

MODEL OF PURCHASE DECISION ANALYSIS : Empirical Study on Construction and Real Estate Companies in DKI Jakarta

¹Wikrama Wardana

²Togi Parulian Purba

³Nandan Limakrisna (Correspondent Author)

¹Post Graduated Program, Universitas Winayamukti Bandung, Indonesia

²Doctor of Management Sciences, Faculty of Economics, Persada Indonesia University
Y.A.I Jakarta, Indonesia

³Doctor of Management Sciences, Faculty of Economics, Persada Indonesia University
Y.A.I Jakarta, Indonesia

wikramawardana66@yahoo.com

Abstract

Low light brick purchasing decisions constructs and real estate company in Jakarta Provincial allegedly caused by product, distribution, promotion and customer value are still low.

The purpose of this research is to determine and analyze the effect of product, distribution and promotion of partial or jointly to customer value. To determine and analyze the effect of product, distribution, promotion and customer value partially or jointly to the purchasing decision. The population in this research amounted to 964 project managers of 241 construction and real estate companies in DKI Jakarta.

The method used in this research was a descriptive survey method and explanatory survey with a sample size 295 respondents, and the data analysis methods used are SEM (Structural Equation Modeling) with use Lisrel 8.70 application.

Based on the results of the research, the following research findings obtained product positive and significant effect on customer value. Distribution of significant effect on customer value. Promotion significant effect on customer value. Product, distribution and promotion together significant effect on customer value is equal to 47% while the remaining 53% are influenced by other factors. Partially promotion of the most dominant effect on customer value. The product does not affect the purchase decision. Distribution of positive and significant effect on purchasing decisions. Promotion of positive and significant impact on purchasing decisions. Customer value of positive and significant effect on purchasing decisions. Product, distribution, promotion and customer value together positive and significant effect on purchasing decisions is equal to 81% while the remaining 19% are influenced by other factors. Partially customers value the most dominant influence on purchase decisions.

Keywords: *Product, Distribution, Promotion, Customers Value, Purchase Decision*

Introduction

Red brick is one of the building materials that become part of the foundation of a building property. Lately, the material

is a bit difficult to find because the production process is very complicated and still a dependency with conventional heating which is one of Global Warming

factors, because the combustion process cause air pollution are certainly not environmentally friendly coupled with weather conditions and seasons of uncertainty that affect the price and availability of these materials (Kurniawan, Wijaya, and Soemapraja, 2013: 1-5).

The use of conventional bricks will be replaced with the lightweight brick technology; sooner or later the use of red brick will switch to lightweight brick. This illustration can be used as benchmarks so fast construction technologies make the switch. Lightweight brick is one of the products to support the program's "Green Peace". Greening for inhibiting "Global Warming" because the manufacturing process without the combustion process and use natural ingredients one of which is the seed Lerak (*Saparindus rarak*) or commonly known as seed clerk. Refers to those conditions, through research, development and innovation that create a lightweight brick which is the nation's discovery of the children's work (Goritman, Irwangsa, and Kusuma, 2013: 4).

This lightweight bricks are solutions to problems in Indonesia, especially the development of the property industry. Because of light brick has many advantages. There are several advantages when used as a replacement brick light brick red (Goritman, Irwangsa, and Kusuma, 2013: 5), which are: lightweight, robust, fast in; environmentally friendly; fireproof;

earthquake resistant; soundproof; can be directly in plamir without plaster; bias installation using river sand or calcium mixed with cement mill. Another advantage of the light brick red brick and concrete block based on the "Unit Price Analysis Work With Work Unit Price Approach Field Theory and the" Department of Housing and Infrastructure Department of Public Works (2009) and "Building Material Specifications Part A (Non Metallic Building Materials)" Department of Public Works (2009) is the productivity of the work more quickly, speeding the critical path, cost-effective, and longer durability of construction..

With a wide target market, could actually be categorized into several sections, namely residential, high rise buildings, government projects and commercial projects with the target customer is the developer, contractor and owner of the building itself. So with a very broad market, supported the need for lightweight bricks today and the future, lightweight brick needs directly proportional to the needs of existing projects (Limanso, Witjaksono, Wumarlin, and Indra, 2010: 195). So with reference to the broad target market, especially in Jakarta, then if it refers to economic growth in the province of Jakarta, especially in the growth of construction and real estate showed a positive trend.

Trend of growth in employment in the construction sector showed an increase every year, the highest growth occurred in 2012 which reached 7.20% compared with the previous two years, reaching only 6.20% in 2010 and 7.08% in 2011, despite the drop growth in 2013 were only able to reach 6.85%. Likewise, the growth in the real estate sector, where growth showed an increase until 2013 which reached 5.35% compared with the previous three years that only 3.97% in 2010, 4.21% in 2011 and 5.31% in 2012. (Source: Government Finance Report Province of Jakarta, 2013)

Increased growth in the construction sector employment and real estate sectors in Jakarta should be accompanied by increased rate of growth in sales of lightweight brick in the province of Jakarta, but in fact the lightweight brick sales growth rate fluctuated quite high. Lightweight brick sales growth rate in 2011 decreased quite sharply, which only reached 11.49% compared with the previous year which reached 27.71% or decrease reached -16.22%. While in the same period of construction sector jobs increased 7.08% from the previous year which only reached 6.20% or an increase of 0.88%, as well as terms of the real estate sector which rose 4.21% previously reached only reached 3.98%, or an increase of 0.23% growth. Then drop in sales growth occurred in 2013 which only reached 34.54% compared with the previous period to reach 45.32% or the

decrease of -10.78%, while the growth in jobs in the real estate sector has increase in 2013 which reached 5,35% compared with the previous year 2012 which only reached 5.31%. (Source: Sales of three Lightweight brick Company, data processed, 2014)

It shows that both the construction sector and real estate sector in Jakarta, is still relatively low purchasing decisions in selecting the use of lightweight bricks in implementing and completing projects.

