

Factors Influencing Consumer Intention Towards Apartment Purchases among Generation Y in Batam City Using the Theory of Planned Behavior (TPB)

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Abstract

The research on factors related to the intention to purchase apartments is crucial for real estate companies, especially amidst uncertain property business development. This study applies the Theory of Planned Behavior (TPB), expanded to explore the influence of consumer intentions in the city of Batam, particularly among Generation Y, to purchase apartments. In this research, the theory is extended by adding subjective norm variables towards perceived behavior and also perceptions of behavior control indirectly affecting the intention to purchase apartments in the city of Batam. Meanwhile, the relationship between perceived behavior control and subjective norms with purchase intention is statistically calculated. Thus, it can be understood how attitudes towards controlled behavior influence increasing consumer intentions to purchase apartments currently, providing managerial consideration analysis results, especially in depicting the intention to purchase apartments in Batam City by expanding the application of behavioral theory.

Keywords: Attitude Toward Behavior Perceived Behavioral Control, Purchase Intention Subjective Norm

Introduction

The term "millennial" originates from the word "millennium," coined by two American historians and writers, William Strauss and Neil Howe. The millennial generation, also known as Generation Y, is also referred to as the "Me Generation" or "Echo Boomers." Experts

classify them based on the beginning and end years. The classification of Generation Y is for those born between 1980-1990 or the early 2000s, and beyond (Wahyuddin, 2019). Currently, millennials account for about 30 percent of Indonesia's total population and are expected to continue increasing. According to research by the Directorate General of Housing Provision, millennials prioritize quality, habitable housing such as apartments or rental units in city centers that are integrated with public transportation hubs and have easy internet access. Millennials are also known for their high mobility in activities. It is estimated that there are currently 81 million millennials in Indonesia who do not yet own housing (Kementerian Pekerjaan Umum dan Perumahan Rakyat, 2019).

Millennials (Generation Y) tend to have an optimistic and highly confident personality, which makes them strive for social acceptance and possess an emotional side characterized by a sense of ownership. According to millennials, apartments are considered valuable assets. The characteristic optimism and confidence of Generation Y impact their behavior as consumers. They prefer products that align with their personality and attitudes (Suyanto et al., 2020). Based on data from Badan Pusat Statistik Kota Batam (2020), from 2010 to 2020, the total population of Batam City in 2020 was 954,450 people. Among them, Generation Y numbered 405,574 individuals, comprising 212,896 males and 192,678 females. Meanwhile, Generation Z numbered 247,034 individuals, with 117,015 males and 130,028 females. There are also Generation X members, totaling 62,302 individuals, with 35,921 males and 26,381 females. Additionally, there are 27,562 members of the Boomer generation, consisting of 14,489 males and 13,073 females.

Based on the total number of each generation, it can be observed that Batam City is currently dominated by Generation Y. Therefore, in-depth research on Generation Y is highly necessary because this generation holds significant potential for apartment purchases in Batam City. Additionally, many members of Generation Y do not yet own housing (Kementerian Pekerjaan Umum dan Perumahan Rakyat, 2019). In Batam City, there are several apartment projects such as Meisterstadt Batam Apartment, One Residence Batam Apartment, Bliss Park Apartment, Sky Garden Apartment, King's Condotel Apartment, Monde City Apartment, Permata Residence Apartment, Puri Khayangan Apartment, Baloi Apartment, Formosa Apartment, Opus Bay Apartment, and One Avenue Batam. According to the table below, more than 78% of apartment units have been sold in Batam City, indicating that apartments in Batam City are in high demand.

