

Identification of Determinant Factors In House Selection at PT Tiga Hasta Gemilang

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ABSTRACT

The growth of urbanization and the increasing demand for housing require developers such as PT Tiga Hasta Gemilang to better understand consumer preferences. This study aims to identify the determining factors influencing consumer decisions in house selection, group these factors through factor analysis, and determine the dominant factor affecting purchase decisions. A quantitative survey approach was employed using structured questionnaires, with data analyzed through Exploratory Factor Analysis (EFA), including KMO tests, Total Variance Explained, and Rotated Component Matrix. The findings reveal ten main factors influencing house selection: financial affordability, financing support, digitalization and promotion, property investment, location and accessibility, environment and public facilities, physical specifications, developer credibility, services and information, and socio-cultural aspects. The dominant factor is financial affordability, which contributes the largest variance. These results highlight that house purchase decisions are multidimensional; however, financial considerations remain the primary determinant. In conclusion, developers should focus on flexible financing schemes, legal transparency, construction quality, and interactive digital promotion strategies to strengthen consumer trust and market competitiveness.

KEYWORDS

House selection, factor analysis, financial affordability, consumer behavior.



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INTRODUCTION

The property sector plays a vital role in Indonesia's economic and social development, contributing around 14–16% of GDP (BPS) or approximately IDR 520.7 trillion in 2024, while also absorbing a substantial workforce. Alongside its economic impact, housing demand continues to increase due to urbanization—projected to exceed 70% by 2045—which drives developers such as PT Tiga Hasta Gemilang (THG) to encounter both opportunities and challenges. Home-buying behavior is influenced by multiple factors: economic aspects such as inflation, purchasing power, and mortgage rates demographic trends emphasizing urban accessibility and psychological dimensions, where housing reflects social status, comfort, and security (Aung, 2024; Khan & Kedar, 2023). Following the pandemic, consumer preferences have shifted toward flexible and health-oriented living spaces (Liu et al., 2024). Despite a persistent housing backlog of 9.9–12.7 million units, data from Bank Indonesia (2024) show fluctuating sales across small, medium, and large housing segments, indicating dynamic market behavior influenced by affordability, location, and lifestyle changes (Ababa, n.d.).

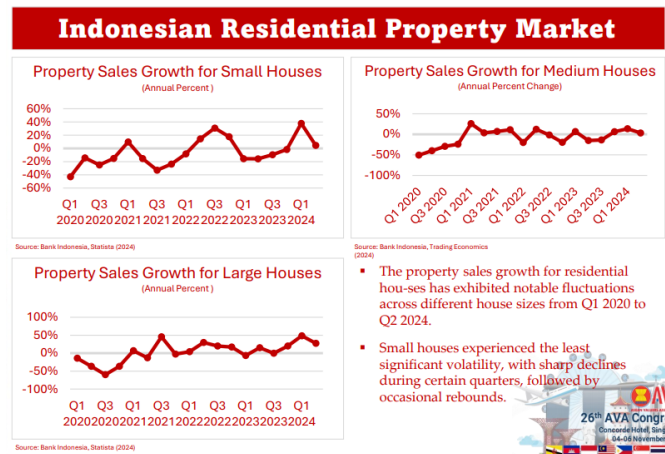


Figure 1 Trend of Housing Sales Growth by Size, Q1 2020–Q1 2024
Source: Bank Indonesia; Statista; Trading Economics (2024).

The trend graph of Indonesia’s residential property market shows fluctuations in growth, where during the 2020–2021 pandemic period, the sector experienced a slowdown due to restrictions on economic activities and a decline in public purchasing power (Zulkarnain & Nawi, 2024). Entering 2022 to 2024, a significant recovery became evident, supported by housing stimulus policies, a decrease in Bank Indonesia’s benchmark interest rate, and rising housing demand from the productive age group (Jones & Nibayashi, 2025). However, although the national trend shows a positive direction, this does not necessarily translate into increased home sales at the company level, such as at PT Tiga Hasta Gemilang (Wijayanti & Samuel, 2025). This indicates that not only macroeconomic factors affect the interest in home buying but also micro factors related to consumer preferences (Baghestani & Viriyavipart, 2019; Duca et al., 2021).

