

ABSTRAK

**ANALISIS PENGARUH HARGA DAN FASILITAS TERHADAP
KEPUTUSAN PEMBELIAN RUMAH SUBSIDI DI KABUPATEN
SINTANG, KALIMANTAN BARAT**

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Penelitian ini bertujuan untuk menganalisis pengaruh harga dan fasilitas secara parsial maupun simultan terhadap keputusan pembelian rumah subsidi di Kabupaten Sintang, Kalimantan Barat. Populasi dalam penelitian ini adalah pemilik di perumahan *Agri's Residence*, *Kartini Residence*, *Jerora Permai* dan *Bumi Senentang Adhyaksa*. Jumlah sampel pada penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa harga berpengaruh secara parsial terhadap keputusan pembelian rumah subsidi sedangkan fasilitas tidak berpengaruh secara parsial terhadap keputusan pembelian rumah subsidi. Harga dan fasilitas secara simultan berpengaruh terhadap keputusan pembelian rumah subsidi di Kabupaten Sintang, Kalimantan Barat.

Kata kunci : Harga, Fasilitas dan Keputusan Pembelian.

ABSTRACT

**THE ANALYSIS ON THE INFLUENCE OF PRICE AND FACILITY ON
THE PURCHASE DECISION OF SUBSIDIZED HOUSE IN THE
REGENCY OF SINTANG, WEST BORNEO**

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This study aims to analyze the influence of price and facility partially and simultaneously on the decision to purchase subsidized houses in Sintang Regency, West Borneo. The population in this study are owners of Agri's Residence, Kartini Residence, Jerora Permai and Bumi Senentang Adhyaksa housing. The number of samples in this study was 100 respondents. The sampling technique used is purposive sampling. The data analysis technique used is multiple linear regression. The results of this study show that the price partially influences the decision to purchase a subsidized house while the facility does not partially influence the decision to purchase a subsidized house. The price and facility simultaneously influence the decision to purchase a subsidized house in Sintang Regency, West Borneo.

Keywords : Price, Facility and Purchase Decision.