Table 1

Available and Sold Apartment Units in Batam

Number	Apartment Name	Available Units	Sold Units
1	Meisterstadt Batam Apartments	2.590	1.575
2	One Residence Batam Apartments	336	336
3	Bliss Park Apartments	2.911	2.911
4	Sky Garden Apartments	270	230
5	King's Condotel Apartments	600	600
6	Monde City Apartments	1448	624
7	Permata Residence Apartments	312	312
8	Puri Khayangan Apartments	490	392
9	Baloi Apartments	800	790
10	Formosa Apartments	468	327
11	Opus Bay Apartments	1500	1200
12	One Avenue Batam	215	86
Total		11.940	9.383
Not Sold Yet		2.557	

Source: (*Rukamen.Com*, 2024) & Marketing Development

Purchase intention is the expectation to behave in a certain way to obtain and use a product or service. It can be measured using indicators such as consumers' willingness to make a purchase, their desire to make future purchases, and their intention to make repeat purchases (Resmawa et al., 2017). To determine customer needs, it is important to understand the variables that influence customers' apartment purchasing behavior. Analyzing customer attitudes and purchasing behavior is fundamental to improving the ability to attract customers and sustainably develop the real estate market. Therefore, by extending the Theory of Planned Behavior (TPB), this research focuses on factors influencing consumers. Such as attitude toward behavior and purchase intention of apartments, project facilities, subjective norms, and perceived behavior control.

Therefore, in this study, the Y generation was chosen as the research subject to understand the factors influencing consumers' intentions to purchase apartments in the city of Batam using the Theory of Planned Behavior (TPB). Several previous studies have used the Theory of Planned Behavior (TPB) to analyze consumer purchasing behavior, including (Dinh et al., 2022; Islam et al., 2022; Le-Hoang et al., 2020). Additionally, there are also studies (Islam et al., 2022; Zhang et al., 2020) that have extended TPB to study consumer purchase intentions in the context of real estate.

In this study, the Theory of Planned Behavior (TPB) is adopted to achieve a more comprehensive research outcome. Since the city of Batam is currently dominated by the Y generation, this research is expected to assist real estate companies in enhancing competitiveness by understanding the factors influencing consumer intentions, particularly those of the Y generation, to purchase apartments. Therefore, an analysis of attitudes and purchasing behavior toward customers is necessary. In addition to the main TPB factors and apartment project facilities, perceived behavioral control needs to be studied to align with the current needs of the Y generation.

Literature Review*Theory of Planned Behavior (TPB)*

According to research Ajzen (1991), intention in determining behavior will be determined by three factors: subjective norm, attitude toward behavior, and perceived behavioral control. The three fundamental elements of the TPB are individual attitudes toward the behavior related to the pros and cons of performing that behavior, subjective norms related to personal intentions to differentiate social pressure, and cognitive behavioral control, which is the factor that the TPB can be modified by changing or adding other factors. TPB is an extension of the theory of reasoned action "(TRA)". Ajzen and Fishbein (1975) created due to the limitations of the previous theory, which assumed that human behavior was purely due to cognitive control. The three fundamental elements of the TPB are:

1. The individual's attitude towards the pros and cons of that behavior.
2. Subjective norms related to personal intentions to discern social pressure.
3. Cognitive behavior control which is a factor of self-efficacy or capacity to act.

Therefore, attitude towards behavior, subjective norms, and cognitive behavior control form behavioral intentions. Ajzen (1991) also suggests that TPB can be modified by changing or adding factors. Many empirical studies in the field have applied TPB by adding new factors to the research model. Such as studies (Islam et al., 2022; Le-Hoang et al., 2020; Zhang et al., 2020).

Relationship between Subjective Norms on Attitude Toward Behavior

Subjective norms result from the pressure exerted on an individual to either engage in or refrain from a behavior (Ajzen, 1991). An individual's attitude toward something can be influenced by the opinions or advice given by others in their social environment. This aligns with the research of Miniard and Cohen (1983) as cited in Tan et al. (2020), which indicates a dependence between subjective norms and attitude toward behavior. Furthermore, research by Ryan (1982) suggests that attitudes can be influenced by normative beliefs or subjective norms. Based on the findings of Tan et al., 2020) and (Paul et al., 2016), there is a positive relationship between subjective norms and attitude toward behavior.

H₁: Subjective norm has a positive influence on attitude toward behavior.

