THE ANALYSIS OF CUSTOMER PURCHASE INTENTION OF HOUSES USING REAL ESTATE AGENT IN MANADO BASED ON PSYCHOLOGICAL FACTORS

ANALISA INTENSI PEMBELIAN PELANGGAN TERHADAP RUMAH MENGGUNAKAN AGEN PROPERTI DI MANADO BERDASARKAN FAKTOR-FAKTOR PSIKOLOGIS

By:
Vinny O. Ticoalu[1]
Maria V. J. Tielung[2]

[1,2]International Business Administration (IBA) Program, Management Department,
Faculty of Economics and Business, Sam Ratulangi University, Manado 95115, Indonesia
e-mail: [1]vinny.ticoalu@yahoo.com

Abstract: *Real estate agent business field is become a trend nowadays. Real estate agent helped customers to buy or sell a house. Psychological factors has an influence in real estate agent busniess, customers mostly asked the opinion from others about the real estate agent in case they do not want to choose a wrong real estate agent. This research aims to analyze the influence of psychological factors on customers purchase intention in using real estate agent in Manado. This research used a multiple linear regression analysis with the sample is 75 respondentds that were obtained from adult citizen in Manado. The result from this research shown that the perception and learning have significantly influence customer purchase intention to using the real estate agent. Motivation, attitude and belief is not significantly influence. Other's perception is really affected customer mind to choose real estate agent. Customers like to getting know about real estate agent to buying a house. The real estate agent in Manado is better work hard to have a good reputation by increase a quality of service and marketing quality.*

Keywords : psychological factor, customer purchase intention

Abstrak: *Bisnis dalam bidang agen property menjadi trend saat ini. Agen property membantu pelanggan untuk lebih mudah membeli atau menjual rumah. Faktor psikologi memiliki pengaruh dalam bisnis agen properti, dimana pelanggan kebanyakan menanyakan pendapat dari rekan atau keluarga tentang agen properti dengan maksud mereka tidak ingin salah dalam memilih agen properti di Manado. Penelitian ini bertujuan untuk menganalisa pengaruh dari faktor psikologi terhadap keinginan pembelian pelanggan dengan menggunakan agen properti. Metode penelitian yang digunakan dalam penelitian ini adalah analisa regressi linier berganda dengan sampel 75 responden yang didapat dari masayarakat dewasa di Manado. Hasil dari penelitian ini menunjukan bahwa persepsi dan pembelajaran memiliki pengaruh yang signifikan terhadap keinginan pembelian pelanggan menggunakan agen properti. Motivasi serta sikap dan kepercayaan tidak mempengaruhi secara signifikan. Persepsi dari orang lain sangat mempengaruhi pemikiran pelanggan untuk memilih agen properti. Pelanggan suka untuk mencari tau tentang agen properti untuk membeli rumah. Agen Properti di Manado sebaiknya berusaha untuk memiliki reputasi yang baik dengan meningkatkan kualitas pelayanan dan kualitas pemasaran.*

Kata kunci : faktor psikologi, intensi pembelian pelanggan

INTRODUCTION

Research Background

House is one of human priority needs. Most people look forward to the day they can buy their own home, but they are get overwhelmed by the long process to have a house. People buy a house for so many reasons, some people buy a house to provide a home for family and some people buy a house for their investment and selling it for a higher price when the time is right. People must decide which area that they would like to live.

The increasing price of fuel and building materials in Manado become the reason why the residential property price, value, and sales increase nowadays. In the era of globalization people become more busy with their own business and sometimes there is no time to buy or sell a property by ourselves. The solution of that problem is a real estate agent. Real estate agents are people who help you buy or sell your property.

A real estate agent is someone who helps people to either buy or sell a home or a piece of property Real Estate Agent help to find a dream house that people like. They make everything to attract the customer, like a good advertising, recruit a smart marketers, and try to have a good reputation.

There is four major factors that influence purchase decision, one of the factors is Psychological Factor. Psychological is the study of the individual, which includes motivation, perception, attitudes, personality and learning theories. All these factors are critical to an understanding of consumer behaviour and help us to comprehend consumption related needs of individuals, their actions and responses to different promotional messages and products and the way their experiences and personality characteristics influence product choices. Therefore, in this study we will discuss about the influence of psychological factors on customer purchase intention of houses using real estate agent in Manado.

