

a. **ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENGAMBILAN KEPUTUSAN PEMBELIAN RUMAH DI PERUMAHAN BUKIT PERMATA PURI SEMARANG**

b. MOHAMMAD FARIZ WIDYATMOKO

c. ***ABSTRACT***

Title : The Analysis of Influencing Factors of House Purchasing Decision Making in Bukit Permata Puri Housing Semarang.

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The recent property development is increasing progressively. It could be seen from the increase of the housing development with various types, model and prices. While the property world has developed properly, Indonesia experiences economical crisis and fluctuated banking interest. It causes the company to apply the accurate selling strategy. Besides, it needs to give an appropriate satisfaction to the consumer within the maintenance of product, price and location.

P.T. Pembangunan Perumahan has taken an efforts to achieve the consumer maximum satisfaction. The purpose of the research is to identify the influence between the product (X_1), price (X_2), location (X_3) and the purchasing decision (Y). The type of the research is explanatory research; the number of respondent are 94. The sample technique is proportional stratified random sampling.

The data result was analyzed with qualitative and quantitative data by using validity and reliability test, cross table, simple linier regression, and doubled linier regression analysis, and the hypothesis of formula t count. Based on SPSS counting result, the research shows regression quotation of $Y = 0.259 + 0.187X_1 + 0.259X_2 + 0.211X_3$, and the existence of significant and positive influence between product, price and location and the purchasing decision stimulatingly (together).

The research shows that the respondents satisfied with product, price and the location of the housing. The recommendation to the company is that they should increase the quality by providing the innovative product, economically price, strategically location to meet with the consumer desire. In addition, the company should provide maximum satisfaction for the consumers.