Relationship between Perceived Behaviour Control on Attitude Toward Behavior

Perceived behavior control is an individual's perception of how easy or difficult it is to perform a behavior (Ajzen, 1991). It is defined as the extent to which consumers can control internal and external factors that facilitate or hinder them from engaging in a behavior or action (Al-Nahdi et al., 2015). If a behavior is perceived as easy to perform, it can motivate someone to carry it out (Suko et al., 2018). It can also be concluded that perceived behavior control positively influences attitude toward behavior according to the research of Chang, 1998, as cited in Suko et al. (2018). In the study by (Al-Nahdi, 2015), it is found that there is a positive relationship between behavior control and attitude.

H₂: Perceived behaviour control has a positive influence on attitude toward behavior.

Relationship between Attitude Toward Behavior on Purchase Intention

Attitude toward behavior can be understood as an individual's evaluation of the outcomes obtained from a specific behavior. This attitude refers to the level of preference or dislike for a particular object (Ajzen, 1991). Consumers may choose an apartment by evaluating the

same product attributes with different beliefs about property specifications and the ability to meet demands. Various studies have shown that attitude toward behavior greatly influences consumers' intentions to buy a house/apartment (Khoo et al., 2020). In the study by (Bashir et al., 2019), it is stated that consumers with high positive attitudes are more likely to have a higher intention to purchase the product. The research (Bashir et al., 2019) demonstrates a significant positive relationship between attitude and intention to purchase a product.

H₃: Attitude toward behavior has a positive influence on purchase intention.

Relationship between Subjective Norm on Purchase Intention Mediated by Attitude Toward Behavior

Subjective norm refers to the impact of individuals or a significant group of people on someone when they exhibit a specific behavior, and these individuals or groups can be considered reference groups (Ajzen, 1991). Intention to purchase a house/apartment is greatly influenced by subjective norms (Le-Hoang et al., 2020). Therefore, subjective norms positively influence consumers' intentions to purchase real estate (Le-Hoang et al., 2020; Zhang et al., 2020).

H₄: Subjective norm has a positive influence on purchase intention mediated by attitude toward behavior.

Relationship between Perceived Behaviour Control on Purchase Intention Mediated by Attitude Toward Behavior

Individuals need to assess the level of difficulty in forming a behavior before making decisions/actions, and perceived behavioral control is a measure for this assessment. The availability of resources and opportunities to perform a behavior affects how easy or difficult it is for someone to perceive that behavior (Ajzen, 1991). Perceived behavioral control positively influences the intention to purchase a house (Zhang et al., 2020). Other research also confirms the positive relationship between perceived behavioral control and consumers' purchase intentions in the real estate market (Khoo et al., 2020).

H₅: Perceived behaviour control has a positive influence on purchase intention mediated by attitude toward behavior.

Research Methodology

The data collection technique employed by the researchers involved distributing questionnaires (surveys) online, eliminating the need for paper (paperless), which allowed them to reach a large number of respondents and address the research problem effectively. The questionnaire method entails presenting a series of questions or statements in writing to the respondents. The questions and statements in the questionnaire align with the research problem formulation. In this study, a closed-ended questionnaire was utilized, enabling respondents to choose answers that best fit their personalities. Closed-ended questions help respondents answer quickly and also facilitate data analysis for the researcher across all collected surveys. This method involves direct data collection from respondents through survey completion. The initial data collection and analysis were facilitated using Google Forms, a tool provided by Google to assist users in creating online forms. Data management utilized Partial Least Squares (PLS), which is an alternative approach that shifts from the covariance-based Structural Equation Modeling (SEM) to a variance-based approach.

The sample size in this study was determined based on the Morgan and Krejcie table as referenced in the study by (Ataei et al., 2022), which suggested that the respondents should amount to 382 individuals. However, in this study, the total number of gathered respondents was 400 individuals. The measurement of the high or low response or individual attitudes towards items was conducted using a Likert scale, where responses were given on a scale of strongly agree, agree, neutral, disagree, and strongly disagree. In Likert scale studies, respondents can express their level of agreement or disagreement with a series of statements by assigning numeric values to each statement, reflecting the degree of agreement or disagreement. The Likert scale is a scale used to measure an individual's or group's perceptions, attitudes, or opinions regarding a social event or phenomenon (Bahrun et al., 2017).