Research Objective

The objectives of this research are to identify the significant effect of:
1. All psychological factors to customer purchase intention of house using real estate agent simultaneously.
2. Motivation to customer purchase intention of house using real estate agent partially.
3. Perception to customer purchase intention of house using real estate agent simultaneously.
4. Attitude and Belief to customer purchase intention of house using real estate agent partially.
5. Learning to customer purchase intention of house using real estate agent partially.

THEORETICAL FRAMEWORK

Consumer Behavior

Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Solomon,Bamossy et al. 2006:6). Schiffman and Kanuk (2004:8) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and dispoting of products and services that they expect will satisfy they needs. In other words, consumer behavior involves the feelings and thoughs of people experiences. It also include the things that influence the thoughs, actions, and feelings.

Psychological Factors

Psychology is the study of mind and behavior. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and researching specific cases. It affecting our purchase decision includes motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Other people often influence a consumers purchase decision. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories, there are motivation, perception, attitude and beliefs. and as well as learning.

Motivation

Setiadi (2003:216) define that: Motivation is a condition when person encourages the desire of individuals to undertake activities to achieve a goal. Another simple definition is from Dharmmesta and Handoko (2011:76) said that motivation is the needs and desires of individuals are directed on purpose to obtain satisfaction.

Perception

In general, perception is gathering information through our senses, which are seeing, hearing, touching, tasting, smelling and sensing. Through these senses we can perceive things, events or relations. In other words, in general psychological terms, perception is our ability to make some kind of sense of reality from the external sensory stimuli to which we are exposed.

Attitude and Belief

Behavior will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001). In other words, attitude represents what we like and dislike. An attitude is a lasting general evaluation of something that it has knowledge of that something, liking or disliking, and the strength of the feelings. Beliefs is a person's attitude about an object can be a function of the beliefs that a person holds with regard the attitudinal object, but can also be a function of the importance of the individual attributes about which a person has beliefs.

Learning

The practical significance of learning theory of marketers is that they can build demand for a product byassociating it with strong drives, using motivating cues, and to the same drives as competitors and providing similar cues because buyers are more likely to transfer loyalty to similar brands then to dissimilar ones (Lamb, 2010). In other words, learning is a behavioral modification that occurs through experience or conditioning and often defined as a relatively lasting change in behavior that is the result of experience.

Customer Purchase Intention

Kotler (2000) defined that: Purchase intention is a common effectiveness measure and it is often used to anticipate response behavior. Purchase intention means a consumer prefers to buy a product or service because people find that they needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying. While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention. Also, a large number of external factors have been recognized (Keller, 2001). In other words, purchase intention can measure the possibility of a consumer to buy products and services, more higher the customer intention to buying, the higher a consumer's willingness is to buy products or services.
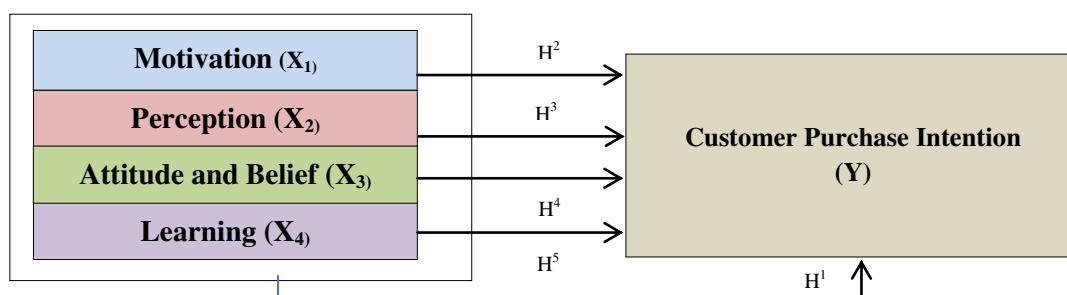
Conceptual Framework

Figure 1. Conceptual Framework

Research Hypotheses

The hypotheses of this research are:

H1: Psychological Factors; motivation, perception, attitude and belief, and learning have influence on customer purchase intention of houses using real estate agent in Manado.

H2: Motivation has partially influence on customer purchase intention of houses using real estate agent in Manado.

H3: Perception has partially influence on customer purchase intention of houses using real estate agent in Manado.

H4: Attitude and Belief has partially influence on customer purchase intention of houses using real estate agent in Manado.

H5: Learning has partially influence on customerr purchase intention of houses using real estate agent in Manado.