Many factors are thought to cause the still relatively low purchasing decisions on the lightweight bricks made by the contractor the construction and real estate in Jakarta. It is based on the results of the initial survey researcher (2014) against several contractors (developer) construction and real estate in Jakarta, that (1) there is a tendency for developers to continue the project with red brick or block, meaning that there are still many developers or developer not to continue the project with a red brick or bataco, so the number of developers who continue the project with lightweight brick, its will be contested by the lightweight brick company. (2) The developers generally prefer red brick which is considered to have proved its strength, (3) In general, the developers prefer red brick or bataco who has a strong image and good for the building, and (4) in general quite often provide recommendations to developers or other developers to use bricks

that are currently used. (Source: Preliminary Survey Results, 2014)

Yee and Kay (2011: 264) state that "Decision making process is the act that involves an analysis of the resulting in the selection of a course of action Among Several alternatives". That the decision-making process is an activity that involves analyzing results in choosing one course of action among several alternatives.

Purchasing decisions will be associated with the delivery of a message from the giver to the recipient of the message in question, with the purpose of the message recipient can make decisions in accordance with the wishes of the giver message. From a series of communication process between the giver and the recipient, Kotler (2002: 274) gave the following statement, *"Ideally, the message should gain attention, hold interest, arouse desire and elicit action. In practice, few messages talk the consumer all the way from awareness through purchase, but the AIDA framework suggests the desirable qualities of any communication"*.

Based on the initial survey (2014) that has been carried out on 30 project manager of developer or developer, found that 33% of the project manager enough attention to the role and function of brick for the completion of the project, so it is still very much the project manager who is not concerned with the extent of the role and function of a brick the chosen to

support the quality of the project. A total of 28% of the project manager of the results of a survey of 30 project managers, it turns out they were not paying attention span required using bricks that have been chosen, and is therefore envisaged that there are many project managers who do not have a reference in the bricks of the type of brick as a building material on the project.

A total of 28% of project managers based on the results of the above survey, have enough interest in brick bricks offered by the company, however, the survey cannot show the factors that make them interested in the brick chosen, especially the results of the survey showed no concern the height of the project manager on the type of brick and timescales of brick used on the project was doing. Furthermore, as many as 25% of the project manager stated they only need enough bricks to be used in the project of the brick company, in other words they do not entirely require real brick had they use.

Lack of interest in and the lack of need for a project manager to brick bricks offered by the company, cause they do not seek information about the maximum information about the bricks that have been chosen, it is shown by the 30% of the project manager of the survey were not looking for information on the whereabouts of brick. Referring to the survey that was conducted, it turns out 26% of the project manager wishes to use brick bricks offered

by the company, although cannot be described what underlies the project manager wants to select and use the bricks.

Based on the results of the survey (2014), it is not certain that the decision to choose products offered by the company will go through phases of AIDA (attention, interest, desire, action), as the project manager showed considerable interest but not fully paying attention, then the project manager shows but the choice is not based on a strong desire.

Many factors can lead to low purchasing decisions by developers choose lightweight brick when doing its projects. Gelb (2012: 1-8) explains that cause consumers decide to buy a product is customer value itself which is a comparison of the benefits / functionality with the cost of customers. Based on the above statement alleged that the developers lack the purchasing decision in choosing a lightweight brick in implementing their projects tend to be caused by lightweight brick customer value is still relatively low. This is indicated by the results of the initial survey researcher (2014) which has been carried out on 30 project manager of developer or developer above, found that 33% of the project manager enough attention to the benefits of lightweight bricks for the customer, so it is still very much the project manager who does not care the extent to which the role and function of the chosen brick can support the

quality of the project. A total of 28% of the project manager of the results of a survey of 30 project managers, it turns out they were not paying attention span required using bricks that have been chosen, and is therefore envisaged that the customer value of lightweight brick itself is still relatively low perceived by the developers.

Amusat, Adejumo, and Ajiboye (2013: 467) explains that promotional tools can increase extra customer value, so that the products offered are known to have a high value if the promotion is done right, and in line with product quality perceived by customers. Based on the above statement, the low value customer lightweight brick was allegedly caused by a lack of proper promotion. This is indicated by the campaign carried out by three manufacturers of lightweight bricks are just doing promotion as the promotion was conducted using face to face prospective customers, the promotion is done by making brochures and company profile, workshops, exhibitions and several events of mass is usually done in several events, and the promotion budget only reached an average of 10% of total sales. While Weitz and Jap (1995: 305) explain that the creation of customer value can be enhanced through the distribution activity. Then Yamamoto (2002: 549) found that products that provide high benefits to customers can improve customer value itself. Based on several expert opinions above, it can be said that the

low value of lightweight brick customers tend to be caused by lack of proper promotion activities, the distribution of which is less precise, as well as the benefits of the product are not known in detail by the developers. It can be seen based on the initial survey (2014) which showed that respondents considered: (1) The quality of lightweight brick is still relatively close to the bataco or other brick, but the cost is initially greater, (2) a relatively equal distribution with other brick products, and (3) Promotion of lightweight brick is still relatively less precise or less communicated the benefits, advantages compared to other brick.

So it is clear that the product is still relatively lightweight brick unknown in detail by the user community, including developers, because customers are already accustomed to using brick or bataco product that has been shown to survive in the long impairment (Widjanarko, 2006: 14).

From all the above, the authors were interested and very important to do research on the analysis of lightweight brick purchasing decisions through customer value created by product, distribution, and promotion.

Problem Formulation

Based on the identification of the above problems, the formulation of the problem is as follows:

1. Is there any influence of products on customer value of lightweight brick

users in Jakarta's Construction and Real Estate Company?