A Proposed Conceptual Model/Framework

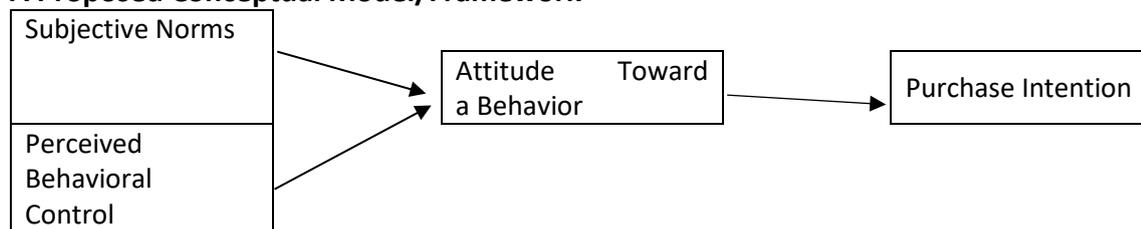


Figure 1. The Proposed Conceptual Model/Framework

- H₁: Subjective norm has a positive influence on attitude toward behavior.
- H₂: Perceived behaviour control has a positive influence on attitude toward behavior.
- H₃: Attitude toward behavior has a positive influence on purchase intention.
- H₄: Subjective norm has a positive influence on purchase intention mediated by attitude toward behavior.
- H₅: Perceived behaviour control has a positive influence on purchase intention mediated by attitude toward behavior.

Results and Discussions

Outer Model Analysis

Table 2

Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Subjective Norm/SN	0.791
Perceived Behaviour Control/PBC	0.748
Attitude Toward a Behavior/ATB	0.879
Purchase Intention/PIN	0.852

The average variance extracted (AVE) for each variable is greater than 0.5 (AVE > 0.5). Based on the test results, it can be concluded that there are no issues of confirmatory validity in this research model.

Table 3

Reliability Analysis

	Cronbach's Alpha	Composite Reliability
Subjective Norm/SN	0.946	0.958
Perceived Behaviour Control/PBC	0.916	0.937
Attitude Toward a Behavior/ATB	0.954	0.967
Purchase Intention/PIN	0.956	0.966

From the table above, it can be seen that the results of the composite reliability and Cronbach's alpha tests show a value ≥ 0.70 . Therefore, it can be concluded that the questionnaire used as a research instrument is reliable and consistent.

Inner model analysis

Table 4

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Subjective Norm/SN -> Attitude Toward a Behavior/ATB	0.245	0.241	0.052	4.664	0.000
Perceived Behaviour Control/PBC -> Attitude Toward a Behavior/ATB	0.404	0.407	0.055	7.312	0.000
Attitude Toward a Behavior/ATB -> Purchase Intention/PIN	0.815	0.815	0.021	38.222	0.000

Based on the table, it can be seen that:

- Subjective Norm / SN on Attitude Toward a Behavior / ATB obtained a t statistic value of $4.664 > 1.96$ with p values of $0.000 < 0.05$, so the variable has a significant effect and the hypothesis is accepted.
- Perceived Behaviour Control / PCC on Attitude Toward a Behavior / ATB obtained a t statistic value of $7.312 > 1.96$ with p values of $0.000 < 0.05$, so this variable has a significant effect and the hypothesis is accepted.
- Attitude Toward a Behavior / ATB on Purchase Intention / PIN obtained a t statistic value of $38.222 > 1.96$ with p values of $0.000 < 0.05$, so the variable has a significant effect and the hypothesis is accepted.

Discussions*The influence of subjective norm on attitude toward a behavior*

The P-value for the influence of subjective norm on attitude toward a behavior is 0.000 (Table 4), indicating that the subjective norm variable has a significant positive effect on apartment purchases. This research supports Miniard and Cohen's (1983) study as cited in Tan et al.

