FACTORS INFLUENCING HOUSING PURCHASE DECISIONS OF MILLENNIAL GENERATION IN INDONESIA

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ABSTRACT

Purchasing a house is considered as the most important achievement for an individual because it is the most expensive things people can buy and involves much consideration as well. This study has an objective to investigate the factors influencing millennial's housing purchase decision in Indonesia. The conceptual framework developed based on previous literature and then adding family member's influence as a new factor considering that Indonesian people has collectivist culture. Based on questionnaires collected from 179 respondents of housing buyers in Greater Jakarta Area and other cities in Indonesia show that Structural Attributes, Location, and Financial factors positively influence millennial's purchase decision towards housing in Indonesia. Meanwhile the other two factors, Property Developer and Family Member's Influence, are not influential. This study offers a new understanding of the millennial's behaviour and preferences in buying housing in Indonesia.

Keywords: Consumer Behaviour, Housing Purchase Decision, Millenial Generation, Real Estate.

1. INTRODUCTION

Housing is considered as one of the most important thing as the basic needs for everyone (Maslow, 1943). As a place to live, housing must be able to provide comfort for the residents (Khan et al., 2017). Purchasing a housing is not an easy process because it involves major financial decision and requires a long-term commitment that will affect the cash flow (Thaker and Sekaran, 2016). Buying a house is also a multidimensional process due to the involvement of many consideration factors (Wang and Li, 2006)) such as location (Kauko, 2006), structural (Opoku and Abdul Muhmin, 2010), reputation of the property developer (Kivett (1988), Urbany et al. (1989) and Bady et al. (1998) taken from Sundrani (2017)). Various other studies conducted by Anastasia and Suwitro (2015); Reed and Mills (2006); Adair et al., (1996); Daly et al. (2003); Tan (2010); Zeng (2013); Saw and Tan (2014) mentioned about some important factors that influence housing purchase decisions such as financial, location, property developer, and structural factor, but none of them consider the influence of family members. A high-level decision making such as housing purchase usually generated by joint decision making (Krampf et al, 1993). As in big-ticket-purchases, husband and wife together decide to purchase housing. (Hempel, 1974; Musinger et al., 1975; Brown, 1979; Kaur and Singh, 2004 taken from Sundrani 2017). In addition, parents of spouses can also affect home purchase decision-making process. Children also have an indirect influence of the housing purchasing for parents to anticipate the future needs (Levy and Lee, 2004).

Indonesia is a country that embraces a culture of collectivism where its population tends to be interdependent, live in groups, cooperated, and prioritizing family harmony and security (Hosfstede, 1980 and Triandis, 1995 taken from Widodo & Qurniawati, 2015). Research from MarkPlus Insight also found that family and friend's recommendations significantly influence the consumer purchasing decisions at Palembang in all age groups (Marketeers, 2015). Demographically, in 2017, 67.38% of Indonesia's population is in working age (15 - 64 years) and 50.09% of the working age is millennial generation (BPS (Central Bureau of Statistics Indonesia), 2017). Millennial generation defined as a group of generations born in 1981 until 1999 (Martin and Tulgan, 2002 taken from The Women's Empowerment and Child Protection Ministry and Statistics Indonesia, 2018). From this definition, millennial generation is a population group between the age of 20 to 38 years in 2019. The large proportion of millennial generation towards the working age shows that millennial generation has a big contribution to the housing demand in Indonesia. Therefore, this study will analyze the influence of financial, location, property developer, structural and family members factors on millennial's purchase decision towards housing. The results of this study are expected to support further research and can be a consideration for the related government institution and the private sector in formulating policies and strategies of housing provisioning in Indonesia.

2. LITERATURE REVIEW

2.1. Purchase Decision

The purchase decision is a phase in the decision-making process when an individual actually buys the product (Kotler and Armstrong, 2014). The purchase decision process requires a match between the needs and the products offered and should also have passed the intervention stage from other people both positively and negatively (Kotler and Keller, 2016). Each Consumer has a different purchasing decision influenced by their judgment to the importance of an attribute

(Kotler and Armstrong, 2007). Consumers can also use different criteria in evaluating a product to find which product that suits best to their needs (Blackwell et al., 2006). Purchase decision can also be defined as the time when an individual has paid a product or has made a commitment to purchase a product at a specific price for a certain period (Quester et al., 2011). In another perspective, Thaker and Sakaran (2016) stated that purchase decisions are a series of events that come up from understanding of the purpose of purchasing and measuring related factors before deciding to make a purchase.

