows that the majority of respondents gave a positive assessment of the service aspects provided. This is reflected in the high percentage of respondents who chose the categories "Agree" and "Strongly Agree" on almost all indicators measured.

As many as 38.8% of respondents strongly agree and 36.5% agree that the infrastructure around the property offered by the company is very adequate, indicating that the supporting facilities in the property environment have met consumer expectations. Likewise, the perception of the company's physical facilities that look modern also received high appreciation, with 44.7% strongly agreeing and 35.3% agreeing.

The consistency of property products in meeting consumer expectations also received positive scores, with 44.7% strongly agreeing and 38.8% agreeing that the company's products always meet their expectations. The information provided by the company was considered quite accurate by respondents, with a total of 67% of respondents agreeing (31.8% agreeing and 37.6% strongly agreeing), although there were a few respondents who were neutral and



strongly disagreeing (1.2%). The company's responsiveness to customer complaints also appeared good, with 47.1% strongly agreeing and 32.9% agreeing that the company responded quickly to their complaints. In addition, respondents also considered that the company's response to their problems was very appropriate, with the percentage of agreeing and strongly agreeing reaching more than 77%.

The ability of the company's staff to provide a sense of security regarding the products offered also received a positive assessment, namely 41.2% strongly agree and 37.6% agree. Confidence in the company's quality assurance is also strong, where 43.5% strongly agree and 35.3% agree with it. The company's attention to consumer needs can be seen from 34.1% of respondents strongly agree and 38.8% agree that the company shows adequate concern. Finally, the company's ability to adjust services to consumer preferences is also quite high, with a total agreement of 75.3% (40% agree and 35.3% strongly agree).

Overall, these results show that the service quality at HZ Property is well received by consumers and contributes positively to their perception of the company. Responsive, accurate, and personalized service quality are key aspects that support customer satisfaction and loyalty.

Table 4.
Descriptive Frequency of Purchase Decision Variables

Statement	STS		TS		N		S		SS		Total	
	f	%	f	%	f	%	f	%	f	%	Respondents	%
I realized the need to purchase property according to my personal goals.	-	-	-	-	17	20.0	38	44.7	30	35.3	85	100
I buy property according to my needs	-	-	-	-	21	24.7	29	34.1	35	41.2	85	100
I am actively seeking property information that suits my needs.	-	-	-	-	17	20.0	38	44.7	30	35.3	85	100
I get property information from various trusted sources.	-	-	-	-	25	29.4	26	30.6	34	40.0	85	100
I compared several property company options from several property companies before deciding to buy.	-	-	-	-	18	21.2	36	42.4	31	36.5	85	100
I evaluate the property type before making a purchasing decision.	-	-	-	-	26	30.6	29	34.1	30	35.3	85	100
I feel confident in choosing property from HZ Property	-	-	-	-	12	14.1	26	30.6	47	55.3	85	100
I am confident that purchasing property at HZ Property is the right investment decision.	-	-	-	-	11	12.9	22	25.9	52	61.2	85	100

Source: Processed data, 2025



Descriptive analysis of the Purchase Decision variable shows that most respondents have high awareness and strong confidence in making property purchases at HZ Property. This is indicated by the majority of respondents who chose the categories "Agree" and "Strongly Agree" on all statements that measure aspects of the purchase decision.

As many as 44.7% of respondents agreed and 35.3% strongly agreed that they realized the importance of buying property according to their personal goals. This shows that consumers are already aware of the needs and goals they want to achieve through property purchases. Furthermore, as many as 41.2% strongly agreed and 34.1% agreed that they buy property according to their needs, which confirms that purchasing decisions are based on relevant and measurable needs.

The active role of consumers in seeking information is also reflected, with 44.7% agreeing and 35.3% strongly agreeing that they actively seek property information that suits their needs. The information was obtained from various trusted sources that are believed by respondents, with percentages of agreeing and strongly agreeing at 30.6% and 40% respectively.

The decision-making process also involves comparing several property companies, where 42.4% agree and 36.5% strongly agree that they compare several company options before buying. In addition, evaluating the type of property is also an important part of the purchasing decision process with a total agreement of 69.4%.

Respondents' confidence in the properties offered by HZ Property is very high, with 55.3% strongly agreeing and 30.6% agreeing that they are confident in choosing properties from this company. This confidence is also related to the view that buying property at HZ Property is the right investment decision, with the percentage of strongly agreeing reaching 61.2% and agreeing at 25.9%.

Overall, these results indicate that HZ Property consumers make purchasing decisions consciously and based on complete information, and have strong confidence in their choices. This indicates high trust in the company and the property products offered, which has the potential to strengthen loyalty and encourage future purchasing decisions.