(2020), which states that an individual's attitude toward a behavior can be influenced by the opinions or suggestions given by others in their social environment. Subjective norm is the result of pressure placed on an individual to perform or refrain from a behavior (Ajzen, 1991). Furthermore, based on the findings of Ryan (1982) and Paul et al. (2016), attitudes can be influenced by normative beliefs or subjective norms. This indicates that attitudes influenced by subjective norms in society and family can affect attitudes toward apartment purchases. The research results show that subjective norm has a significant positive impact on attitude toward a behavior.

The influence of perceived behavior control on attitude toward a behavior

The P-value for the influence of perceived behavior control on attitude toward a behavior is 0.000 (Table 4), indicating that the behavior control variable has a significant positive impact on apartment purchases. In Al-Nahdi's (2015) study, perceived behavior control is defined as the extent to which consumers can control internal and external factors that help or hinder consumers in performing a behavior or action. Perceived behavior control is an individual's perception of how easy or difficult it is to perform a behavior (Ajzen, 1991). If a behavior is perceived as easy to perform, it can motivate the individual to engage in it (Suko et al., 2018). Perceived behavior control in apartment purchases depends on various factors, such as specific contexts, individual personal circumstances, and the availability of apartments that meet the needs and preferences of Generation Y. The research results indicate that perceived behavior control has a positive impact on attitude toward a behavior.

The influence of attitude toward a behavior on purchase intention

The P-value for the influence of attitude toward a behavior on purchase intention is 0.015 (Table 4), indicating that the attitude toward a behavior variable has a significant positive impact on apartment purchases. Ajzen (1991) states that attitude toward a behavior can be understood as an individual's evaluation of the outcomes obtained from a particular behavior, referring to the level of liking or disliking for a specific object. In Khoo et al.'s (2020) study, consumers can choose apartments by evaluating the same product attributes with different beliefs about property specifications and the ability to meet demand. Various studies have shown that attitudes significantly influence consumer intentions to purchase a house/apartment. In Bashir et al.'s (2019) study, consumers with highly positive attitudes are more likely to have higher intentions to purchase a product. Apartments can also increase investment value, which helps build trust among buyers or owners in the apartment market. Apartments must pay attention to quality, security, and services provided to owners. This will help build trust among owners in the apartment market and improve the quality and services provided to apartment owners. The research results show that attitude toward a behavior has a positive impact on purchase intention.

Conclusions

Based on the research findings, it is evident that the variables Subjective Norm, Perceived Behavior, along with the moderating variable Attitude Toward a Behavior, have a positive impact on the variable Purchase Intention. This aligns with the quantitative analysis through statistical tests that also show a positive influence of Subjective Norm, Perceived Behavior, and the moderating variable Attitude Toward a Behavior on Purchase Intention. These research results can influence Generation Y in their decision-making regarding apartment

purchases in Batam City, serving as a reference for real estate companies to adjust their products accordingly.

Moving forward, it is hoped that researchers interested in this topic can further refine this research by expanding the population and sample size to better represent the research results. Additionally, this research is expected to serve as a reference for real estate companies to understand the factors influencing consumer intentions toward apartment purchases in Batam City. As a recommendation for real estate companies in Batam City, it is advisable to build apartments that align with the needs and lifestyles of Generation Y. As for the characteristics of respondents taken in this research are as follows:

Table 5
Respondent Characteristics

Characteristics	Items	Quantity	Percentage
Gender	Male	206 people	51.5%
	Female	194 people	48.5%
Age	27-32 years old	245 people	61.3%
	33-38 years old	92 people	23%
	38-43 years old	63 people	15.7%
Level of education	High school/equivalent	56 people	14%
	Bachelor's degree	218 people	54.5%
	Magister/Doktor	119 people	29.8%
	Other	7 people	1.7%
Job	Entrepreneur	130 people	32.5%
	Private employees	80 people	20%
	Government employees	147 people	36.8%
	Housewife	29 people	7.3%
	Other	14 people	3.4%
Monthly income	Rp. 10.000.000 - 15.000.000	212 people	53%
	Rp. 15.000.001 - 20.000.000	75 people	18.8%
	Rp. 20.000.001 - 25.000.000	44 people	11%
	Rp. 25.000.001 - 30.000.000	37 people	8%
	More than Rp. 30.000.000	32 people	9.2%

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