2.2. Financial

Financial is an individual's ability related to money such as income, loans, interest rates and payments (Jamil, 2015). Loan is a commitment between buyers, developers and banks (Saw and Tan, 2014) and the bank will reimburse to the developer based on the building completion progress. (Jan et al., 2016). Instalment period and the ability to pay instalment represented by monthly income are the financial factors influencing the housing purchase decision (Li and Chiang, 2014). In the research of Adair et al. (1996) and Daly et al. (2003) categorized interest rates, mortgage loan limit, monthly instalment and loan repayment period as the financial factors affecting the housing purchase decision. Low-interest rates in form of soft loans are the financial factor which strongly influences young consumers purchasing power (Rahadi et al., 2015). Anastasia and Suwitro (2015) found that financial attributes have a positive influence on the housing purchase decision. Reed and Mills (2006) also conveyed several financial attributes such as interest rates of the loan, monthly income of the household, housing prices and the ability to obtain the facility of financing. Study conducted by Kueh and Chiew (2005) also mentioned that price is the most important consideration factor for housing buyers in Kuching, Malaysia.

2.3. Location

Mariadas et al. quoting from Zrobek et al. (2015) defined location as a place where expectations of comfort and accessibility of convenience are fulfilled to satisfy their preference. Location is the most important aspect of determining residential property value. In other words, location is one of the important considerations in property purchase decision (Mariadas et al. as Quoted from Aliyu et al., 2013). Location can be examined by measuring the accessibility of the property to the city center, business center, school, and shopping center. Property in a good location will have a higher value and give a higher profit return in the future (San, 2016). Daly et al. (2003) We also confirmed that location had become a major preference in housing purchase decision in Australia, the UK and Ireland. Besides, the stage of life cycles such as the level of income, age, and the status of marital could influence location preference. (Jayantha and Lau, 2016).

2.4. Property Developer

Rahadi et al. (2013) stated that property developers would gain a good reputation and brand if they can meet customer needs, do business professionally, on-time product delivery, keep product quality, and provide good customer support through excellent after-sales service. Each developer certainly has different characteristics in terms of experience, reputation, product delivery and the quality of the final product (Thaker and Sakaran, 2016). Gajera and Malek (2018) said that a positive developer reputation is important in competitive advantage. Mendrofa et. al (2017) said that a trusted property developer will have a positive impact to boost confidence in prospective buyers about the residential building they will occupy.

2.5. Structural

Structural defined as private residential spaces comprise the family room size, the kitchen size, the number of bathrooms and other rooms. (Opoku and Abdul Muhmin, 2010). Meanwhile Saw and Tan (2014) mentioned that structural factors consist of the quality and the property's physical condition.. Saw and Tan (2014) cited from Arimah (1992); Fierro et al. (2009); Laakso and Loikkanen (1995); Tan (2012); Tiwari and Parikh (1998); Tse and Love (2000); Wilhelmsson (2000) defined that structural factors, in general, are the family room size, dining room size, the building size, and the number of bathrooms and other rooms. In line with that definition, Hofman et al. (2013) also stated that structural attributes include the physical looks and conditions, functionality, characteristics, and quality of the property that can be determined by the age of the property. Meanwhile in terms of size, there is a common perception among resident that owning a bigger residence means having higher status and symbols (Jun, 2013). But on the other hand, Saw and Tan (2014) stated that smaller residence such as flats and apartments are more popular and attractive.

2.6. Family Member Influence

Levy and Lee (2004), quoting from Lawson et al. (1996) defined family as a group consisting of at least two people who have blood relation, bound by marriage or adoption into one household.. Kotler and Keller (2012) stated that the external factor like family can help predict behaviour and planning strategy of potential consumers. Family roles and influences consist of the characteristics of the family, the situational, and the individual. (Levy and Lee's, 2004). Interaction between family member is more significant compared to small groups such as friendship and colleagues, therefore family member has a very important role in decision making (Levy and Lee, 2004). Rositer (1978) mentioned that the influence of family in decision making can be identified into two things. First, a direct influence based on the direct needs of the decision-maker and second, an indirect influence when someone considering the other family member's needs in making a decision.

