**CONSUMER PERCEPTION OF LOCATION, PRICE, AND LIFESTYLE IN THE PURCHASE OF DE PRIMA APARTEMENT**

**Abstract**

**Aims:**

This study aims to understand consumers' perceptions of the three main factors that influence apartment purchase decisions, namely location, price, and lifestyle, with a focus on De Prima Apartment as the object of study. These three factors are believed to influence each other and are important considerations in today's property consumer behavior.

**Study Design:**

This study uses a qualitative descriptive approach to describe consumer views, experiences, and preferences in depth. The research location was conducted at De Prima Apartment, a vertical residence strategically located in an urban area and targeting the middle to upper class market segment.

**Place Study:**

The research location was conducted at De Prima Apartment, a vertical residence strategically located in an urban area and targeting the middle to upper class market segment.

**Methodology:**

The methodology used involves in-depth interviews with purposively selected informants, namely residents and buyers of units who have had direct experience with the apartment. In addition to interviews, researchers also used observation of the apartment environment and documentation to reinforce the data.

**Results:**

The results of the study show that location is the most dominant factor in forming positive perceptions of consumers due to the ease of access, proximity to the city center, and the completeness of public facilities. The price is considered reasonable and commensurate with the quality and service provided. Meanwhile, lifestyle plays an important role in strengthening buying interest, as De Prima Apartment is able to reflect the identity and needs of modern consumers, such as a safe environment, fitness facilities, and social comfort.

**Conclusion:**

The conclusion of this study is that the three variables of location, price, and lifestyle together shape consumer perceptions and contribute significantly to apartment purchase decisions. This research provides an understanding that developers need to design a holistic strategy to meet the needs of current property consumers.

**Keywords:** Consumer perception, location, price, lifestyle, purchase decision, de prima apartment.

**INTRODUCTION**

In the midst of population growth that continues to increase every year, the need for housing is increasingly a major concern (Wijanaputri et al., 2024). Especially in urban areas, the availability of land is increasingly limited, encouraging people to look for efficient and modern housing solutions. In this context, apartments are a rational choice as an alternative form of vertical housing. De Prima Apartment is here as an answer to the community's need for strategic and modern housing. Located in a very strategic location, this apartment offers easy access to various shopping centers, educational institutions, health facilities, and business districts. This is an added value that is highly considered by today's consumers.

Location is one of the main factors that influence consumer perception in making property purchase decisions. Proximity to the center of daily activities and ease of transportation are aspects that add value to a property (Mbake et al., 2021). In this case, De Prima Apartment has a competitive advantage. In addition to location, the price factor is also an important concern in the consumer decision-making process. The price offered must be in accordance with the value and benefits obtained by the consumer. A residence with affordable prices but complete facilities will certainly attract the interest of a wider market.

Price perceptions are not only limited to the numbers listed, but also reflect the quality, service, and image of the property (ARDS, 2024). If the price is considered commensurate with the value received, then consumers will be more likely to make the decision to buy without any meaningful doubt. Lifestyle is also a significant consideration in determining housing choices. Today's consumers are no longer just looking for a place to live, but also an environment that supports their lifestyle (Rossanty et al., 2018). This includes access to fitness, entertainment, comfort, and a social environment that matches their identity.

Lifestyle reflects how a person spends his time and money (Azizah, 2020). Therefore, an apartment that is able to meet the lifestyle preferences of its consumers will have a higher appeal compared to other properties. De Prima Apartment, with its modern residential concept, complete facilities, and an environment that supports active and productive living, is an ideal choice for consumers who prioritize comfort and efficiency in their daily lives.

According to previous research, the location factor is often a strong determinant in property purchase decisions. Consumers associate strategic locations with potential investment value, convenient access, and better quality of life. Nevertheless, price remains the main counterbalance. Although location is decisive, prices that do not match the consumer's ability can deter purchase intent. Therefore, the match between price and value is key to the success of property marketing.

