

ABSTRAK

Muhammad Yaintri Putra, 2024: Pengaruh Harga, Lokasi, dan Gaya Hidup Terhadap Keputusan Pembelian Rumah Bersubsidi di Perumahan Pesona Mutiara Residence Di Kota Tanjungpinang

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Tujuan penelitian ini untuk menganalisis pengaruh harga, lokasi, gaya hidup terhadap keputusan pembelian rumah bersubsidi di Perumahan Pesona Mutiara Residence Kota Tanjungpinang. Sejumlah 100 karyawan berpartisipasi sebagai sampel penelitian dan pendekatan *probability sampling* dan teknik penarikan sampel menggunakan teknik *simple random sampling*. Jenis penelitian ini menggunakan pendekatan kuantitatif. Kuesioner dilakukan uji validitas dan reliabilitas. Pengujian statistik dilakukan dengan SPSS 26.0. Pendekatan uji hipotesis dengan regresi linear berganda untuk meninjau pengaruh antar variabel. Serta uji signifikansi dilakukan dengan uji t, uji-F. Uji Koefisien determinasi (R^2) dilakukan untuk melihat seberapa jauh peran variabel bebas memberikan dampak pada variabel terikat. Hasil pengujian parsial menunjukkan 1) secara signifikan, harga berpengaruh positif terhadap keputusan pembelian, 2) secara signifikan, lokasi berpengaruh positif terhadap keputusan pembelian, 3) secara signifikan, etogaya hidup berpengaruh positif terhadap keputusan pembelian dan, 4) secara bersamaan harga, lokasi dan gaya hidup berpengaruh secara bersama terhadap keputusan pembelian, 5) Keputusan pembelian dapat dipengaruhi sejumlah 99% oleh harga, lokasi dan gaya hidup.

Kata Kunci : Harga, lokasi, gaya hidup, keputusan pembelian

ABSTRACT

Muhammad Yaintri Putra, 2024: *The Effect of Price, Location, and Lifestyle on Purchasing Decisions for Subsidized Houses in Pesona Mutiara Residence Housing in Tanjungpinang City*

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The purpose of this study was to analyze the effect of price, location, lifestyle on purchasing decisions for subsidized houses in Pesona Mutiara Residence Housing, Tanjungpinang City. A total of 100 employees participated as research samples and the probability sampling approach and sample withdrawal technique used simple random sampling techniques. This type of research uses a quantitative approach. The questionnaire was tested for validity and reliability. Statistical testing was carried out with SPSS 26.0. Hypothesis testing approach with multiple linear regression to review the influence between variables. And the significance test is done with the t-test, F-test. The coefficient of determination (R^2) test is carried out to see how far the role of the independent variable has an impact on the dependent variable. Partial test results show 1) significantly, price has a positive effect on purchasing decisions, 2) significantly, location has a positive effect on purchasing decisions, 3) significantly, lifestyle has a positive effect on purchasing decisions and, 4) simultaneously price, location and lifestyle have a joint effect on purchasing decisions, 5) Purchasing decisions can be influenced by an amount of 99% by price, location and lifestyle.

Keywords: *Price, location, lifestyle, purchasing decisions*