2.7. Hypothesis Framework

Low-interest rates represented by soft loans are a financial factor contributed to strong residential purchase power of the young generation (Rahadi et al., 2015). Buyers in Kuching, Malaysia put the price as the major consideration in their purchase plan towards housing. (Kueh and Chiew, 2005). Besides, Li and Chiang (2014) mentioned housing affordability is a major consideration in housing purchase decision. In addition, income level has a positive impact on housing affordability at the point of the buyer's ability to pay the cost and instalments. Jayantha and Lau (2016) confirmed that the level of income has a positive influence on the ability to pay the instalment. In a previous study, Carolina (2013) also stated that the amount of income would have an impact housing purchase decision because the homeowner won't take the financial risk of inability to pay. The level of affordability strongly influences the housing purchase decision (Karsten, 2007). Ratchatakulpat et al. (2009) and Rahadi et al. (2015) also emphasised that the housing price affordability is the major factor that influences the purchase intention.

H1. Financial has a positive influence on housing purchase decision

Several studies conducted by Daly et al (2003), Kaynak and Stevenson (2007), and Sengul et al (2010) found that location has a strong influence on the housing purchase decision. Ratchatakulpat et al. (2009) and Rahadi et al. (2015) also found that the character of a location is one of the determining factors for prospective consumers in the housing purchase intention. The first-time buyers take location into consideration as a factor that influences their housing purchase intention (Reed, 2006). Accessibility and environmental conditions play an important

role in influencing housing purchase intention (Tan, 2012). The surrounding environment found as well having a big impact on influencing the home buyers in Malaysia (Razak et al., 2013).

H2. Location has a positive influence on housing purchase decision

The developer is a factor that influences the housing purchase decision and the buyers aware of their brands (Cheng and Cheok, 2008). Furthermore, in relation to the brand and quality of housing offered, Rahadi et al. (2015) stated that the expertise and skill of property practitioners (property developer) might influencing the value of a property. Most respondents in the research conducted by Cheng and Cheok (2008) purchased a property from a trusted property developer because there had been several cases developers fail to finish the project on-time or even ignore the project. The five main cases developers omit their projects caused by mismanagement, unsupportive government policies, inefficient public delivery systems, weak economic conditions and financial problems (Yap, 2013). This condition will ruin the developer brand and cause financial loses (Perumal, 2009 as quoted in Yap, 2013).

H3. Property Developer has a positive influence on housing purchase decision

Structural plays an important role in influencing housing purchase intention (Karen et al., 2009). Phan (2012) also found a strong relationship between living space factors and housing purchase decision in Vietnam. Adair et al. (1996) and Daly et al (2003) pointed out that a good residential design related to exterior, interior, finishing, as well as the quality of the building affect the decision making in residential purchases. Several other studies also found that housing features become an important factor in determining housing selection and purchase decision (El-Nachar, 2011). From the exterior aspect, Jayantha and Lau (2016) found that the environmental elements of residential facilities also had an impact on housing purchase decision, such as park or garden landscapes, clubhouses, swimming pools and sports facilities. From the interior aspect, the number of rooms and bathrooms become a consideration that influences the decision to purchase a house (San, 2016). Tan (2013) provided other factors such as the size of the dining room, living room and space to develop influence housing purchase decision. The age of the property has an impact on housing purchase decision as consumers tend to buy a newer house that indicates less maintenance (Moghimi and Jusan, 2015). However, the house with an age of more than 50 years still can be chosen based on certain consumers considerations (Tan, 2012).