Table 1. Housing Backlog in Indonesia (2015–2023)

Year	Housing Backlog (million units)	Main Data Source
2015	13.5	Ministry of Public Works and Housing (2016)
2018	11.4	Ministry of Public Works and Housing; Susenas BPS (2019)
2020	12.75	LPEM FEB UI; Susenas BPS (2020)
2021	12.7	Ministry of Public Works and Housing (2021)
2022	12.4	Susenas BPS (2022)
2023	9.9	Susenas BPS; LPEM FEB UI (2023)

Although Indonesia’s housing backlog declined to 9.9 million units in 2023, the gap between housing needs and ownership remains substantial, underscoring the urgency for PT Tiga Hasta Gemilang (THG) to understand the determinants of home-buying decisions and convert latent demand into actual demand. Amid rising competition, fluctuating interest rates, inflation, and increasing material costs, THG must identify which factors—such as price, financial capability, location, facilities, and digital influence—most significantly affect consumer choices.

Previous studies have extensively examined the determinants of home-buying decisions in Indonesia’s housing market, yet notable research gaps remain in integrating digital behavior and post-pandemic consumer psychology into existing models (Bedi & Rahadi, 2024). For example, Hilmi et al. (2016) found that traditional factors such as price, location, and environment continue to be dominant predictors of purchase intention; however, their study did not consider how digital platforms now influence information searches and decision-making processes. (Porter et al., 2019) analyzed housing demand from an economic perspective, emphasizing affordability, mortgage accessibility, and inflation, but overlooked sociotechnical

variables such as digital engagement and shifting lifestyle values (Oyetunji et al., 2024). Both studies reflect a pre-digital paradigm of housing consumption, in which online marketing exposure and user-generated reviews had not yet become central to consumer choices (Bischoff et al., 2019).

This study therefore employs Exploratory Factor Analysis (EFA) on 50 indicators covering economic, social, technical, and psychological aspects to identify key factors influencing home selection among low-income (MBR) consumers (Biswas & Mukerji, 2025). The research seeks to determine the most influential factors in identification of determinant factors in house selection at PT Tiga Hasta Gemilang (Yuniasih et al., 2022). The results are expected to produce a new, empirically based factor structure that not only enhances theoretical understanding of housing consumer behavior but also provides practical insights for THG and policymakers, enabling them to design more adaptive, inclusive, and sustainable housing strategies.

RESEARCH METHOD

This study employs a quantitative descriptive research design within the positivist paradigm, aiming to identify and analyze the dominant factors influencing home selection decisions among prospective buyers of PT Tiga Hasta Gemilang (THG), a housing developer located in Bekasi, West Java, Indonesia. The research was conducted between January and June 2025 to capture post-pandemic consumer behavior in a recovering property market. The population in this study consists of approximately 1,000 potential housing buyers recorded in the company's sales database, encompassing both active and prospective consumers. Using the Slovin formula with a 10% margin of error, a sample of 100 respondents was selected through simple random sampling to ensure equal representation of diverse consumer demographics. The research data were collected using structured online questionnaires distributed via Google Forms to reach participants efficiently while maintaining accessibility. Each questionnaire consisted of 50 indicators derived from economic, social, psychological, and digital aspects of home-buying behavior.

The primary data were obtained directly from respondents through the survey, while secondary data included internal company records, housing market reports, and literature on property consumer behavior. To ensure data accuracy, the research instruments underwent validity testing (using Pearson's correlation) and reliability testing (using Cronbach's Alpha ≥ 0.70). Data were analyzed using Exploratory Factor Analysis (EFA) with the Principal Component Analysis (PCA) extraction method and Varimax rotation to identify latent factors influencing home-buying decisions. Kaiser-Meyer-Olkin (KMO) and Bartlett's tests were applied to verify sampling adequacy and data suitability for factor analysis, while only components with eigenvalues ≥ 1.0 and factor loadings ≥ 0.50 were retained. The analysis resulted in a set of key dimensions—financial capability, location accessibility, socio-cultural environment, developer reputation, and digital promotion effectiveness—which collectively explain the underlying structure of consumer housing preferences. These findings provide both empirical validation and practical recommendations for developers and policymakers to design more adaptive, consumer-oriented housing strategies.

