

ABSTRACT

ANALYSIS OF HOUSE PURCHASE DECISIONS AT PT. MARGA PERMATA BUMI BASED ON PRICE, BUILDING QUALITY, AND RESIDENTIAL LOCATION (WELLINGTON CLUSTER CASE STUDY)

*Arya Almer Budiansyah*¹, *Windarko*²

¹ *Management Study Program Student, Pembangunan Jaya University*

² *Lecturer in the Management Study Program, Pembangunan Jaya University*

This research aims to analyze house purchasing decisions at PT. MARGA PERMATA BUMI based on price, building quality and housing location (case study of the Wellington Cluster). The number of samples in this study was 118 respondents and used a saturated sample method so that the entire population was the sample in this study. This research uses a multiple linear regression analysis method. The results of this research show that there is a simultaneous influence on variables (price, building quality and housing location) on purchasing decisions which can be seen from the significant value below 0.05 and the calculated F value (103,881) > Ftable (2.77). The results of this research also show that the calculated T value for the price variable is (0.000), building quality (0.655), and housing location (0.000) so that the price and housing location variables have a partial influence on purchasing decisions because they have a value <0.05 but the quality variable The building does not have a partial influence on purchasing decisions because it has a value > 0.05. In the determination test, there was an influence of 73.2% of the independent variables (price, building quality and housing location) on the dependent variable (purchase decision). Meanwhile, as much as 26.8% was influenced by other variables and was not included in this regression analysis.

Keywords: Price, Building Quality, Residential Location, Buying Decision