H4. Structural Attributes have a positive influence on housing purchase decision

The collectivism culture in Indonesian society makes the opinion from the closest people will contribute to someone's consideration to purchase. Kotler and Keller (2012) stated that the external factor like family can help predict the behaviour and planning strategies of potential consumers. The family member who significantly can influence the buyer is explained through Sangkakoon et al (2014) and Bedway (1996) which stated that parents teach their children the values of buying a house is better than renting, so that the parents can encourage their children to purchase a house. In relation to the influence of parents, other studies indicated that buyer takes into consideration on their child's opinion related to the preferred education facilities (Manivannan and Somasundaram, 2014). Meanwhile families without children would prefer to live in the downtown area. (Kathirvel and Vimalagracy, 2014). Wilkening and Morrison (1963), and Munsinger et al. (1975) stated that housewives play the central role on important goods purchase. Support all those findings, Jayanta and Lau (2016) explained that families with children prefer to live in suburbs while the elderly prefer to live in downtown.

H5. Family Member's Influence has a positive influence on housing purchase decision
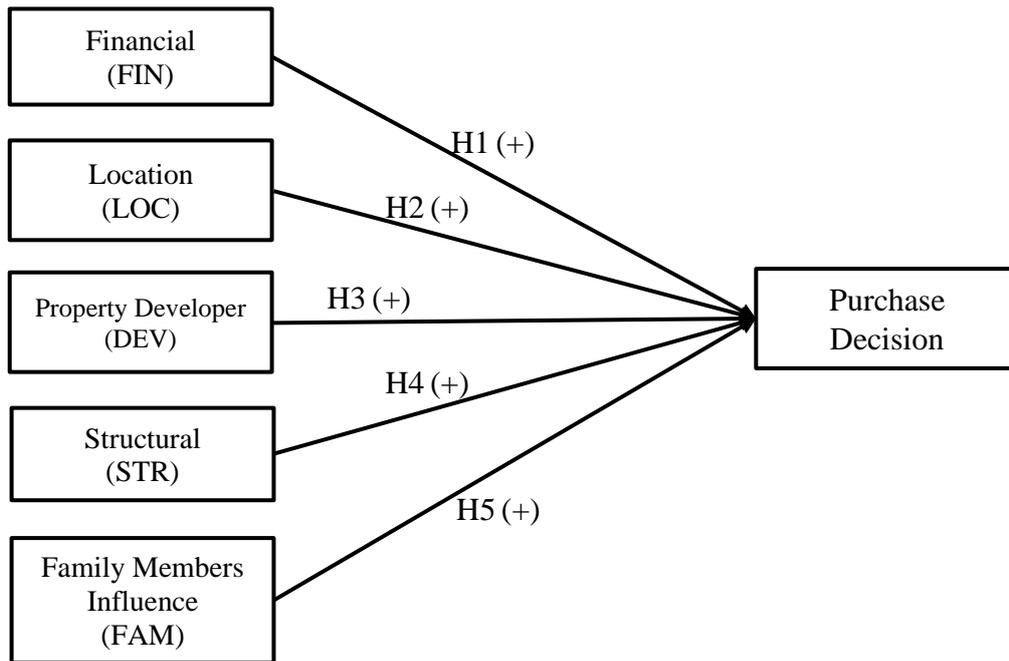

Figure 1 Linear Relationship Framework of the Independent-Dependent Variable

3. RESEARCH METHOD

3.1. Measurement

This research uses 5 Likert scale questionnaires with a range of answers from strongly disagree to strongly agree (Saunder et al. 2012) to measure all instruments of factors involved: purchase decision, financial, location, property developer, structural, and family member's influence. Referring to Chia et al. (2016) and Opoku and Abdul-Muhmin (2010), this research uses price, instalment payment period, and interest rate as the instruments measure financial factor (FIN). Location factor (LOC) is measured by the distance to public facilities like school, hospital, shopping center, public transportation modes and toll road access (Chia et al., 2016; Ratchatakulpat et al, 2009; Thanaraju et al., 2019 ; Zeng, 2013; Abdullah et al., 2012). While measurement instruments of property developer factor (DEV) refer to Chia et al. (2016), Cheng and Cheok (2008) and Rahadi et al. (2013) such as well-known developer, developer who has a good reputation in quality, on-time handover process and good after-sales service. Structural Factor (STR) is measured by land size, building size and the number of rooms based on consumer's need (Chia et al., 2016; Zeng, 2013; Opoku and Abdul-Muhmin, 2010; Abdullah et al., 2012; Tan, 2012; Tan, 2013; Ratchatakulpat et al., 2009). Furthermore, the family member's influence factor (FAM) measured by the influence of parents, spouses and children (Levy and Lee, 2004). The purchasing decision variable (DEC) is measured by the satisfaction of housing purchase decision, the importance of housing purchase decision, the maximum efforts taken and prioritize the benefits of housing purchase decision (Zeng, 2013 and O 'Cass, 2000).