RESULT AND DISCUSSION

Validity and Reliability Tests

The validity test ensures that the research instrument accurately measures the intended variables. It is conducted by correlating each item score with the total score and comparing the result to the r-table value at a 5% significance level. With 100 respondents, the critical r-value is 1.966. An item is considered valid if the calculated r-value exceeds 1.966 and the significance

value is below 0.05, indicating a strong and significant relationship between the item and the construct. Items that fail to meet these criteria are deemed invalid and are usually removed or revised. Thus, the validity test functions as a key screening process to ensure the instrument's ability to produce reliable and scientifically sound data.

Table 2. Validity Test Results

No	Statement Item	<i>Person Corelation</i>	<i>Sig.</i>	Information
1	The price of the house is within my means.	0.671	0.000	Valid
2	I can financially afford to buy a house.	0.622	0.000	Valid
3	Mortgage interest rates affect buying decisions.	0.695	0.000	Valid
4	Bank policy makes it easier to buy a house.	0.616	0.000	Valid
5	The down payment on the house is affordable for me.	0.525	0.000	Valid
6	The company's digital promo caught my interest.	0.662	0.000	Valid
7	Home installments according to my ability.	0.448	0.000	Valid
8	I consider the investment value of the location of the house.	0.278	0.005	Valid
9	The potential for price increases affects the decision.	0.365	0.000	Valid
10	Online payments make it easy for me.	0.310	0.002	Valid
11	The location of the house near my workplace.	0.358	0.000	Valid
12	Access to public transportation is adequate.	0.251	0.012	Valid
13	Educational facilities close to home.	0.320	0.001	Valid
14	Health facilities are within easy reach.	0.499	0.000	Valid
15	Shopping malls near home are important to me.	0.424	0.000	Valid
16	Surrounding traffic conditions affect the decision.	0.376	0.000	Valid
17	Public facilities (parks, sports) are important to me.	0.437	0.000	Valid
18	The location of the house is strategic and easily accessible.	0.272	0.006	Valid
19	The residential environment is clean and beautiful.	0.445	0.000	Valid
20	Online infrastructure information helps decisions.	0.403	0.000	Valid
21	The home environment is safe and comfortable.	0.617	0.000	Valid
22	The surrounding community is to my preference.	0.631	0.000	Valid
23	Closeness to family influences choices.	0.665	0.000	Valid
24	The location suits my cultural preferences.	0.704	0.000	Valid
25	Worship facilities are available around the house.	0.355	0.000	Valid
26	The lifestyle of the surrounding community is as expected.	0.263	0.008	Valid
27	Low environmental crime rate.	0.277	0.005	Valid
28	Social life in housing is active and supportive.	0.363	0.000	Valid
29	Environmental development policies support comfort.	0.305	0.002	Valid
30	The house reflects my social status.	0.280	0.005	Valid
31	The virtual tour got me interested in design.	0.326	0.001	Valid
32	The quality of the house material is as expected.	0.363	0.000	Valid
33	The size of the house according to my needs.	0.438	0.000	Valid
34	The land area is sufficient for me.	0.390	0.000	Valid
35	The number of bedrooms is sufficient.	0.354	0.000	Valid
36	The layout of the house is efficient and comfortable.	0.301	0.002	Valid
37	The facilities of the house (air conditioning, kitchen, garage) are adequate.	0.276	0.005	Valid
38	The condition of the house is as I expected.	0.265	0.008	Valid
39	The house has the potential to be renovated or developed.	0.207	0.039	Valid
40	Gardens or green spaces are available.	0.242	0.015	Valid
41	The developer's reputation boosted my confidence.	0.614	0.000	Valid
42	The developer is committed to completing the project on time.	0.670	0.000	Valid
43	After-sales service is easily accessible digitally.	0.664	0.000	Valid
44	The legality of the house document is clearly available.	0.662	0.000	Valid
45	Land and house certification is guaranteed to be legal.	0.642	0.000	Valid
46	The handover time is as promised.	0.651	0.000	Valid
47	Additional facility information in the brochure is interesting.	0.558	0.000	Valid
48	Digital developer ads influenced my decision.	0.677	0.000	Valid
49	The ease of contacting developers through social media increases trust.	0.558	0.000	Valid
50	The testimonials of other buyers influenced my decision.	0.648	0.000	Valid

