

**INFLUENCE OF PRODUCT QUALITY, PRICE AND LOCATION ON  
PURCHASE INTENTION IN PT.XYZ**

By

Hamzah Jamal Umar

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SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat No. 15, Alam Sutera  
Tangerang, Banten 15143 - Indonesia

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Hamzah Jamal Umar

Student

Date

Approved by:

Fiter Abadi, BE, MBA

Thesis Advisor

Date

Dr. Nila Krisnawati Hidayat, SE, MM

Dean

Date

## ABSTRACT

### Influence of Price, Product Quality and Location on Purchase Intention: A Case Study of PT. XYZ

By

Hamzah Jamal Umar

Fiter Abadi, BE, MBA, Advisor

SWISS GERMAN UNIVERSITY

Property business is one of the most influence businesses in Indonesia, since 1980's, the investment in business property in Indonesia growth rapidly, and last decade becomes the highest property business growth in Indonesia. DKI Jakarta, capital city of the Republic of Indonesia becomes one of the targets of the property business, compare to other cities, DKI Jakarta becomes the highest growth in development, and also that is the main factor for developers invest their money to develop Jakarta. PT. XYZ is a property developer that runs the business property since 2010, they are focusing on build and sell residential house. In last 4 years, Sales of luxury house in Jakarta is Increasing but Purchase Intention of housing property PT. XYZ is decreasing in last 3 years, 2014, 2015 and 2016 in Jakarta. This study analyzes factors that influence the Purchasing Intention of PT. XYZ which are Price, Product Quality and Location. Data analysis uses SPSS version 20, and the result of processing the data are 96.3% of Purchase Intention PT. XYZ is influenced by Product Quality, Price and Location, and also the Location becomes the highest significance to the Purchase Intention of PT. XYZ.

*Keywords: Price, Product Quality, Location, Purchase Intention, PT. XYZ,*



## **DEDICATION**

I dedicate this work for my beloved mom and dad for their greatest support. Thank you for always supporting and believing in me.



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