3.2. Data Collection

Data in this research collected using convenience sampling methods through online questionnaires. A total of 179 millennial respondents in the Greater Jakarta (Jakarta, Bogor, Depok, Tangerang and Bekasi) and other areas participated in this survey. The questionnaires

in this study consist of 3 parts. The first part is the demographic data of respondents. The second part related to the type, the location, and the respondent's length of stay of the house. The last part is the measurement questions answered by selecting the appropriate scale given

3.3. Data Analysis

Data will be analyzed using SPSS through several stages of analysis involving construct validity test, reliability test, multicollinearity test, linearity test, normality test and hypothesis proving through multiple regression analysis. The construct validity test performed to ensure all instruments are valid as they has KMO's value of more than 0,6 and the component matrix value exceeds 0,5 (Hair, 2014). The reliability test conducted to ensure all variables are reliable because of exceeding the minimum acceptable Cronbach's Alpha value of 0.6 (Hair, 2014). Multicollinearity test, linearity test, and normality test are the classical assumption test. Good data does not run into multicollinearity as it has the tolerance value of more than 0.1 and the VIF value of less than 10, meets the linearity indicated by a significance value of less than 0.05, and fulfills the normality because of its most extreme differences absolute value of more than 0.05. The final step is multiple regression analysis to prove the hypothesis framework made. A hypothesis of positive correlation accepted if it has a significant value of less than 0,05 and positive unstandardized beta coefficient.

4. DATA ANALYSIS

4.1. Profile of Respondents

Table 1 shows that 91.62% of respondents bought house type, 6.70% bought apartment type, and 1.68% bought other. It also shows that the majority of respondents were male (56.42%), married (89.94%), and had an educational level of a bachelor degree (68.72%). Meanwhile, 43.58% of respondents are private employees, 36.31% are government employees, 5.59% are entrepreneurs and 14.53% have other jobs.

Tabel 1 Profile of Respondents

	Total	%
Gender		
Male	101	56.42%
Female	78	43.58%
Marital Status		
Single	18	10.06%
Married	161	89.94%
Monthly Income		
< IDR6,000,000	23	12.85%
IDR6,000,000-IDR12,000,000	57	31.84%
IDR12,000,001-IDR18,000,000	30	16.76%
IDR18,000,001-IDR24,000,000	31	17.32%
>Rp24,000,000	38	21.23%
Level of Education		
Senior High School	4	2.23%
Associate Degree	11	6.15%
Bachelor Degree	123	68.72%
Postgraduate Graduate	39	21.79%
Doctorate Degree	2	1.12%
Occupation		
Government Employee	65	36.31%
Private Employee	78	43.58%
Entrepreneur	10	5.59%
Other	26	14.53%

Housing Type		
Landed House	164	91.62%
Apartment	12	6.70%
Other	3	1.68%
Housing Location		
Jakarta	16	8.94%
Bogor	17	9.50%
Depok	18	10.06%
Tangerang	71	39.66%
Bekasi	20	11.17%
Others	37	20.67%
Duration of Stay in the Housing type		
<1 year	32	17.88%
1-5 years	90	50.28%
>5 years	57	31.84%

4.2. Construct Validity Test and Reliability Test

The construct validity test results show that all instruments in this study are valid as they have KMO value and Bartlett's Test values above 0.6 with significance value (sig.) less than 0.05 (Hair, 2014). The factor loading value is more than 0.5 so that the instrument also has a good correlation with the measured variable (Hair, 2014). Thus all instruments used in this study are valid. All variables are also reliable to used in this study because there was no missing value and each has Cronbach's alpha values above 0.60 (Hair, 2014). The classical assumption test results (Appendix 1) show all independent variables meet linearity with significance value of 0.000, approach normality using Kolmogorov-Smirnov with the most extreme differences absolute value above 0.05 and the skewness and kurtosis values less than 1.96