2. Is there any influence of distribution on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company?
3. Is there any influence of promotion on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company?
4. Is there any influence of product, distribution and promotion together on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company?
5. Is there any influence of product on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company?
6. Is there any influence of distribution on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company?
7. Is there any influence of promotion on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company?
8. Is there any influence of customer value on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company?
9. Is there any influence of product, distribution, promotion and customer value together on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company?

Objectives

Based on the identification and formulation of the problem above, the purpose of this dissertation research was conducted to determine and analyze:

1. Effect of product on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company.
2. Effect of distribution on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company.
3. Effect of promotion on customer value of lightweight brick users in Jakarta's Construction and Real Estate Company.
4. Effect of product, distribution and promotion together against customer value of lightweight brick users in Jakarta's Construction and Real Estate Company.
5. Effect of products on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
6. Effect of distribution on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
7. Effect of promotion on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
8. Effect of customer value on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
9. Effect of product, distribution, promotion and customer value together on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.

Literature

Product

The product is something that can be offered to the market to be considered, possessed, used or consumed in order to

satisfy the desire or need (Kotler and Armstrong, 2004: 337). While Tjiptono (2006: 95) states that it is the product konseptional subjective understanding of the manufacturer on something that could be offered as an attempt to achieve organizational goals through fulfilling the needs and desires of consumers, in accordance with the competence and capacity of the organization as well as purchasing power. Mc charty and Perreault (2003: 107) states that the product is a result of production that will be thrown to the consumer to be distributed and used consumers to meet their needs. The product is also a key element in the overall market supply (Kotler and Keller, 2008). Meanwhile, according to Saladin (2003: 121), the product is anything that can be offered to a market for attention, possessed, used or consumed in order to satisfy the desires and needs. Based on the description concluded that the product is defined in this study as a result of the production to be marketed / sold to customers for distributed and utilized in meeting customer needs. The dimensions of the products in this study consisted of four dimensions, ie the dimensions of quality, features, design, and brand.

Distribution

Tjiptono (2008: 185) distribution can be defined as marketing activities are trying to expedite and facilitate the delivery of goods and services from producers to

consumers, so its use as needed. Hollensen (2010: 14), the distribution is the way that it should be closer to customers. Usually thought of seeing marketing as a distribution channel that takes the product from manufacturer to consumer. Kotler and Armstrong (2008: 60), is the distribution of tasks involved in planning, implementing and controlling the flow of materials final goods, and related information from point of origin to point of consumption to meet customer needs in a condition to make a profit. Meanwhile, according to Solomon, Marshall, and Stuart (2008: 490) activities that are used to move goods from the manufacturer to the end customer, including order processing, warehousing, transportation, and inventory. From the description of the theory, it was concluded that the distribution is defined in this study is to move / switch items include planning, organizing, implementing, and monitoring the flow of goods / product from the manufacturer / dealer to the customer and to meet customer needs. The dimensions of distribution includes four dimensions, namely: the dimensions of order management, inventory, warehousing, and transportation dimensions.

Promotion

Saladin (2003; 21), the campaign is a seller and a buyer of information communication that aims to change attitudes and behavior of the buyer, who was not familiar become familiar with so that buying and keeping in

mind the product. While Swastha (2003: 84) states that the promotion is the company's efforts to inform, persuade or remind consumers about companies, products and ideas so that the goal can be achieved. In another sense, Private and Irawan (2008: 349) states that the promotion is the flow of information or persuasion in one direction are made to direct a person or organization to act that created the exchange in marketing. Like (2008: 133) states that the promotion is a communication from the seller and buyer are derived from precise information that aims to change attitudes and behavior of the buyer, who was not familiar become familiar with so that it becomes a buyer and still recall the product. Alma (2004: 181) states that the promotion is a kind of communication that gives an explanation to convince potential consumers of goods and services. Promotion mix a concoction of various promotional elements that are inside. According to Kotler (2009: 264), an element of the promotion mix (promotion mix) consists of five main device, namely advertising, sales promotion, public relations, personal selling, and direct marketing. Based on the description of the theory, we conclude that the promotion is a way of communicating by the company to inform, persuade or remind consumers about companies, products and ideas that aim to change attitudes and behavior of prospective buyers, who do not know

become familiar with so that it becomes a buyer and still recall the product. The promotion consists of five dimensions, ie the dimensions of advertising, sales promotion, public relations, personal selling, and direct marketing dimension.

Customer value

Alves (2010:3), *value is the overall evaluation that the consumer makes of a product based on perceptions of that given in exchange for that which is received value delivery.* Alves also added that *Customer value is a customer's perceived preference for and evaluation of those product attributes, attributing performances, and consequences arising from use that facilitate (or block), achieving the customer's goals and purposes in usage situations.* Sunarto (2006: 114), customer value is the difference between total customer value and total customer cost. Total customer value (total customer value) is a set of benefits that customers expect from a particular product or service. Total customer costs (total customer cost) is a set of expected costs incurred by the consumer to evaluate, acquire, and dispose of the product or service. Kotler and Keller (2009: 259) states that the value of the customers is a combination of quality, service, price of a product offering. Ushered in customer value is the difference between the total value for the customer

and the total cost of the customer, and the amount of value for the customer is a group of customers expected benefits of particular goods or services. While Wang et. all. (2004) divided dimensions of customer value into a functional value, economic value, emotional value and the value of sacrifice. Based on the theoretical description it was concluded that the value of the customer is a consumer an overall assessment of the utility of a product based on perceptions of the received and given. The dimensions of customer value consists of four dimensions of functional value, social value, emotional value, and the value of sacrifice

Purchase Decision

Kotler and Keller (2012: 192), stating the purchase decision is taken by the consumer decision process for purchasing products / services offered through the purchase decision process that includes consumers before making a purchase decision and at the time of purchase. The goal of any marketing of a product is satisfying the needs and desires of consumers or target customers. Therefore, consumers have significance in a company that is as a buyer of the product. According to Kotler (2012: 188) there are five decisions made by the buyer, namely: (1) The selection of products and brands, consumers can make a decision to buy a

product or use the money for other purposes; (2) Channel Selection, consumers must make decisions about which dealers will be visited. (3) Time Purchase, consumer decisions in the timing of purchase can vary; (4) Total purchases, consumers can make decisions about how much of the product which will be bought at any one time; (5) Payment method, consumers can take a decision on the payment method that will be used in the process of payment of the purchase, for example, transfer, cash, debit and others.