RESEARCH METHODOLOGY

Type of Research

This research is causal type of research where it will investigate the influence of psychological factor on customer purchase intention.Causal research is used to esthabilish causes and effect relationship between the variables. This research use a quantitative method and multiple regression analysis. the quantitative methods are especially helpful with large complex problems.

Place and Time of Research

This research is conducted in Manado City, North Sulawesi, Indonesia. This research will be held during July-November.

Population and Sample

The research population is an adult citizen in Manado. A sample is subset of the population. It comprises some members selected from it. In other word, some, but not all, elements of the population form the sample. The sample of this research is 75 customer in manado that using a real estate agent. The sampling method is judgement sampling that determining the sample based on criteria. this research will collect sample of group of adult people that buying house using real estate agent.

Data Collection Method

This research data obtained from primary data. Primary data refer to information obtained first-hand by researcheron the variable of interest for specific purpose of study (Sekaran, Bougie. 2010:180).

Operational Definition and Measurement of Research Variables

Independent Variables (X):

X_1 : Motivation – need that is sufficiently pressing to direct the person so buy or not buy a house using a real estate agent. Indicators : Convenience, Needs, and Self-pride.

X_2 : Perception – the process by which people select, an organize the information to using a real estate agent as a middleman to buying a house. Indicators : Expectation, Value, Mindset.

X_3 : Attitude and Belief – person's consistently favorable or unfavorable evaluations, and feelings. Belief is a descriptive thought that a person holds about buying a house using a real estate agent. Indicators : Emotional, Actions, Feelings.

X_4 : Learning – process to get know about real estate agent in case to help customer find their own house that match with their style. Indicators : Education, Experience, Exploring.

Dependent Variable (Y)

Y :   Customer Purchase Intention – go through variety of processes before buying a house using a real estate agent. Indicatiors : Consideration, Excited, Desire.

Data Analysis Method Validity and Reliability Test

To analyze the validity of questionnaires, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ough to be measured. Reability test is esthabilised by testing for both consistency and stability of the answer question. Alpha Cronbach is realiable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran 2006:177).

Multiple Regression Analysis Model

Multiple regression is a descriptive tool used too develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables, ot to test and explain a causal theory. The formula of multiple regression models in this research is shown below :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Y   : Consumer Purchase Intention
a   : Intercept
β_1-β_4 : Regression Coefficient of Each Variable
X_1 : Motivation
X_2 : Perception
X_3 : Attitude and Belief
X_4 : Learning
e   : Error

RESULT AND DISCUSSION

Result Validity and Reliability

Validity Test

All the total values for each indicator for independent variables and dependent variables are above 0.3. It means all the indicators are valid.

Reliability Test

Table 1. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Motivation	0.6	0.836
2	Perception	0.6	0.937
3	Attitude and Belief	0.6	0.833
4	Learning	0.6	0.821
5	Customer Purchase Intention	0.6	0.771

Source: SPSS 22.00 (2015)

The table shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables in this research is considered reliable and can be used to retrieve data.

Classical Assumption Test Multicollinearity Test

Table 2. Multicollenearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Motivation	,693	1,443
Perception	,774	1,292
Attitude and Belief	,726	1,378
Learning	,813	1,230

Source: SPSS 22.00 (2015)

The Table 6. shown that the tolerance and VIF values. The tolerance value of motivation is 0.693, perceptiont is 0.774, attitude and belief is 0.726, and learning is 0.813, meaning the tolerance value of each variable is more than 0.1. The VIF value of motivation is 1.443, perception is 1.292, attitude and belief is 1.378, and learning is 1.230, meaning the VIF value of each variable is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.
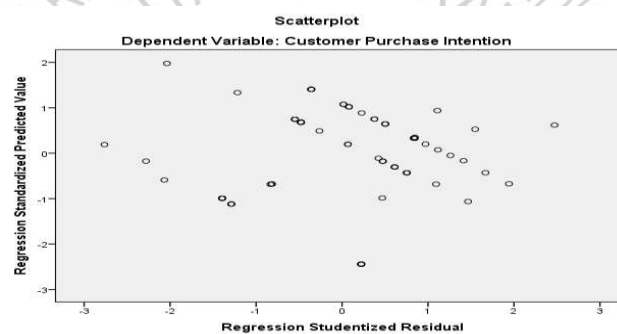
Heteroscedasticity