Tabel 2 The Result of Validity and Reliability Test

Variable	Item	KMO and Bartlett's Test		Factor Loading	Cronbach's Alpha
		KMO Measure of Sampling Adequacy.	Sig.		
Financial (FIN)	FIN1	0.616	0.000	0.852	0.731
	FIN2			0.896	
	FIN3			0.704	
Location (LOC)	LOC1	0.742	0.000	0.761	0.806
	LOC2			0.877	
	LOC3			0.826	
	LOC4			0.596	
	LOC5			0.686	
Property Developer (DEV)	DEV1	0.749	0.000	0.835	0.898
	DEV2			0.907	
	DEV3			0.884	
	DEV4			0.879	
Structural Attribute (STR)	STR1	0.718	0.000	0.923	0.892
	STR2			0.937	
	STR3			0.867	
Family Member's Influence (FAM)	FAM1	0.624	0.000	0.791	0.645
	FAM2			0.679	
	FAM3			0.817	
Purchase Decision (DEC)	DEC1	0.748	0.000	0.810	0.804
	DEC2			0.818	
	DEC3			0.720	
	DEC4			0.841	

4.3. The Analysis of Regression

The analysis of multiple regression uses Purchase Decision (DEC) as the dependent variable and involves Financial (FIN), Location (LOC), Property Developer (DEV), Structural Attribute (STR) and Family Member's Influence (FAM) factors as independent variables. Table 3 shows that the Structural Attribute (STR) has the strongest influence on the purchase decision with a highest value of 0.207 followed by Location/LOC (0.218) and Financial/FIN (0.118). Meanwhile, the other two factors, Property Developer (DEV) and Family Member's Influence (FAM) do not significantly influence the purchase decision as their significance value of more than 0.05.

Tabel 3 The Result of Multiple Regression Analysis

Hypothesis	R^2	Unstandardized Beta	Std. Error	t	Sig.	Conclusion
H1 : FIN→DEC		0.118	0.056	2.126	0.035	Supported
H2 : LOC→DEC		0.128	0.055	2.316	0.022	Supported
H3 : DEV→DEC	0,270	0.046	0.450	1.033	0.303	Not Supported
H4 : STR→DEC		0.207	0.054	3.816	0.000	Supported
H5 : FAM→DEC		-0.008	0.051	-0.161	0.872	Not Supported

Note : Significance Level = $p < 0.05$

5. DISCUSSION

This study has found that financial, location and structural significantly influence the millennial's housing purchase decision. Millennial generation generally finances their house using home/apartment loans (KPR/KPA/others). This finding confirmed previous studies by Anastasia and Suwitro (2015); Reed and Mills (2006); Adair et al., (1996); Daly et al. (2003); Tan (2010); Zeng (2013); and Saw and Tan (2014)) that found the significant influence of financial factor on the housing purchase decision. The results also found that the term of payment (KPR, KPA, etc.) placed the highest position in financial factor followed by the price and loan interest rates. It bolsters Hidayat's study (2017) which explains that the instalment period offered by Islamic bank provides flexibility for residential buyers and influences the taking of mortgages. The price of housing related to the level of purchasing ability since the consumer's purchase decisions determined by the lifestyle and the ability to pay toward price offered (Kotler & Armstrong, 2008). Conveyed by the results of Kustrihariyanto (2003) study which explained interest rates are not too burdensome for consumers. It also supported by Parsons theory (Parsons in Johnson, 1996: 114) which states that someone acts on motivational and value orientation. Motivational orientation refers to the desire of individuals to leverage satisfaction and to decrease disappointment. On the other side, value orientation refers to normative standards that control individual choices and priorities based on the differences of needs and goals.

