

ABSTRAK

**PENGARUH HARGA, LOKASI, DAN FASILITAS TERHADAP
KEPUTUSAN MEMILIH KOST MAHASISWA
UNIVERSITAS SANATA DHARMA YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: 1) apakah harga, lokasi, dan fasilitas berpengaruh secara simultan terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 2) apakah harga berpengaruh secara parsial terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 3) apakah lokasi berpengaruh secara parsial terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 4) apakah fasilitas berpengaruh secara parsial terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Sanata Dharma Yogyakarta yang tinggal di kost. Sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan aplikasi *IBM SPSS 25* dan data diperoleh dengan menyebarkan kuesioner kepada 100 responden. Hasil penelitian ini menunjukkan bahwa: 1) harga, lokasi, dan fasilitas berpengaruh secara simultan terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 2) harga berpengaruh terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 3) lokasi berpengaruh terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta, 4) fasilitas berpengaruh terhadap keputusan memilih kost mahasiswa Universitas Sanata Dharma Yogyakarta.

Kata kunci: Harga, lokasi, fasilitas, dan keputusan memilih kost.

ABSTRACT

***THE INFLUENCE OF PRICE, LOCATION, AND FACILITIES ON
STUDENTS' DECISIONS TO CHOOSE BOARDING HOUSES
SANATA DHARMA UNIVERSITY YOGYAKARTA***

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This study aims to determine: 1) whether price, location, and facilities simultaneously influence the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 2) whether price influences the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 3) whether location influences the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 4) whether facilities influence the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta. The population in this study consists of active students at Sanata Dharma University Yogyakarta who live in student housing. The sample used in this study consisted of 100 respondents. The sampling technique used was non-probability sampling with a purposive sampling method. The data analysis technique in this study was multiple linear regression analysis using IBM SPSS 25 software. The data were obtained by distributing a questionnaire to 100 respondents. The results of this study indicated that: 1) price, location, and facilities simultaneously influence the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 2) price influences the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 3) location influences the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta, 4) facilities influence the decision to choose a boarding house for students at Sanata Dharma University in Yogyakarta.

Keywords: Price, location, facilities, and decision to boarding houses.