Source: Primary data processed (2025)

Based on the validity test results in Table 2, all questionnaire items were declared valid. Each item's Pearson correlation value exceeded the r-table value of 1.966 ($p < 0.05$), indicating a significant relationship with the total variable score. Items such as mortgage interest rate ($r = 0.695$), cultural preferences ($r = 0.704$), and digital developer advertising ($r = 0.677$) showed strong correlations, while others like home renovation potential ($r = 0.207$) and green space availability ($r = 0.242$) still met validity criteria. Overall, the instrument was proven statistically and conceptually valid. Following this, a reliability test using Cronbach's Alpha was conducted to ensure data consistency. A variable is considered reliable if Cronbach's Alpha > 0.70 , acceptable between 0.60 – 0.70 , and unreliable below 0.60 . This step confirms that the instrument not only measures accurately but also consistently across similar testing conditions.

Table 3. Reliability Test Results

No	Statement Items	Cronbach's Alpha	Information
1	The price of the house is within my means.	0.923	Reliable
2	I can financially afford to buy a house.	0.924	Reliable
3	Mortgage interest rates affect buying decisions.	0.923	Reliable
4	Bank policy makes it easier to buy a house.	0.924	Reliable
5	The down payment on the house is affordable for me.	0.924	Reliable
6	The company's digital promo caught my interest.	0.923	Reliable
7	Home installments according to my ability.	0.925	Reliable
8	I consider the investment value of the location of the house.	0.927	Reliable
9	The potential for price increases affects the decision.	0.926	Reliable
10	Online payments make it easy for me.	0.926	Reliable
11	The location of the house near my workplace.	0.926	Reliable
12	Access to public transportation is adequate.	0.927	Reliable
13	Educational facilities close to home.	0.926	Reliable
14	Health facilities are within easy reach.	0.925	Reliable
15	Shopping malls near home are important to me.	0.926	Reliable
16	Surrounding traffic conditions affect the decision.	0.926	Reliable
17	Public facilities (parks, sports) are important to me.	0.926	Reliable
18	The location of the house is strategic and easily accessible.	0.927	Reliable
19	The residential environment is clean and beautiful.	0.926	Reliable
20	Online infrastructure information helps decisions.	0.926	Reliable
21	The home environment is safe and comfortable.	0.924	Reliable
22	The surrounding community is to my preference.	0.924	Reliable
23	Closeness to family influences choices.	0.923	Reliable
24	The location suits my cultural preferences.	0.923	Reliable
25	Worship facilities are available around the house.	0.928	Reliable
26	The lifestyle of the surrounding community is as expected.	0.927	Reliable
27	Low environmental crime rate.	0.927	Reliable
28	Social life in housing is active and supportive.	0.926	Reliable
29	Environmental development policies support comfort.	0.926	Reliable
30	The house reflects my social status.	0.927	Reliable
31	The virtual tour got me interested in design.	0.926	Reliable
32	The quality of the house material is as expected.	0.926	Reliable
33	The size of the house according to my needs.	0.925	Reliable
34	The land area is sufficient for me.	0.926	Reliable
35	The number of bedrooms is sufficient.	0.926	Reliable
36	The layout of the house is efficient and comfortable.	0.926	Reliable
37	The facilities of the house (air conditioning, kitchen, garage) are adequate.	0.927	Reliable
38	The condition of the house is as I expected.	0.927	Reliable

No	Statement Items	Cronbach's Alpha	Information
39	The house has the potential to be renovated or developed.	0.927	Reliable
40	Gardens or green spaces are available.	0.927	Reliable
41	The developer's reputation boosted my confidence.	0.927	Reliable
42	<i>The developer</i> is committed to completing the project on time.	0.924	Reliable
43	After-sales service is easily accessible digitally.	0.923	Reliable
44	The legality of the house document is clearly available.	0.923	Reliable
45	Land and house certification is guaranteed to be legal.	0.923	Reliable
46	The handover time is as promised.	0.924	Reliable
47	Additional facility information in the brochure is interesting.	0.924	Reliable
48	Digital <i>developer</i> ads influenced my decision.	0.924	Reliable
49	The ease of contacting developers through social media increases trust.	0.923	Reliable
50	The testimonials of other buyers influenced my decision.	0.924	Reliable