Based on the theoretical description above, it is concluded that the decision to purchase is defined as a process of consumer decision taken to purchase products offered through the purchase decision process that includes consumers before making a purchase decision and at the time of purchase. The dimensions of the purchase decision consists of five dimensions, ie the dimensions of the selection of products and brands, the selection of purchase channels, the time of purchase, amount / quantity of purchases, and the dimensions of payment.

Framework

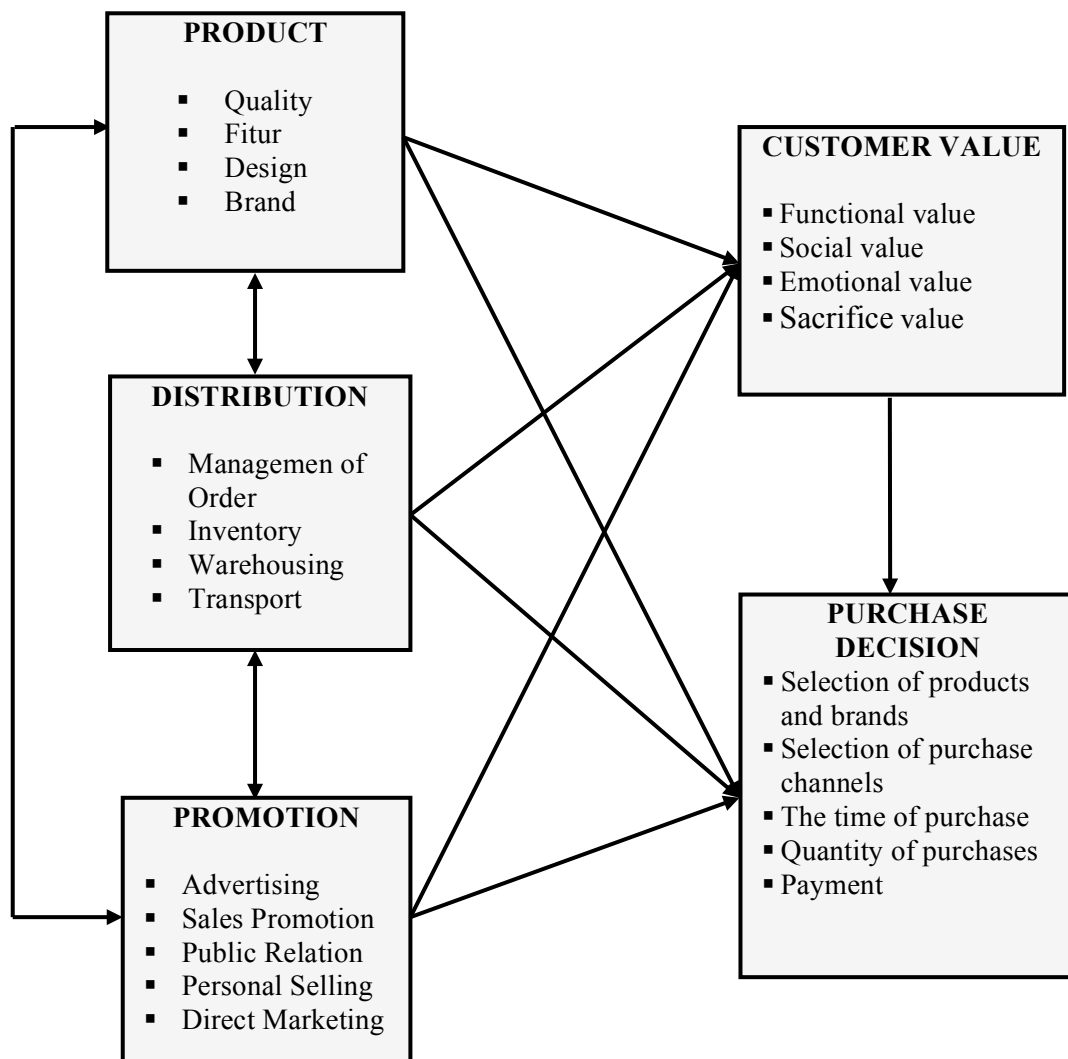


Figure 1. Research Model

Hypothesis

Based on the description of the theory and framework that has been stated above, it can be formulated hypothesis of the study as follows:

1. There is an influence of product on Customer Value of lightweight brick users in Jakarta's Construction and Real Estate Company.
2. There is an influence of distribution on Customer Value of lightweight brick users in Jakarta's Construction and Real Estate Company.
3. There is an influence of Promotion on Customer Value of lightweight brick users in Jakarta's Construction and Real Estate Company.
4. There are contributions of Products, Distribution and Promotion together on Customer Value of lightweight brick users in Jakarta's Construction and Real Estate Company.
5. There is the influence of product on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
6. There is an influence of distribution on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
7. There is an influence of Promotion on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
8. There is an influence of Customer Value on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.
9. There are contributions of Products, Distribution, Promotion and Customer Value together on purchase decisions of lightweight brick users in Jakarta's Construction and Real Estate Company.

