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ANALYSIS OF THE EFFECT OF LOCATION, NEIGHBOURHOOD, STRUCTURAL, FINANCIAL AND ATTITUDE ON INVESTORS PURCHASE INTENTION IN PROPERTY INVESTMENT IN BATAM CITY

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ABSTRACT

Property Investment is a long term stable investment, low risk and there is protection against inflation. In this study property investment is categorized into three types namely housing, shop houses and apartment. The purpose of this study was to examine the effect of location, neighbourhood, structural, financial and attitude on purchase intention investors in property investment in Batam City.

Moreover, this study used purposive sampling method where researcher distributed 250 questionnaires to specific sample namely property investors in Batam City. The data analysis was Structural Equation Modeling (SEM) and it used the Smart Partial Least Squares application version 3.3.2.

The result of the study prove that the location, structural and attitude variables had a significant positive effect on purchase intention. While the neighbourhood and financial variables did not significantly influence the purchase intention. R Square in this research showed that 35,44% the regression model was explained by the variable in this research, while 64,56% was explained by other variables affecting purchase intention.

Key Words *: property investment, property investor, purchase intention, location, neighbourhood, structural, financial and attitude.*