Source: Primary data processed (2025)

Based on the reliability test results in Table 3, all questionnaire items show Cronbach's Alpha values between 0.923 and 0.928—well above the 0.70 threshold—indicating excellent internal consistency. This confirms that the instrument is reliable and produces stable results under similar conditions. The consistently high Alpha values across all variables (price, financing, location, facilities, environment, and developer reputation) demonstrate that the instrument is both valid and consistent in measuring key factors influencing home purchase decisions. Therefore, the instrument meets reliability standards and is suitable for use as the main measurement tool in this study.

Factor Analysis Feasibility Test

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity are preliminary tests used to assess data suitability for factor analysis. The KMO test measures sampling adequacy, with values above 0.50 indicating feasibility—0.50–0.60 is sufficient, 0.61–0.70 moderate, 0.71–0.80 good, 0.81–0.90 very good, and above 0.90 excellent. Bartlett's test determines whether variables are intercorrelated; a significance value ($p < 0.05$) indicates that the correlation matrix is not an identity matrix, meaning factor analysis is appropriate. Together, these tests confirm whether the data meet the requirements for further analysis, such as Exploratory or Confirmatory Factor Analysis.

Table 4. SME Test Results and Bartlett's Test Of Sphericity		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.803
Bartlett's Test of Sphericity	Approx. Chi-Square	4272.385
	Df	1225
	Sig.	0.000

Source: Primary data processed (2025)

Based on the KMO and Bartlett's Test results in Table 4, the KMO value of 0.803 exceeds the 0.50 threshold and falls within the “good” category, indicating adequate sample size and data suitability for factor analysis. Bartlett's Test produced a Chi-Square value of 4272.385 ($df = 1225$, Sig. = 0.000), showing that the correlation matrix is not an identity matrix and that variables are significantly correlated. Therefore, the data meet the requirements for further analysis using Exploratory Factor Analysis (EFA) to identify key factors influencing home purchase decisions.

Exploratory Factor Analysis (EFA)

In Exploratory Factor Analysis (EFA), Communalities indicate the proportion of each indicator's variance explained by the extracted factors. A higher communality value (close to 1) shows strong representation of the latent factor, while a low value (below 0.50) suggests the indicator contributes weakly and may be considered for removal.

Table 5. Results of Communalities

No	Statement Items	Extraction
1	House prices according to my ability	0.778
2	I can financially afford to buy a house	0.762
3	Mortgage interest rates affect buying decisions	0.811
4	Bank policy makes it easier to buy a house	0.868
5	A down payment on the house is affordable for me	0.825
6	The company's digital promo interests me	0.804
7	A house that is as good as I can afford	0.646
8	The investment value of the location of my house	0.569
9	Potential price increases affect decisions	0.633
10	Online payments make it easy for me	0.645
11	Home location near my workplace	0.584
12	Adequate public transport access	0.605
13	Educational facilities close to home	0.676
14	Healthcare facilities are within easy reach	0.671
15	Shopping malls near home are important to me	0.682
16	Surrounding traffic conditions affect decisions	0.667
17	Public facilities (parks, sports) are important to me	0.638
18	Strategic and easily accessible home location	0.807
19	Clean and beautiful residential environment	0.788
20	Online infrastructure information helps decisions	0.761
21	Safe and comfortable home environment	0.776
22	Surrounding community as per my preference	0.793
23	Closeness to family influences choices	0.848
24	Location according to my cultural preferences	0.917
25	Worship facilities are available around the house	0.673
26	The lifestyle of the surrounding community is as expected	0.686
27	Low environmental crime rate	0.599
28	Social life in housing is active and supportive	0.762
29	Environmental development policies support comfort	0.542
30	Home reflects my social status	0.705
31	The virtual tour got me interested in design	0.741
32	The quality of the house material is as expected	0.686
33	The size of the house according to my needs	0.748
34	The land area is sufficient for me	0.824
35	Sufficient number of bedrooms	0.791
36	Efficient and comfortable home layout	0.756
37	Adequate house facilities (air conditioning, kitchen, garage)	0.745
38	The condition of the house is as I expected	0.740
39	Potentially renovated or developed homes	0.772
40	Garden or green space available	0.727
41	Developer reputation boosts my trust	0.855
42	Developers commit to timely completion of projects	0.841
43	Digitally accessible after-sales service	0.793
44	The legality of house documents is clearly available	0.795
45	Certified land and house certification	0.846
46	Handover time as promised	0.781
47	Additional facility information in the brochure is interesting	0.736
48	Digital developer ads influenced my decisions	0.809
49	The ease of contacting developers via social media increases trust	0.728
50	Other buyers' testimonials influence my decision	0.783