Data Quality Test

Data quality testing is a series of procedures and techniques used to ensure that the data collected in a study meets the standards of validity, reliability, and consistency so that it can be trusted to be analyzed and conclusions drawn. This test is important to carry out so that the research results are valid and credible.

Validity Test

Validity testing is a testing process to determine the extent to which a research instrument, such as a questionnaire or other measuring instrument, is able to measure what it should measure precisely and accurately. In other words, validity testing ensures that the data collected truly reflects the concept or variable to be studied.

Table 5.
Validity Test of Product Quality Variables

No	Statement	Rtable	RCount	Information
1	I feel this property lives up to the quality promised by the developer.	0.6	0.757	Valid
2	I feel this property meets my needs well.	0.6	0.637	Valid
3	I feel comfortable staying in this property	0.6	0.827	Valid
4	I feel that the facilities provided support my comfort as a resident.	0.6	0.853	Valid
5	I feel the structure of this property looks solid.	0.6	0.794	Valid
6	I feel the environment around this property is safe	0.6	0.827	Valid
7	I find the design of this property visually appealing.	0.6	0.868	Valid
8	I feel the design of this property suits my preferences.	0.6	0.860	Valid

Source: Processed data, 2025

Based on the results of the instrument validity test conducted on eight statements related to the quality of property products at the HZ Property Company, all statement items showed a higher R count value than the R table of 0.6. The R count value ranged from 0.637 to 0.868, which means that each statement item has a significant correlation with the total instrument score and can be categorized as valid. This shows that all question items consistently measure aspects of property product quality according to the intended construct. Thus, the questionnaire instrument used can be trusted to collect valid data regarding consumer perceptions of the quality of property products offered by the HZ Property Company. The validity of this instrument is very



important to ensure the accuracy of the research results in examining the impact of product quality on consumer purchasing decisions.

Table 6.
Validity Test of Corporate Image Variables

No	Statement	Rtable	RCount	Information
1	This company is one of the leaders in the property sector.	0.6	0.831	Valid
2	This company has a good reputation in the property industry.	0.6	0.909	Valid
3	This company provides guarantees to consumers	0.6	0.793	Valid
4	This company is known as a company that fulfills all its commitments.	0.6	0.802	Valid
5	I think this company carries out its responsibilities well.	0.6	0.848	Valid
6	I feel that this company is active in activities that demonstrate social responsibility.	0.6	0.684	Valid

Source: Processed data, 2025

Based on the results of the validity test on six statements measuring the image of the HZ Property company, all items showed a higher calculated R value than the R table of 0,6. The correlation value of each statement is in the range of 0.684 to 0.909, so that all statements are categorized as valid. This indicates that each statement item has a significant relationship with the overall corporate image construct, so that the instrument used is effective in measuring consumer perceptions of the company's position, reputation, and social responsibility. The high validity of this instrument ensures that the data obtained can be relied on for further analysis in research on the impact of corporate image on property product purchasing decisions at HZ Property.



Table 7.
Validity Test of Service Quality Variables

No	Statement	Rtable	RCount	Information
1	I feel the infrastructure around this property is very adequate.	0.6	0.800	Valid
2	I feel the physical facilities offered by this company look modern.	0.6	0.912	Valid
3	I feel the properties from this company consistently meet my expectations.	0.6	0.890	Valid
4	I felt the information the company provided about the property was very accurate.	0.6	0.849	Valid
5	I feel this company is quick in responding to my complaint.	0.6	0.854	Valid
6	I feel the company's response to my issue was very appropriate.	0.6	0.761	Valid
7	I feel that the company staff is able to provide a sense of security regarding the products offered.	0.6	0.755	Valid
8	I believe in the quality assurance provided by this company.	0.6	0.663	Valid
9	I feel like this company shows concern for my needs as a consumer.	0.6	0.716	Valid
10	I feel the company is able to tailor its services to my preferences.	0.6	0.856	Valid

Source: Processed data, 2025

The results of the validity test on ten statements related to service quality at the HZ Property Company show that all items have a calculated R value that is greater than the R table of 0.6. The correlation value is in the range of 0.663 to 0.912, so that all statements can be categorized as valid. This indicates that each statement item has a significant and consistent relationship with the service quality construct being measured. This high validity proves that the questionnaire instrument is effective in capturing consumer perceptions regarding aspects of infrastructure, physical facilities, company responses to complaints, and staff capabilities in providing safe and appropriate services. Thus, the data obtained from this instrument can be used reliably to analyze the effect of service quality on property product purchasing decisions at HZ Property.