Location is one of the factors that has a significant influence on housing purchase decision of the millennial generation. It affirms the results of previous studies stated that location influences housing purchase decisions (Daly et al, 2003; Kaynak and Stevenson, 2007; Sengul et al., 2010; Ratchatakulpat et al., 2009; Rahadi et al., 2015; Reed, 2006; Tan, 2012; Razak et al., 2013). Cronbach's Alpha value shows that location is the second most important factors influencing housing purchase decision of the millennial generation in Indonesia. As the development of integrated public transportation mode, more residential products are offered by developers whose positions are close to public transportation modes such as the commuter train stations and MRT stations. The result of the study claimed that the proximity to public transportation is a major consideration factor in terms of location. This is supported by

Rumah.com Property Affordability Sentiment Index H1 2019 published in Kompas.com (2019) that millennial generation becomes a group of consumers who have enthusiasm to buy houses at a medium price and close to the public transportation modes. Lukas Bong as the Chairman of the Indonesia Real Estate Brokers Association (AREBI) revealed that millennials consideration in residential purchases are different from the previous generations. A good location is not enough, millennials are more likely to live in a location near the public transportation modes.

Structural Attribute is the most influential factors in housing purchase decision since it has the highest unstandardized coefficient beta value. The building size is the main millennial's consideration in structural context followed by the land size and the number of rooms (e.g. bedroom, bathroom, kitchen, and living room). It is in line with previous studies conducted by Adair et.al (1996), Daly et.al (2003), Opoku and Abdul Muhmin (2010), Thaker and Sakaran (2013), Razak et al. (2013), Tan (2010), Zeng (2013), and Saw and Tan (2014). Liputan6.com (2019) support this finding through its publication which presents the millenial generation choose practical minimalist house whereas the housing suits the needs, easy to clean, require low maintenance and has an affordable price.

Meanwhile the Property Developer was found does not influence the housing purchase decision of the millennials generation. This is in line with the results of previous studies which found that property developers do not have a significant relationship into housing purchase intention (Chia et al., 2016). On another side, it is contrast with the results of studies from Cheng and Cheok (2008) and Razak et al. (2013). This might be possible because there more developers are offering residential products and the consumers in Indonesia are increasing since the recovery of the property business in 2014 (Kompas.com, 2014). The Property Award of 2018 (Warta Ekonomi, 2019) recorded 24 residential property developers who received the best category. BTN Property (2019) also emphasised that millennial generation looks more detail at the products offered in terms of price, design and size other than the developers. In other words, millennial generation do not make a consideration of choosing between large or small developers in residential purchases.

Contrary to previous studies conducted by Levy and Lee (2004), Rositer (1978), Sangkakoon et al. (2014), Manivannan and Somasundaram (2014) and Bedway (1996), this study found that family members do not influence the housing purchase decision of the millennials. Although Indonesian people embrace the culture of collectivism, it simply does not happen to millennial generations, especially regarding housing purchase decision. This is in line with Mangundjaya's research (2010) which found a characteristic shift of Indonesian from the culture of Collectivism and Feminism (Hofstede & Hofstede, 2005) into Individualism and Masculine. From the results of his study, Mangundjaya (2010) revealed that nowadays Indonesian people give more focus on themselves rather than a community or group.

6. CONCLUSION

This study conducted to find out the influence of financial, location, property developer, structural attribute and family member factors toward millennial's purchase decision. The results show that structural attribute is the main consideration in the millennial's housing purchase decision followed by location and financial. In the context of structural attribute, the building size is the most important thing to the millennials followed by land size and the number of rooms. In the scope of location, the distance to the public transportation modes is the most important factor followed by the distance to toll road access, shopping centers, schools, and hospitals. In term of financial, the instalment period is the most important for the millennials followed by the price and the interest rates of the home loan. The first two factors, structural attribute and location which closely related to the physical presence of the housing, have the

greatest influence on millennials housing purchase decision than financial. This situation might be caused by millennial behaviour that tends to make impulsive purchases that pay more attention to style and quality rather than prices related to financial factors (Lissitsa & Kol, 2016). Meanwhile the property developer and family member's influence factors do not influence the millennial's housing purchase decision imply that there is a shifting in millennial's behaviour compared to the previous generation. The results of this study contradict the collectivist culture of Indonesian people who tend to ask family and close friends in making any decisions. Millennials tend to obtain information from the internet and social media (Moore, 2012) rather than asking to their family members. They also begin to leave behind the collectivist culture and shift to the individualism (Mangunjaya, 2010).