Source: Primary data processed (2025)

The Communalities analysis shows that all items have extraction values above 0.50, indicating that each statement explains more than 50% of the construct variance and is suitable for inclusion in the factor model. Indicators with high values such as P24 (0.917), P4 (0.868), P41 (0.855), and P45 (0.846) strongly represent the latent factors influencing home purchase preferences. Although some items like P29 (0.542), P27 (0.599), and P11 (0.584) have lower values, they remain valid for analysis. Overall, these results confirm good construct validity, allowing continuation to the next stage—Total Variance Explained, which determines the number of factors based on eigenvalues ≥ 1.0 and aims for a cumulative variance above 60% to ensure adequate data representation.

Table 6. Total Variance Results Explained

Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
14.301	28.601	28.601	14.301	28.601	28.601	13.944	27.888	27.888
9.160	18.320	46.922	9.160	18.320	46.922	4.811	9.623	37.511
2.831	5.662	52.584	2.831	5.662	52.584	3.042	6.085	43.596
2.152	4.304	56.888	2.152	4.304	56.888	2.847	5.693	49.289
1.961	3.921	60.809	1.961	3.921	60.809	2.730	5.461	54.750
1.543	3.086	63.895	1.543	3.086	63.895	2.647	5.294	60.044
1.440	2.880	66.775	1.440	2.880	66.775	2.567	5.134	65.178
1.328	2.656	69.431	1.328	2.656	69.431	1.588	3.176	68.354
1.215	2.430	71.861	1.215	2.430	71.861	1.468	2.937	71.291
1.090	2.180	74.041	1.090	2.180	74.041	1.375	2.750	74.041
.942	1.885	75.926						
.886	1.772	77.698						
.824	1.648	79.346						
.762	1.523	80.869						
.695	1.390	82.260						
.691	1.381	83.641						
.654	1.309	84.950						
.571	1.143	86.093						
.551	1.103	87.196						
.508	1.016	88.212						
.478	.957	89.169						
.440	.880	90.049						
.418	.837	90.886						
.390	.779	91.665						
.372	.743	92.408						
.336	.671	93.079						
.330	.659	93.739						
.293	.587	94.325						
.268	.536	94.861						
.249	.497	95.359						
.245	.491	95.849						
.228	.456	96.305						
.210	.419	96.724						
.191	.382	97.106						
.176	.351	97.457						
.163	.325	97.782						
.158	.316	98.098						
.133	.267	98.365						
.116	.232	98.597						
.110	.220	98.816						
.099	.198	99.015						
.086	.172	99.187						

Initial Eigenvalues	Extraction Loadings	Sums of Squared Rotation Sums of Squared Loadings
.079	.158	99.345
.068	.136	99.480
.058	.117	99.597
.055	.109	99.706
.052	.104	99.811
.040	.079	99.890
.031	.061	99.951
.024	.049	100.000

Extraction Method: Principal Component Analysis.

Source: Primary data collected (2025)

The Total Variance Explained analysis using PCA identified ten main factors with eigenvalues ≥ 1.0 , cumulatively explaining 74.041% of the total variance—above the ideal 60% threshold, indicating strong model representation. After Varimax rotation, the factors were clearly grouped into Financial Affordability, Financing Support, Digitalization and Promotion, Property Investment, Location and Accessibility, Environment and Public Facilities, Physical Specifications, Developer Credibility, After-Sales and Information Services, and Socio-Cultural Factors. These results show that home purchase decisions are shaped by interconnected economic, technological, environmental, and socio-cultural dimensions, consistent with Kotler and Keller's (2016) theory that property buying behavior combines rational and emotional considerations.