Figure 2. Heteroscedasticity Test
Source: SPSS 22.00 (2015)

Figure 2 shown that the dots is not created a specific pattern and
also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this
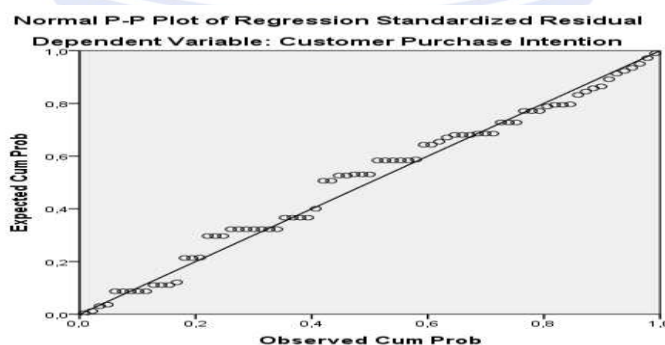regression model.

Normality Test

Figure 3. Normality Test
Source: SPSS 22.00 (2015)

Figure 3 shown that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Regression Analysis

Table 3. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,064	,663		1,604	,113
	Motivation	-,156	,093	-,161	-1,675	,098
	Perception	,524	,071	,670	7,376	,000
	Attitude and Belief	,081	,080	,095	1,011	,316
	Learning	,152	,087	,155	1,750	,084

Source: SPSS 22.00 (2015)

The result in the table 7 can be expressed in regression equation as:

$$Y = 1.064 - 0.156 X_1 + 0.524 X_2 + 0.081 X_3 + 0.152 X_4$$

The interpretation of the equation is :
1. Constant 1.064 shows the influence of motivation (X_1), perception (X_2), attitude and belief (X_3), learning (X_4) to the customer purchase intention (Y). It means that if all the independent variables are zero, the customer purchase intention (Y) as dependent variable is predict to be 1.064.
2. -0.156 is the coefficient of motivation (X_1) meaning if there is one unit increasing in X_1 while other variables are constant then Y is predicted to decrease by 0.156.
3. 0.524 is the coefficient of perception (X_2) meaning if there is one unit increasing in X_2 while other variables are constant then Y is predicted to increase by 0.524.
4. 0.081 is the coefficient of attitude and belief (X_3) meaning if there is one unit increasing in X_3 while other variables are constant then Y is predicted to increase by 0.081.
5. 0.152 is the coefficient of learning (X_4) meaning if there is one unit increasing in X_4 while other variables are constant then Y is predicted to increase by 0.152.

Table 4. Result of R and R2

Model Summary[b]			
Model	R	R Square	Adjusted R Square
1	,744[a]	,553	,528

Source: SPSS 22.00 (2015)

Table 4 shown that the R2 is 0,553 which mean the independet variable affecting the dependent variable with 55,3%.

Hypothesis Testing
Table 9. F-Test Output

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11,801	4	2,950	21,680	,000[b]
	Residual	9,526	70	,136		
	Total	21,327	74			

Source: SPSS 22.00 (2015)

Table 9 shown the F_{count} is higher than F_{table}, F_{count}=21,680>F_{table}=2,73, thus H_0 is rejected and H_1 is accepted. Independent variables motivation, perception, attitude and belief, and learning are simultaneously influences significantly the customer purchase intention as the dependent variable.

Table 10. T-Test

Variables	Tcount	Ttable	Description
Motivation	-1,675	1.66	Rejected
Perception	7,376	1.66	Accepted
Attitude and Belief	1,011	1.66	Rejected
Learning	1,750	1.66	Accepted

Source: SPSS 22.00 (2015)

H_1 accepted if $T_{count} > T_{table}$, thats mean motivation (X_1) significantly influences customer purchase intention (Y). if H_1 rejected if $T_{count} < T_{table}$, thats mean motivation (X_1) does not significantly influences customer purchase intention (Y).