The lifestyle of modern consumers is heavily influenced by digital trends, high mobility, and preferences for convenience (Sipahutar & Simanjuntak, 2025). In this case, apartments that provide facilities such as coworking spaces, gyms, and green open areas will be more easily accepted by the market. Consumers now not only judge from the physical aspect of the residence, but also the added value offered in supporting their lifestyle. This is an important indicator in forming a positive perception of a property product.

De Prima Apartment positions itself as a residential provider that is able to answer these challenges. By harmoniously combining aspects of location, price, and lifestyle, this apartment forms an image as a high-value and in-demand property. Consumer perception is a subjective picture formed from their various experiences, information, and expectations of a product. In the world of property, this perception is formed not only through promotions, but also from the experience of consumers who have experienced living in the location.

Consumers often compare different alternatives before making a purchase decision. Therefore, property developers must be able to highlight the advantages of their products from the perspective of location, price, and lifestyle (Susanto & Wijarnako, 2004). Based on an understanding of consumer behavior, it is known that the purchase decision is a complex process. This process includes the identification of needs, the search for information, the evaluation of alternatives, and the final decision-making.

This research was conducted to understand the extent to which location, price, and lifestyle contribute to consumer perception in purchasing units in De Prima Apartment. This understanding is important for developers and marketers alike in designing an effective strategy. Previous research has shown that these three factors simultaneously have a significant influence on property purchase decisions. This means that none of the three can be ignored if you want to comprehensively understand consumer behavior.

By understanding consumer perceptions of these three factors, it is hoped that De Prima Apartment will be able to continue to increase its competitiveness in the increasingly competitive property market. This perception mapping is also useful in strategic decision-making, development, and marketing. Through this study, it is hoped that a comprehensive picture will be found of how consumers interpret location, price, and lifestyle in apartment purchase decisions, as well as how it can be used as a policy basis for property industry players.

**RESEARCH METHODS**

1. Research Approach

This study uses a qualitative approach with the aim of exploring and understanding consumer perceptions in depth of the three main factors in purchasing De Prima Apartment, namely location, price, and lifestyle. The qualitative approach was chosen because it allows researchers to explore meanings, opinions, and personal experiences of consumers that cannot be fully explained through quantitative data (Scott, 2010). The main focus of this study is to gain a holistic understanding of how and why consumers view these three variables as important factors in purchasing decision-making.

1. Types of Research

The type of research used is qualitative descriptive research (Scott, 2017). This study aims to describe consumer perceptions in depth of location, price, and lifestyle in residential purchase decisions in De Prima Apartment. The data collected is in the form of narratives and respondents' experiences explained through in-depth interviews.

1. Research Location

This research was carried out at De Prima Apartment, which is located in a strategic urban area. This location was chosen purposively because it is the main object in the research.

1. Research Subject

The subjects in this study are consumers or residents of De Prima Apartment who have purchased units, both those who have lived and those who are still in the preparation stage to occupy the apartment. The selection of subjects was carried out by purposive sampling, which is to select informants who are considered to have experience, knowledge, and understanding that are relevant to the research topic.

1. Data Collection Techniques

The data collection techniques in this study include (Jogiyanto Hartono, 2018):

* In-depth Interview

Interviews are conducted in a semi-structured manner, allowing for flexibility in exploring richer information from the informant. The researcher used an interview guide that contained open-ended questions about consumers' perceptions of location, price, and lifestyle.

* Participatory Observation

The researcher also conducted direct observations of the apartment environment, facilities provided, and the social interaction of residents to support the data from the interviews.

* Documentation

Documentation in the form of marketing brochures, promotional media, and other supporting data from the apartment management was also collected to strengthen the results of the analysis.

1. Data Analysis Techniques

The data that has been collected is analyzed using thematic analysis. This process involves the following steps (Miles & Huberman, 1992):

* Transcription of interview data verbatim.
* Reduce data by sorting out relevant information.
* The preparation of categories and themes, namely grouping respondents' answers into main themes such as perception of location, perception of price, and perception of lifestyle.
* Data presentation in the form of a descriptive narrative.
* Draw conclusions based on patterns that emerge from the data.