Method

The object of research into the independent variable in this study is the product, distribution and promotion. While the dependent variable is the value of customer and purchasing decisions. The nature of this research is descriptive and verification. Given the nature of this research is descriptive and verification conducted through data collection in the field, the research method used is descriptive method survey and explanatory survey method. The unit of analysis in this study is a corporate customer in the construction and real estate company in Jakarta, the observation unit is the project manager. Time horizon in this study is cross-sectional, where research is done in one time simultaneously.

1. Product (ξ_1) as independent variables
2. Distribution (ξ_2) as independent variables
3. Promotion (ξ_3) as independent variables
4. Customer value (η_1) as an intermediate variable (intervening)
5. Purchase decisions (η_2) as the dependent variable.

In this study, as object of analysis is the large construction company and real estate in the Jakarta with numbers is 241 companies, while the population (the unit of analysis) is the Project Manager of the construction company and real estate size in Jakarta, as many as 964 project manager.

Taking into account the presence of data outliers (Hair et al., 2006: 603) and the

principle of the greater the sample size the better, then used a ratio of 1: 5, so with 59 parameters (indicators) of the obtained sample size of at least:

$$n = \text{number of parameters} \times \text{variables}$$

Discussion

$$= 59 \times 5 = 295 \text{ respondents}$$

To determine the 295 selected samples was done by random sampling is simple random sampling in 71 companies Construction and Real Estate in Jakarta.

Table 1. Hybrid (Full SEM) Suitability Size Model

GOF Indicators	Expected size	Estimation results	Conclusion
Absolute Size Fit			
GFI	GFI > 0,90	0,98	<i>Good Fit</i>
RMSEA	RMSEA < 0,08	0,72	<i>Good Fit</i>
Incremental Size Fit			
NNFI	NNFI > 0,90	0,91	<i>Good Fit</i>
NFI	NFI > 0,90	0,90	<i>Good Fit</i>
AGFI	AGFI > 0,90	0,92	<i>Good Fit</i>
RFI	RFI > 0,90	0,87	<i>Marginal Fit</i>
IFI	IFI > 0,90	0,94	<i>Good Fit</i>
CFI	CFI > 0,90	0,94	<i>Good Fit</i>

Source: Results of Treatment with LISREL 8.70

Based on Table 1 above, there are seven indices gained fitness model has a suitability index model (good fit), namely: RMSEA, GFI, NNFI, NFI, AGFI, IFI and CFI. There is only one index suitability models that are under size suitability good (RFI), but still be within the scope of the suitability of the marginal (marginal fit).

Marginal fit is the condition of the suitability of the measurement model under the criteria of absolute size fit, as well as incremental fit, but still can be passed on further analysis, because it is close to the criteria of good size fit (Hair, et.all, 2006: 623). Thus it can be continued on the next analysis.

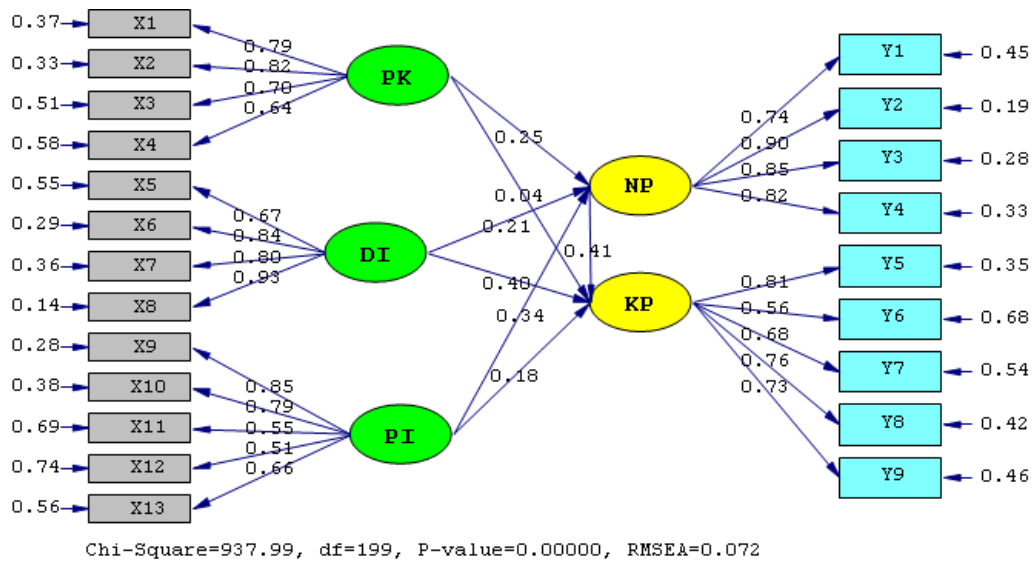


Figure 2. Hybrid (Full SEM) Standardized Model

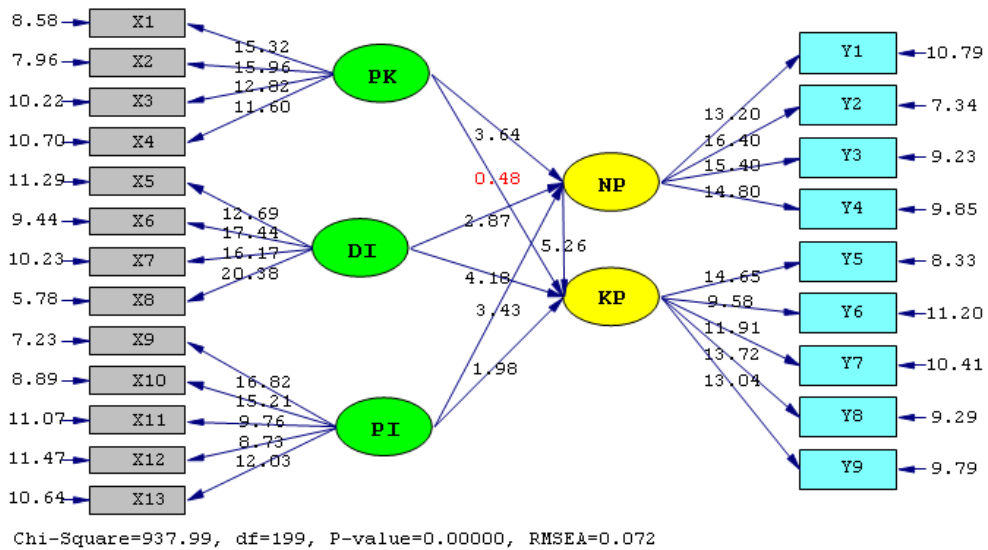


Figure 3. Hybrid (Full SEM) t-value Model

Based on Figure 2 and Figure 3 above, which is followed by the analysis of hybrid measurement model (full model) of each variable, where all sub-variables in the formation of the latent exogenous variables product, distribution, promotion and