Table 7. Rotated Component Matrix Test Results

Items	Component									
	1	2	3	4	5	6	7	8	9	10
P1	.857	.039	-.049	.055	-.012	-.065	-.001	-.143	.039	-.102
P2	.824	-.130	-.050	-.004	-.023	-.006	.126	.179	.017	-.118
P3	.838	.021	-.067	.088	-.024	.024	.084	.217	.045	-.197
P4	.779	-.154	.037	-.016	-.089	.022	.261	.099	.051	-.384
P5	.732	-.182	-.077	-.002	.045	.076	.146	-.207	.106	-.408
P6	.836	-.006	-.112	.031	.100	-.012	.021	-.168	.046	-.228
P7	.595	-.294	.150	-.005	.041	-.014	.030	-.009	.188	-.380
P8	.032	.202	.232	-.059	.662	-.059	.033	-.008	-.134	-.095
P9	.071	.085	.033	.094	.716	.159	.075	.059	.253	.018
P10	-.010	.147	-.078	.150	.674	.259	.201	.048	-.152	-.089
P11	.059	.036	.133	.110	.572	-.002	.337	.046	.173	.277
P12	-.056	.110	.134	-.046	.239	.144	.694	.026	-.080	-.056
P13	-.004	.135	.161	.211	.102	-.024	.750	.020	-.038	-.114
P14	.161	.246	.111	.251	.527	.039	.345	-.298	-.056	.140
P15	.092	.265	-.034	.398	.205	.061	.503	-.068	.052	.371
P16	-.038	.309	.088	.252	.295	.090	.547	-.008	.162	.278
P17	.126	.130	.082	.597	.049	.292	.321	-.079	-.211	.013
P18	-.031	.006	.162	.869	.060	.067	.034	-.005	-.122	-.004
P19	.159	-.015	.206	.798	.068	.097	.031	.180	.186	-.009
P20	.143	.169	-.157	.666	.200	-.096	.200	-.155	.358	.049
P21	.726	-.030	-.026	.069	.203	.106	-.111	.398	-.127	-.065
P22	.754	-.005	-.105	.126	.165	.103	-.157	.366	-.027	.025
P23	.879	-.043	-.030	-.004	.025	-.007	-.008	-.247	-.032	.104
P24	.920	-.006	-.049	.052	.031	-.062	-.039	-.243	-.009	.027
P25	-.074	.064	-.089	.066	.075	.774	.044	-.045	.068	-.193
P26	.031	.102	.117	.026	.121	.790	-.072	.108	-.071	.018
P27	-.126	.209	.440	.032	.377	.437	.078	-.047	.052	-.021
P28	.036	.071	.310	.093	.068	.696	.220	-.026	.155	.297
P29	-.067	.311	.331	.225	-.007	.474	.160	-.116	.053	.116
P30	-.127	.225	.692	.196	.022	.296	.088	-.077	.134	.039
P31	-.061	.301	.773	.117	.107	.025	.141	-.018	.049	-.039

Items	Component									
	1	2	3	4	5	6	7	8	9	10
P32	.017	.396	.698	.025	.101	.009	.086	.152	.026	-.008
P33	-.025	.618	.442	.165	.264	.121	.168	-.169	.038	-.029
P34	-.066	.664	.508	.000	.161	.179	.188	-.084	.046	.139
P35	-.035	.770	.191	.067	.108	.161	.172	.104	-.152	-.233
P36	-.081	.818	.108	.024	.151	.075	.079	.022	.167	.071
P37	-.098	.819	.130	.034	.160	.025	.105	-.084	-.040	.037
P38	-.082	.770	.184	.042	-.013	.050	.033	.038	.283	.140
P39	-.072	.554	.170	-.034	.000	.085	-.057	.038	.644	.064
P40	-.117	.377	.362	.190	.102	.168	-.099	-.069	.572	-.151
P41	.889	-.049	-.007	-.062	-.058	-.043	-.097	-.198	-.053	.030
P42	.886	-.029	.017	.074	-.030	-.022	-.127	-.165	-.015	.065
P43	.845	-.058	.109	.006	.055	.017	-.107	.150	-.129	.103
P44	.862	.026	-.026	-.007	.080	.003	-.170	.093	-.036	.076
P45	.825	-.022	-.090	.131	-.055	.029	.027	-.230	-.062	.281
P46	.849	-.003	.012	.041	-.028	-.026	-.062	-.175	-.025	.151
P47	.717	-.051	-.074	-.094	-.035	-.020	.171	.341	.154	.187
P48	.788	.016	-.053	.090	-.037	.007	.168	.380	-.009	.045
P49	.739	-.092	-.043	-.025	.051	-.168	.126	.348	-.038	-.041
P50	.774	-.020	.067	.058	.050	-.093	.062	.384	-.093	.074