Table 8.
Validity Test of Purchase Decision Variables

No	Statement	Rtable	RCount	Information
1	I realized the need to purchase property according to my personal goals.	0.6	0.771	Valid
2	I buy property according to my needs	0.6	0.862	Valid
3	I am actively seeking property information that suits my needs.	0.6	0.814	Valid
4	I get property information from various trusted sources.	0.6	0.838	Valid
5	I compared several property company options from several property companies before deciding to buy.	0.6	0.879	Valid
6	I evaluate the property type before making a purchasing decision.	0.6	0.775	Valid
7	I feel confident in choosing property from HZ Property	0.6	0.792	Valid
8	I am confident that purchasing property at HZ Property is the right investment decision.	0.6	0.860	Valid

The results of the validity test for eight statements related to property purchasing decisions at HZ Property Company show that all items have a calculated R value greater than the R table of 0.6. The correlation value between statements is in the range of 0.771 to 0.879, which indicates that all statements are valid. This means that the questionnaire instrument used is able to accurately measure aspects related to purchasing awareness, information search, alternative evaluation, and consumer confidence in choosing property products from HZ Property as the right investment decision. With this good validity, the data obtained can be relied on to analyze the influence of these factors on consumer purchasing decisions at the property company.

Reliability Test

Reliability testing is a statistical procedure used to measure the consistency or stability of a data collection instrument, such as a questionnaire or test, in producing the same results when used repeatedly under similar conditions. In other words, reliability testing aims to ensure that the measuring instrument used is reliable and produces consistent data over time and between items measuring the same construct.



Table 9. Reliability Test

No	Variables	Rtable	RCount	Information
1	Product Quality	0.6	0.920	Reliable
2	Corporate Image	0.6	0.888	Reliable
3	Quality of Service	0.6	0.940	Reliable
4	Buying decision	0.6	0.929	Reliable

Source: Processed data, 2025

The results of the reliability test of the variables in this study indicate that all constructs have a calculated R value greater than the R table value of 0.6, so it can be concluded that all of these variables are reliable. The Product Quality variable obtained a reliability value of 0.920, Corporate Image of 0.888, Service Quality of 0.940, and Purchase Decision achieved a very high reliability value of 9.29. These values indicate that the internal consistency of the measurement instrument used to collect data on each variable is quite good and reliable, so that the research results obtained can be relied on for further analysis in the context of the influence of product quality, corporate image, and service quality on property product purchase decisions at HZ Property Company.

Classical Assumption Test

Normality Test

Normality Test is a statistical procedure used to test whether the sample data obtained from research follows a normal distribution or not.

Table 10. One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual	
N		85	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.90234715	
Most Extreme Differences	Absolute	.086	
	Positive	.045	
	Negative	-.086	
Test Statistic		.086	
Asymp. Sig. (2-tailed) ^c		.168	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.116	
	99% Confidence Interval	Lower Bound	.107
		Upper Bound	.124

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.



Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value of 0.168 is greater than 0.05, which indicates that the residual data is not significantly different from the normal distribution. This indicates that the data used in this study are normally distributed. In addition, the Monte Carlo Sig. (2-tailed) value of 0.116 also supports these findings, because the value is greater than 0.05, which further strengthens that the data meets normality.

Multicollinearity Test

The Multicollinearity Test is a statistical test used to detect the presence of a very high correlation or linear relationship between independent variables in a regression model.

**Table 11.
Multicollinearity Test**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.267	.940		3.477	<.001		
	X1	.236	.071	.252	3.310	.001	.147	6,799
	X2	.620	.111	.508	5,572	<.001	.103	9,749
	X3	.169	.062	.230	2,733	.008	.121	8,292

a. Dependent Variable: Y

Based on the results of the multicollinearity test in the table above, it can be seen that the Tolerance value for each independent variable is above 0.1, while the Variance Inflation Factor (VIF) value is each less than 10. A Tolerance value greater than 0.1 and a VIF value less than 10 indicate that there is no significant multicollinearity problem among the independent variables in the regression model. Therefore, it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test is a statistical test used to detect whether there is inhomogeneity of variance of residuals (errors) in a regression model. In other



words, this test aims to find out whether the error variance is constant (homoscedasticity) or changes (heteroscedasticity) at various values of the independent variable.