endogenous latent variable customer value and purchasing decisions have validity well, this is indicated by all sub-variables have the Standardized Loading Factor (SLF) ≥ 0.5 and $|t| \geq 1.96$ value (at $\alpha = 0.05$) (Hair, et. al., 2006).

Table 2. Structural Equation Model

NP = 0.25*PK + 0.21*DI + 0.34*PI, Errorvar.= 0.53 , R ² = 0.47	(1)
(0.069) (0.073) (0.099) (0.080) (0.008)	
3.64 2.87 3.43 6.60 86.06	
KP = 0.41*NP + 0.042*PK + 0.40*DI + 0.18*PI, Errorvar.= 0.19 , R ² = 0.81	(2)
(0.078) (0.087) (0.092) (0.091) (0.026) (0.002)	
5.26 0.48 4.29 1.98 7.33 412.10	
Source: Results of Treatment with LISREL 8.70	

Table 3. Test of Variable Relationships

No	Structural Tracks	SLF/ R ²	t _{value} / F _{value}	t _{table} / F _{table}	Test Results
1	Produk → Nilai Pelanggan	0.25	3.64	1,96	Significant
2	Distribusi → Nilai Pelanggan	0.21	2.87	1,96	Significant
3	Promosi → Nilai Pelanggan	0.34	3.43	1,96	Significant
4	Produk, Distribusi dan Promosi → Kepuasan Kerja	0.47	86.06	3,84	Significant
5	Produk → Keputusan Pembelian	0.04	0.48	1,96	No Significant
6	Distribusi → Keputusan Pembelian	0.40	4.18	1,96	Significant
7	Promosi → Keputusan Pembelian	0.18	1.98	1,96	Significant
8	Nilai Pelanggan → Keputusan Pembelian	0.41	5.26	1,96	Significant
9	Produk, Distribusi, Promosi dan Nilai Pelanggan → Loyalitas Pegawai	0.81	412.10	3,84	Significant

Based on the results of hypothesis testing 1 to 4 in Table 3 above, the major direct and indirect effects of the products, distribution

and promotion of customer value are as follows:

Table 4. Calculation results of the Direct and Indirect Effects of Production (PK), Distribution (DI) and Promotion (PI) for Customer Value (NP)

Variables	Size of Influences			Total
	Direct	Indirect	Remarks	
Product (PK)	0,0625	0,0320 0,0476	trough DI trough PI	0,1421
Distribution (DI)	0,0441	0,0320 0,0464	trough PK trough PI	0,1225
Promotion (PI)	0,1156	0,0476 0,0464	trough PK trough DI	0,2096
Influence of PK, DI, PI together against NP			R ² _{KMBOKO}	0,4743
Beyond the influence of the variable NP			ζ ₁	0,5257

Source: Data Processing, 2014 (LISREL 8.70)

Whereas, the direct and indirect effects of the product, distribution, promotion and customer value to the purchasing decision

according to the results of hypothesis testing 1 to 4 in Table 3 above, are as follows:

Table 5. Calculation results of the Direct and Indirect Effects of Production (PK), Distribution (DI), Promotion (PI) and Customer Value (NP) of the Purchase Decision (KP)

Variabel	Besar Pengaruh			Total
	Langsung	Tidak Langsung	Ket.	
Produk (PK)	0,0016	0,0098 0,0040 0,0100	trought DI trought PI trought NP	0,0254
Distribusi (DI)	0,1600	0,0098 0,0468 0,1033	trought PK trought PI trought NP	0,3199
Promosi (PI)	0,0324	0,0040 0,0468 0,0509	trought PK trought DI trought NP	0,1342
Customer Value (NP)	0,1681	0,0100 0,1033 0,0509	trought PK trought DI trought PI	0,3323
Influence of PK,DI,PI,NP together against KP			$R^2_{KMBOKODK}$	0,8118
Beyond the influence of the variable KP			ξ_2	0,1882

Source: Data Processing, 2014 (LISREL 8.70)

Based on the above models, obtained some of the following:

1. t_{value} of the effect of the product against customer value amounted to $3.64 > 1.96$, so it can be said to be significant, partially finished product significantly affect the value of the customer, the better the product means that produce company / manufacturer of lightweight brick, then the value of customers the construction and real estate companies will increase, it is thus Hypothesis 1 is accepted. Total contributions influence of Brick Light Product variable to variable customer value amounted to 14.21%.
2. t_{value} to influence the distribution of the partial customer value amounted to $2.86 > 1.96$, thus significantly influence the distribution of customer value, means the better distribution made by the company /

manufacturer of lightweight brick good in aspects of management of orders, inventory, warehousing and aspects of transport, the customer value of construction and real estate companies will increase, it is thus Hypothesis 2 is accepted. The total contribution of the effect of variable to variable Customer Value Distribution is 12.25%.

3. t_{value} to influence the promotion of customer value is partially of $3.43 > 1.96$, so that promotional significant effect on customer value, meaning that the higher sale of the company / manufacturer of lightweight bricks on the market, the customer value of construction and real estate companies will be increased, it is thus Hypothesis 3 is received. Total contributions influence Promotions

variable to variable customer value amounted to 20.96%.