Source: Primary data processed (2025)

The Rotated Component Matrix identified ten key factors influencing home-buying decisions: Financial Confidence, Physical Quality, Residential Aesthetics, Strategic Location, Property Investment, Socio-Cultural, Public Accessibility, Digital Information, Green Environment, and Residual Factors. These results indicate that purchasing decisions are shaped by multidimensional interactions among financial, social, environmental, and technological aspects (Kotler & Keller, 2016; Hair et al., 2019).

Factors Identified as Determinants in the Choice of Houses by Consumers at PT Tiga Hasta Gemilang

The study at PT Tiga Hasta Gemilang identified ten factors influencing home purchase decisions, explaining 74.041% of total variance—indicating strong model reliability. These were grouped into five key categories: financial affordability, physical and aesthetic quality, location and accessibility, digital promotion and information, and developer trust. Financial factors—price, down payment, installments, and interest rates—were the most dominant, followed by housing quality, strategic location, and digital transparency that build buyer confidence. Developer reputation and legal assurance also proved crucial in reducing risk. These findings align with prior studies and emphasize that effective property marketing must combine affordability, quality, location, digital engagement, and credibility to remain competitive.

The structure of the grouping of these factors is based on the results of factor analysis in influencing consumers' decisions in choosing a house

Factor analysis using the Varimax rotation identified ten factors shaping consumers' home purchase decisions at PT Tiga Hasta Gemilang, reflecting economic, social, and psychological interplay. Financial confidence—encompassing price, affordability, and developer trust—was the most dominant, followed by physical quality, aesthetics, and location-accessibility factors. Socio-cultural and green environment aspects highlighted buyers' concern for comfort and sustainability, while digital information emphasized the growing influence of online media in evaluating housing options. Overall, decisions were found to be multidimensional, integrating affordability, quality, environment, and digital engagement as key determinants.

Dominant Factors on Home Selection Decisions Based on Factor Analysis Results

The Total Variance Explained results show that financial affordability is the dominant factor influencing home purchase decisions at PT Tiga Hasta Gemilang, with an eigenvalue of 14.301 and variance of 28.601% (27.888% after rotation). Consumers prioritize financial capability—covering price, payment schemes, interest rates, and developer credibility—before design or location. This supports the Theory of Planned Behavior, where perceived financial control drives purchase intent (Yan & Ming, 2024), and aligns with Hassan et al. (2021) and Kurniawan et al. (2020). Thus, affordability serves as the primary decision filter, underscoring the need for transparent, flexible financing to match consumer purchasing power.

CONCLUSION

The Exploratory Factor Analysis on home purchase decisions at PT Tiga Hasta Gemilang identified ten major determinants—financial affordability, financing support, digitalization and promotion, investment value, location, public facilities, physical quality, developer credibility, service quality, and socio-cultural influences—with financial affordability emerging as the most dominant factor (eigenvalue 14.301; variance 28.601%), underscoring price, installment flexibility, and financing access as primary considerations. These findings suggest that developers should focus on offering adaptable financing schemes, ensuring legal transparency, leveraging robust digital marketing, and incorporating eco-friendly design concepts to meet consumer needs. Future research should extend the analysis to multiple developers, apply SEM-PLS to test causal relationships, and undertake longitudinal studies to better understand evolving housing preferences over time.

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