7. MANAGERIAL IMPLICATIONS

This study recommends the property developers focusing their marketing strategies on the factors which really influence the millennials housing purchase decision. Since millenial has a major contribution to housing demands in Indonesia, property developers should create residential products that meet the millennials needs by emphasizing on structural attribute, close to the public transportation modes or toll road access, and the appropriate instalment periods. Taking benefits from millennial's characteristic as impulsive buyers, marketing strategies can be done in a fast, direct and candid way (Valentine & Powers, 2013). Property developers may offer their landed house type products as a growing house concept, where the house building is adjusted to the needs of basic space to reduce the price of housing so that it can be afforded by millennial generations. This strategy successfully implemented by Summarecon Bandung, through growing house products, that were twice sold out in 2018 and early 2019 (Summarecon Bandung, 2019). The concept of growing house provides the flexibility for the owner to develop his house for the future needs related to the requirement of extra space or the addition of family members.

In addition, property developers are now expected to provide internal transportation modes that can reach public transportation modes such as TransJakarta bus stops, commuter train stations, MRT stations, city buses and others that will increase the value of residential accessibility that carries the concept of integrated public transportation. Property developers can also take advantage of the tendency of millennial behaviour that is very active in social media to market housing through various social media by emphasizing on special structural features, the closeness to public transportation modes, and flexibility to make instalment period plan. The sales promotion program can be bundled by attractive gifts or programs that very close to millennials lifestyle-related product and service such as travel tickets, concert tickets, culinary and cafe vouchers and also the latest gadget series.

In terms of financing offers, the bank can take advantage from impulsive buying behaviour of millenials by providing convenience in low down payments, administration fees-free, and flexible long-term instalments which adjusted to the purchasing power of millennial generation consumers. Property developers and banks can also work together with companies where millennials work in the form of a long-term retention program that helps bind the millennial generation to be willing to work for the company for quite a long period of time. Meanwhile, this study also suggest the government to give eases and incentives to property developers who establish residential development oriented to sustainable township with complete supporting facilities such as shopping centers, education centers and health facilities that will support daily needs and activities in the days of the residents and integrating public transportation with internal transportation mode of private developers in order to build an integrated public transportation network.

8. LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This study has several limitations, the first one is the majority of respondents were living in residential locations in Jakarta, Bogor, Depok, Tangerang, Bekasi and only a few in other cities in Indonesia. The results of the study will provide a more comprehensive view of the data by adding more samples collected from other more cities in Indonesia. The second is the total number of respondents in this study only consist of 179 people which may not perfectly represent the entire millennial population in Indonesia. Further study may consider increasing the number of respondents to enrich the data. Last, the model used in this study gets a relatively small R square value of 0.270 so it is necessary to look for other variables that influence residential purchase decisions on millennial generation to get more accurate results. Therefore, it is suggested to the further study may add other factors, such as promotion program and salesperson factor, related to their influence in housing purchase decision in order to achieve higher R square value.

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APPENDIX 1: TABLE OF NORMALITY TEST (K-S NORMAL)

	Most Exteme Differences Absolute	Skewness Statistic	Kurtosis Statistic
ZFIN	0.170	-0.909	0.421
ZLOC	0.090	0.010	-0.376
ZDEV	0.127	-0.570	-0.072
ZSTR	0.219	-1.034	1.318
ZFAM	0.144	-0.452	0.273
ZDEC	0.154	-0.479	-0.546

APPENDIX 2: DESCIPRITVE STATISTIC & MEAN SCORE

	N Valid	N Missing	Mean
FIN1	179	0	4.34
FIN2	179	0	4.36
FIN3	179	0	4.03
LOC1	179	0	3.68
LOC2	179	0	3.57
LOC3	179	0	3.70
LOC4	179	0	3.87
LOC5	179	0	3.77
DEV1	179	0	3.48
DEV2	179	0	3.77
DEV3	179	0	3.80
DEV4	179	0	3.68
FAM1	179	0	3.30
FAM2	179	0	4.16
FAM3	179	0	2.77
STR1	179	0	4.05
STR2	179	0	4.09
STR3	179	0	3.91
DEC1	179	0	4.14
DEC2	179	0	4.48
DEC3	179	0	4.30
DEC4	179	0	4.38