4. F_{value} value of the influence of product, distribution and promotion of jointly towards customer value amounted to $86.06 > 3.84$, so it can be said to be significant, thus the product, distribution and promotion jointly positive and significant impact on customer value, it is thus hypothesis 4 is received. The major contribution together variable products, distribution and promotion of customer value is 47%, the remaining 53% are influenced by other factors. The most dominant factor is the factor partial campaign with a contribution of 20.96%.
5. t_{value} of product influence on purchasing decisions is $0.48 < 1.96$, so it can be said to be significant, partially finished product does not influence on purchasing decisions, which means that the better products that produce company / manufacturer of lightweight brick, then the purchase decision who performed construction and real estate companies is not necessarily increased, it is thus hypothesis is rejected 5. Total contributions influence of Brick Light Product variable to variable purchase decision amounted to 2.54%.
6. t_{value} for distribution influence on purchasing decisions partially amounted to $4.18 > 1.96$, so that the distribution significantly influence purchasing decisions, means the better distribution

made by the company / manufacturer of lightweight brick good in aspects of management of orders, inventory, warehousing and aspects of transport, the purchasing decisions of construction and real estate companies will increase, it is thus accepted hypothesis 6. The total contribution of the effect of the variable distribution of the variable purchase decision amounted to 31.99%.

7. t_{value} for promotion influence on purchase decisions partially amounted to $1.98 > 1.96$, so that the promotion of significant influence on purchasing decisions, meaning that the higher sale of the company / manufacturer of lightweight bricks on the market, the purchasing decision is made and construction company real estate will increase, it is thus accepted hypothesis 7. Total contributions influence Promotions variable to variable performance amounted to 13.42%.
8. t_{value} to influence customer value to the purchasing decision partially amounted to $5.26 > 1.96$, so that the customer value significantly influence the purchasing decision, meaning that the higher the value of customers acquired construction and real estate companies in Jakarta, the purchase decision performed construction and real estate companies will increase, it is thus hypothesis 8 accepted. Total contribution Customer Value variable influence on the purchase decision variable is equal to 33.23%.

9. F_{value} of the influence of product, distribution, promotion and customer value together on purchasing decisions amounted to $412.10 > 3.84$, so it can be said to be significant, thus the product, distribution, promotion and customer value together a positive effect and significant impact on the purchase decision, it is thus hypothesis 9 is received. The major contribution together variable product, distribution, promotion and customer value to the purchasing decision is at 81%, the remaining 19% are influenced by other factors. The most dominant factor is the partial factor Customer Value with a contribution of 33.23%

The above test results show that the direct variable Products, Distribution and Promotion effect on the variable commitment Customer Value with a contribution of 47%. Then the variable Products, Distribution and Promotion directly affects the purchase decision variable with a contribution of 31.52%. But with through Customer Value, variable Products, Distribution and Promotion influence the buying decision increased with a contribution of 81%. So the results of this study also showed that:

1. Customer value is Full mediating variables affect the variable Product Purchase Decision
2. Customer value is the Partial Distribution and Promotion mediating variables influence the buying decision.

The findings from this study is that the customer purchase decision on the users lightweight brick construction and real estate company in Jakarta can be improved, especially in the selection of products and brand elements (Y5) if the Manufacturer / lightweight brick company can improve customer value, especially the elements of social value (Y2) , where the Customer Value in lightweight brick users will be able to be increased if the manufacturer / company is able to increase the lightweight brick lightweight brick Promotions primarily elements Advertising (X9) and supported by the increasing lightweight brick products, especially in lightweight brick feature (X2) and supported also by increasing the distribution of brick especially light transport element (X8).

Conclusions

1. Lightweight brick products and significant positive effect on customer value, it means that the increase in lightweight brick products will result in increased customer value on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in shaping the lightweight brick products are lightweight brick feature elements especially in terms of the level of conformity with the features needed, compliance features to provide more value and features at a price level of conformity.
2. Distribution of lightweight brick and significant positive effect on customer

value, meaning that an increase in the distribution of lightweight brick doing will result in increased customer value on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in shaping the distribution of lightweight brick is an element of transport, especially in terms of the availability of the fleet / transport adequate, speed of transport, and the level of product quality remains good.

3. Promotion of lightweight bricks positive and significant impact on customer value, it means that the increase in lightweight brick campaign will result in increased customer value on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in shaping the lightweight brick campaign is advertising elements, especially in terms of the level of promotional media used, the way of promotion, and forms on display.
4. Products, Distribution and Promotion of lightweight bricks together positive and significant impact on customer value on the user's lightweight brick construction and real estate company in Jakarta with the coefficient of determination (R^2) by 47%, that 47% Customer Value variable can be explained by jointly by the variable Products, Distribution and Promotion while 53% is influenced by other than Products, Distribution and Promotion. Improvement Products, Distribution and

Promotion will result in increased customer value, with the most dominant factor in increasing customer value is a Promotion of lightweight brick.

5. Lightweight brick products partially and not significant positive effect on customer value, it means that the increase in lightweight brick product will not result in increased customer purchasing decisions on the user's lightweight brick construction and real estate company in Jakarta.
6. Distribution of lightweight brick and significant positive effect on purchasing decisions, it means that the increase in the distribution of lightweight brick doing will result in increased purchasing decisions on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in shaping the distribution of lightweight brick is an element of transport, especially in terms of the availability of the fleet / transport adequate, speed of transport, and the level of product quality remains good.
7. Promotion of lightweight bricks positive and significant influence on purchasing decisions, it means that the increase in lightweight brick campaign will result in increased purchasing decisions on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in shaping the lightweight brick campaign is advertising elements, especially in terms of the level

of promotional media used, the way of promotion, and forms on display.