1. Data Validity

To ensure the validity of the data in this study, the researcher used a triangulation technique, which is comparing and confirming data from various sources (interviews, observations, and documentation). In addition, a member check is also carried out, which is to reconfirm the results of the interview with the informant to ensure the truth and accuracy of the information conveyed.

**RESULTS OF RESEARCH AND DISCUSSION**

1. Informant Overview

This research involves several informants who are consumers or residents of De Prima Apartment, both those who have lived for a long time and those who have just made a purchase. Informants were selected purposively based on their experience in the residential selection process and direct interaction with property products offered by De Prima Apartment.

1. Consumer Perception of Location

Most of the informants stated that the location of De Prima Apartment was a major factor in their purchase decision. Its strategic location, close to the city center, shopping centers, educational institutions, and easy access to public transportation, provides high comfort in daily mobility.

*"I chose De Prima because the location is very strategic, close to the workplace and easy to get around," said one of the informants.*

This accessibility factor is considered to be very supportive of modern and dynamic life, especially for active consumers who prioritize time efficiency.

**Table 1. Consumer Perception of Location**

|  |  |
| --- | --- |
| Location Aspect | Consumer Responses |
| Proximity to the city center | Makes daily activities easier |
| Main road access | Easily accessible by private and public vehicles |
| Surroundings | Comfortable and relatively quiet even though it is near the center of the crowd |
| Affordable public facilities | Close to hospitals, schools, and shopping malls |

1. Consumer Perception of Price

From in-depth interviews, the informants stated that the price of the De Prima Apartment unit was felt to be in accordance with the quality offered. Although not the cheapest in its class, consumers find the value they receive from the facilities and location to be well worth it.

*"The price is not the cheapest, but I feel it is in accordance with the facilities and access I get," said one of the informants.*

This perception shows that consumers do not only consider the nominal price, but also the value received as a whole.

**Table 2. Consumer Perception of Price**

|  |  |
| --- | --- |
| Price Aspect | Consumer Responses |
| Compatibility with facilities | Considered worth the pool, gym and security |
| Flexible payment scheme | Installment options are available that make it easier for buyers |
| Comparison with competitors | A little higher, but worth the added value |
| Long-term investment | Considered as a valuable asset in the future |

1. Consumer Perception of Lifestyle

Lifestyle is an interesting aspect in this study. Most consumers associate De Prima Apartment as a residence that supports a modern lifestyle: practical, safe and fun. Facilities such as fitness areas, outdoor gardens, and lounges are the main attractions.

"I'm happy because in this apartment I can still exercise at the gym without having to go outside," said one young respondent who is actively working.

Some informants even stated that choosing De Prima is not just about where to live, but part of identity and a reflection of lifestyle.

**Table 3. Consumer Perception of Lifestyle**

|  |  |
| --- | --- |
| Lifestyle Aspects | Consumer Responses |
| The need for comfort | Equipped with modern design and in-house amenities |
| Healthy and practical activities | Gym and jogging track available |
| Privacy and security | 24-hour security system provides a sense of security |
| A social environment that is equal to | Felt to fit in with the community of residents |

1. Synthesis of Research Findings

Based on in-depth interviews and qualitative data analysis, it can be concluded that the three main factors—location, price, and lifestyle—together form a positive perception of consumers towards De Prima Apartment. Consumers do not only consider one single variable, but a synergistic combination of the three.

**Table 4. Summary of Consumer Perceptions**

|  |  |
| --- | --- |
| Factor | Key Consumer Perceptions |
| Location | Strategic, easily accessible, close to public facilities |
| Price | Competitive and worth the value offered |
| Lifestyle | Supporting a healthy, practical, and modern social lifestyle |

**DISCUSSION**

1. The Influence of Location on Purchase Decisions

The findings of the study show that location is a dominant factor in influencing consumer perception and purchasing decisions. The informant mentioned that accessibility to workplaces, shopping centers, educational institutions, and public facilities is the main consideration. They consider the location of De Prima Apartment to be very strategic and able to accommodate daily mobility efficiently. This is in line with the opinion (Irawan & Ali, 2024) which states that location is a crucial aspect in business operations, because it will affect business continuity and consumer interest. In previous research by (Harjanto, 2016), it was found that location has a stronger influence than price on apartment purchase decisions. The study corroborates these findings, as consumers are really paying attention to how close an apartment is to their daily activities and the value of the surrounding environment. In addition, the results of the interviews also show that a strategic location is considered to increase the value of property investment in the future. Thus, consumers not only consider the benefits of current housing, but also its potential economic value in the future.