1. Table 10 shows that T_{count} is -1,675 and since the level of significant is 5% (0.05) then the T_{table} is 1.66, the result is T_{count} = -1,675< Ttable = 1.66. Since the T_{count} is smaller than Ttable then H_0 is accepted and H_1 is rejected. It means that variable motivation not significantly influences customer purchase intention.
2. Table 10 shows that if T_{count} is 7,376 and since the level of significant is 5% (0.05) then the T_{table} is 1.66. the result is T_{count} = 7,376 > T_{table} = 1.66. Since the T_{count} is bigger than Ttable then h0 is rejected and H_1 is accepted. It means that variable perception significantly influences customer purchase intention.
3. Table 10 shows that if T_{count} is 1,011 and since the level of significant is 5% (0.05) then the T_{table} is 1.66. the result is T_{count} = 1,011 < Ttable = 1.66. Since the T_{count} is smaller than Ttable then H_0 is accepted and H_1 is rejected. It means that variable attitude and belief not significantly influences customer purchase intention.
4. Table 10 shows that if T_{count} is 1.750 and since the level of significant is 5% (0.05) then the T_{table} is 1.66. the result is T_{count} = 1.750 > T_{table} = 1.66. Since the T_{count} is bigger than Ttable then H_0 is rejected and H_1 is accepted. It means that variable learning significantly influences customer purchase intention (Y).

Discussion

Motivation and Customer Purchase Intention

The result shows that motivation has not significantly influence customer purchase intention. Most of the respondents did not agree that motivation influence their intention to buying house using real estate agent. This is happened because for some customer they are better to find a house like they want and feel more comfortable to find a house by themselves. Based on this research, the kind of motivation did not significantly influence their intention to buying a house using real estate agent.

Perception and Customer Purchase Intention

The variable perception is has the most significant factor in affect customer purchase intention of houses using real estate agent. Perception affects how customers think about the real estate agent, like the how famous the realtor is, how many people know about the company, and also how good is the reputation of the company. Every customer have their own point of view, customer in this research think that they will choose the realtor based on how valueable the company is.

Attitude and Belief and Customer Purchase Intention

This research shows that attitude and belief has influence customer purchase intention but not significantly. The some customers think that variable attitude and belief influence customer purchase intention and some customers think it is not.

Learning and Customer Purchase Intention

The customer get to know about the real estate agent by exploring, its mean that the customer try to find out all about the company. The customer find it on media electronic or newspaper. Customer also get know about the real estate agent by asking the others experience about the real estate agent. Related to the previous reseach about the *Influence Of Consumers' Perception Of Green Products On Green Purchase Intention* (Kong,.et.al.,2014) that the current study was conducted to gain a better understanding of the influences of consumers perception of green products on green purchase intention among consumers in Sabah. The findings of the present study confirmed that green corporate perception, eco-label, and green product value had positive significant influences on green purchase intention. The results of the study also revealed that eco-label and green product value contributed the largest in influencing consumers green purchase intention among consumers in Sabah. The others previously research that related is about the *The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey* (Darmaz Yakup.,2014) that the result that approximately more than half of the consumers know about consumer law and rights. Thats mean the consumer learn about the product or the company first and then purchased the product and service.

CONCLUSION AND RECOMMENDATION

Conclusion

There are five conslusion can be purposed on this research, which are listed as follow:
1. All the psychological factors (motivation, perception, attitude and belief, and learning) give a simultaneous influence on customer purchase intention to buying a house using real estate agent.
2. Motivation on psychological factors are not give a partial influence which mean the motivation did not give a significant influence on customer purchase intention on buying a house using real estate agent.
3. Perception on psychological factors give a partial influence and also become the most significant influence on customer purchase intention on buying a house using real estate agent.
4. Attitude and belief on psychological factors give a partial influence and also significantly influence the consumer purchase intention on buying a house using real estate agent.
5. Learning on psychological factors give a partial influence but did not significantly influence the customer purchase intention on buying a house using real estate agent.

Recommendation

There are several recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. Psychological factors has the most significant influence on customer intention to using real estate agent. Every customer has their own perception but in this case, customers want a real estate agent that has a good reputation and have a lot customers. The real estate agent in Manado should work hard to have a good reputation by increase a quality of service and marketing quality.
2. Learning factor also has a significant influence on customer intention to using real estate agent. Before using real estate agent, the customers get to know all about the real estate agents first. They using a media electronic and newspaper, and they are get to know about real estate agent by asking others opinion about real estate agent based on other experience. So, its better for thde real estate agent in Manado to do more marketing online and also created an advertment that can be seen by the so many customers.
3. Then attitude and belief also influence customer intention, its mean customers need a real estate agent that can easily help them to find a house like they want and also want a real estate agent that have a good employee. Real estate agent must hire trained employee that are have a good attitude to serve the customers, because that can make the customer feel comfortable with the agencies.

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