8. Lightweight bricks customer value has significant positive effect on purchasing decisions; it means that the increase in value will result in increased customer purchasing decisions on the user's lightweight brick construction and real estate company in Jakarta. The most dominant element in the form of customer value lightweight brick is a social value, especially in terms of the level of social ties of the product and the confidence to use the product.
9. Products, Distribution, Promotion and Customer Value of lightweight brick have simultaneously positive and significant impact on the purchase decision in lightweight brick users of construction and real estate company in Jakarta with the coefficient of determination (R^2) by 81%, that 81% variable Purchase Decision can be explained jointly by the variable Products, Distribution and Promotion while 19% is influenced by other than Products, Distribution, Promotion and Customer Value. Improvement Products, Distribution, Promotion and Customer Value will result in increased user buying decision at lightweight brick construction and real estate company in Jakarta, the most dominant factor in increasing the buying decision is customer value factors lightweight brick.

Theoretical Implications

Based on the above results, the findings obtained from this study is that the users purchasing decisions are made lighter brick construction and real estate company in Jakarta can be improved, especially on the elements of the selection of products and brands (Y5) if the Manufacturer / lightweight brick company can improve customer value, especially elements of social value (Y2), wherein lightweight brick Customer Value will be able to be increased if the manufacturer / company is able to increase the lightweight brick lightweight brick Promotional Advertising especially elements (X9) and supported by the increasing lightweight brick products, especially in lightweight brick feature (X2) and supported also with increased distribution of lightweight brick mainly transport element (X8).

Managerial Implications

User customer value in lightweight brick construction and real estate company in Jakarta which dominated elements of social value will be able to be increased if the manufacturer / lightweight brick company in Jakarta is able to increase the lightweight brick campaign primarily on advertising-supported element to enhance the lightweight brick products primarily on the elements product features as well as supported also by improving the distribution of lightweight brick, especially in the transport element.

User purchasing decisions on lightweight brick construction and real estate company in Jakarta will be able to be

increased if the manufacturer / lightweight brick companies were able to increase customer value, especially in lightweight brick elements of social value, where the value of customers on the user's lightweight brick construction and real estate company in Jakarta which is dominated by the element of social value will be able to be increased if the manufacturer / lightweight brick company in Jakarta is able to increase the lightweight brick campaign primarily on advertising-supported element to enhance the lightweight brick products primarily on the elements of product features and supported also by improving the distribution of lightweight brick, especially in the transport element.

Suggestions for Managerial

1. Lightweight brick products company-owned lightweight brick in Jakarta has had a relatively good product, but there are still some aspects of brick products that must be considered and enhanced by the company as a product lightweight brick lightweight brick is recommended for easier use in forming the building compared to similar products , lightweight brick products are advised to be having the features according to the needs of the building / project, lightweight brick products are advised to have more features that deliver more value than similar products, lightweight brick product is advised to be priced in accordance with the required features, products lightweight brick advisable to have more appearance / design in accordance with the needs of the building, lightweight brick product is advised to be having the shape / design that functions according to the needs of the building, lightweight brick product brand is recommended for better known than similar products.
2. Distribution of lightweight brick lightweight brick of the company in Jakarta has had a relatively good distribution, but there are still some aspects of the distribution of lightweight brick that must be considered and enhanced by lightweight brick companies such as shipping orders lightweight brick is advisable to always have the right amount / suit with the amount subscribed, lightweight brick reservations are advised to always available / are met, lightweight brick product delivery time is advisable to always on / in accordance with the procurement lightweight brick in the project, location of warehouse / lightweight brick product procurement advised to be inadequate in meeting the needs of the project, transporting lightweight brick products to the project site are advised to always done quickly on demand
3. Promotion of lightweight bricks made lightweight brick company in Jakarta has had a relatively good promotion, but there are still some aspects of the promotion of lightweight brick that must be considered and enhanced by lightweight brick

companies as promotional products are advised to lightweight brick through the media, such as print media and or, electronic / internet, brick product information delivery is recommended for more natural light, attractive and not excessive, promotion presented advised to be more creative and attractive, lightweight brick company more often advised to give vouchers / gift purchases on time and under certain conditions, companies lightweight brick advised to frequently provide discount price is attractive, lightweight bricks companies are advised to be able to provide the ease of the method of payment (can be directly or indirectly (transfer / giro)), and a lightweight brick company advised to more often become the main sponsor of events organized by construction and real estate companies.

4. Customer value lightweight brick on construction and real estate company in Jakarta has had a relatively high customer value, but there are still some aspects of customer value lightweight brick that must be considered and enhanced by lightweight brick company as the value customers are advised to be / can assure quality projects using lightweight brick, lightweight brick product purchases by customers are advised to be able to encourage a sense of emotional on lightweight brick products, the cost / budget used for lightweight brick is

advised to be consistent with the results / benefits of projects, and big sacrifices in obtaining lightweight brick products are advised to be in accordance with the project generated.

Suggestions for Further Research

1. Other factors that influence many purchasing decisions are made by a lightweight brick construction and real estate company in Jakarta, in addition to the variables in this study there are still some variables, such as the reference group, the quality of service, relationship, the process of service delivery to the Company's lightweight brick Construction and Real Estate in Jakarta, because these factors may have a dominant influence purchasing decisions to improve lightweight brick in Jakarta.
2. In this study mediating variables (intervening) used is customer value, while there are many other mediating variables like customer satisfaction, trust, and value of service. So if conducted further research using other mediation then it is likely the results will be different.
3. In this study, the product of factors had no significant effect on purchasing decisions by a lightweight brick construction and real estate companies, so that the product variable for input into other research suggested further research on different objects.

4. The results could also be applied is not limited only to the area of Jakarta, but

could in the province or another town in the region of Indonesia.

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