1. The Influence of Price on Purchase Decisions

Price also emerged as an important factor in shaping consumer perception. In the opinion of the informants, the price of the unit in De Prima Apartment is considered quite comparable to the quality and facilities obtained. Although it is not relatively cheap, consumers feel that the value is reasonable because they get a residence that supports comfort and modern lifestyle. According to (Kotler, n.d.), price not only serves as a medium of exchange, but also as a determinant of the perception of product quality and exclusivity. Meanwhile, (Firatmadi, 2017) states that price perception is formed from the way consumers understand price information and how they assess the benefits received. These findings are also in line with the results of the study (Ali & Khuzaini, 2017)which indicates that price has a significant influence on home purchase decisions. Competitive and transparent pricing strengthens the developer's image and increases consumer confidence. This is important in the property industry, where large-value transactions require full trust from buyers to developers.

1. The Influence of Lifestyle on Purchase Decisions

Lifestyle is an increasingly prominent factor in purchasing decisions, especially in modern residences such as apartments. Consumers no longer just want a functional place to live, but also an environment that reflects their personal identity and preferences. De Prima Apartment, with facilities such as a gym, green open area, and a neatly arranged environment, is considered to be able to support the active, healthy, and social lifestyle that consumers want. Theory put forward by (Kotler, 2009) states that lifestyle reflects the way a person spends their time and money, and affects the choice of products or services. These findings are reinforced by (Octavia, 2012) which states that lifestyle reflects a person's presence in society, including in purchasing behavior. Moreover (Pratiwi & Patrikha, 2021) It also found that lifestyle has a significant influence on home purchase decisions. Consumers in this study showed a tendency to choose a residence that not only meets their housing needs, but also supports their aspirations and living habits. A modern apartment environment and a community of residents who are on the same level are the main attractions that are difficult to replace by low prices or good location.

1. The Simultaneous Relationship of Location, Price, and Lifestyle

These three variables are interrelated in forming a consumer's overall perception of a residence. A good location increases the value of lifestyle; a commensurate price reinforces the perception of value; and a fulfilled lifestyle drives more robust purchasing decisions. Thus, the purchase decision does not stand on a single factor, but is the result of multidimensional considerations. This finding is in accordance with previous research by Luluk (Kartika et al., 2019) which concludes that location, price, and lifestyle simultaneously have a significant effect on home purchase decisions. The study confirms that property marketers must package their products holistically—ensuring that the three aspects complement each other and do not stand alone.

**CONCLUSION**

Based on the results of research and discussions that have been carried out regarding consumer perceptions of location, price, and lifestyle in purchasing decisions for De Prima Apartment, it can be concluded that consumers in choosing housing no longer only consider physical aspects, but also build a comprehensive perception of various factors relevant to their needs and lifestyle. First, the location factor has proven to be the most dominant element in shaping positive consumer perceptions. De Prima Apartment's strategic location, close to various public facilities and a hub of daily activities, provides convenience and efficiency that is highly appreciated by buyers. Consumers view that a good location not only supports mobility, but also improves the quality of life and the potential value of property investment in the future. Second, the price aspect also plays an important role in decision-making. The price offered by De Prima Apartment is considered reasonable and commensurate with the value received, both in terms of facilities, comfort, and the image of the property. Consumers are not solely looking for the cheapest housing, but housing that offers the best combination of price and quality. Third, lifestyle is an increasingly taken into account in the purchase of modern housing. Today's consumers have a preference for homes that support their daily activities, from the need for fitness facilities, social areas, to environmental comfort and safety. De Prima Apartment is considered to be able to meet these expectations, thereby strengthening the buying interest of those who want to live a practical, healthy, and modern life.

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