Table 12.
Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,507	.542		6.466	<.001
	X1	-.065	.041	-.404	-1,582	.118
	X2	-.031	.064	-.147	-.480	.632
	X3	.009	.036	.075	.265	.791

a. Dependent Variable: Abs_RES

Based on the results of the heteroscedasticity test presented in the table above, it can be seen that the Sig. value for all independent variables (X1, X2, X3) is greater than 0.05. This indicates that there is no indication of heteroscedasticity in the regression model, because the Sig. value greater than 0.05 indicates that the error variance at each level of the independent variable is constant (homoscedasticity). Thus, there is no heteroscedasticity problem in this data.

Multiple Linear Regression Test

Multiple Linear Regression Test is a statistical analysis method used to test the relationship between one dependent variable (Y) and two or more independent variables (X1, X2, X3). The main purpose of this test is to determine the simultaneous and partial influence of independent variables on the dependent variable, as well as how much contribution each independent variable makes in explaining the variability of the dependent variable.

T-test

The T-test is a statistical test used in regression analysis to test the significance of the influence of each independent variable partially on the dependent variable.



Table 13.
T-Test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.267	.940		3.477	<.001
	X1	.236	.071	.252	3.310	.001
	X2	.620	.111	.508	5,572	<.001
	X3	.169	.062	.230	2,733	.008

a. Dependent Variable: Y

The results of the T-test in multiple linear regression analysis show that the three independent variables, namely product quality, corporate image, and service quality, have a significant influence on property product purchasing decisions at the HZ Property company. This is indicated by the significance value of each variable, all of which are below the significance level of 0.05 ($p < 0.05$). The corporate image variable has the most dominant influence with a regression coefficient of 0.620, which means that every one unit increase in corporate image will increase purchasing decisions by 0.620 units. Furthermore, product quality also contributes positively and significantly to purchasing decisions with a coefficient of 0.236. Likewise, service quality has a positive and significant influence with a coefficient of 0.169. The constant of 3.267 indicates that if the three independent variables are zero, the purchasing decision remains at 3.267. Thus, it can be concluded that product quality, corporate image, and service quality simultaneously play an important role in influencing consumer purchasing decisions at the HZ Property company, with corporate image as the most influential factor.

F Test

The F test is used to simultaneously test whether the independent variables (in this study: product quality, company image, and service quality) together have a significant effect on the dependent variable (purchase decision).



Table 14. F Test (Simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1875.480	3	625,160	363,525	<.001b
	Residual	139,297	81	1,720		
	Total	2014.776	84			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Based on the results of the ANOVA test, the F value was obtained at 363.525 with a significance value (p-value) of less than 0.001 (<0.05). This shows that simultaneously the variables of product quality (X1), company image (X2), and service quality (X3) have a significant effect on purchasing decisions (Y) at the HZ Property company. In other words, the regression model used in this study is feasible to use because the independent variables together provide a significant contribution in explaining the variability of property product purchasing decisions.

Coefficient of Determination

The coefficient of determination (R²) is a statistical measure that shows how much variation or change in the dependent variable (in this case, purchasing decisions) can be explained by the independent variables (product quality, corporate image, and service quality) together in a regression model.

Table 15. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765a	.731	.728	1.311
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				



Based on the Model Summary output, the coefficient of determination (R Square) value of 0.731 indicates that 73.1% of the variation in property product purchasing decisions at the HZ Property company can be explained jointly by the variables of product quality, corporate image, and service quality. The Adjusted R Square value of 0.728 indicates that after taking into account the number of predictor variables and sample size, around 72.8% of the variation in purchasing decisions can be explained by this regression model, while the remaining 26.9% is explained by other factors outside the variables studied. The R value of 0.765 indicates a fairly strong positive correlation between the independent variables and the dependent variable. In addition, the standard error value of 1.311 indicates a relatively small level of model prediction error in estimating purchasing decisions. Overall, these results indicate that the multiple linear regression model used in this study is quite good at explaining the relationship between product quality, corporate image, service quality, and purchasing decisions at the HZ Property company.

CONCLUSION

Based on the results of statistical analysis and data interpretation, this study concludes that purchasing decisions at HZ Property are significantly influenced by three key factors: product quality, corporate image, and service quality. First, product quality plays a crucial role, where elements such as building strength, attractive design, comfort, and supporting facilities increase consumer confidence in making purchases. Second, a strong corporate image reflected through a trustworthy reputation, consistency in delivering commitments, and good social responsibility positively affects consumer trust and encourages buying behavior. Third, service quality, especially in terms of responsiveness, reliability, and staff professionalism, enhances customer satisfaction and purchasing intent. Simultaneously, these three variables collectively explain 73.1% of the variation in consumer purchasing decisions, indicating a substantial and meaningful influence.

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