

ABSTRACT

The aim on this study is to analyze the factors that influence Purchasing Decision on subsidized house developed by PT.GSB ini Jepara. This is due to sales of subsidized house of PT.GSB is inconsistent from year to year. This study is expected to provide an overview about how to increase the sales of subsidized house of PT.GSB with Consumer purchasing decision approach. From the result of previous research that are inconsistent, a research gap can be made which shows alleged influence of Perceived Quality, Perceived Price, Brand Image, Promotion, and Location on Purchase Decision. The purpose of this study was to analyze the effect of Perceived Quality, Perceived Price, Brand Image, Promotion, and Location on PT.GSB consumer Purchasing Decision.

The population selected in this study were all consumer of PT.GSB. the number of respondents used in this study is 150 consumer PT.GSB who have made a subsidize house purchase. The sampling technique used in this study is random sampling. Data collection method is using a questionnaire. The data were analyzed by using Multiple linear regression analysis.

The result of the study showed that Perceived Quality, Perceived Price, Brand Image, Promotion, and Location has a significant effects on consumer Purchasing Decision (57,2%). An increase in these factors will increased chance on consumer purchasing decision to buy the subsidized house of PT GSB.

Keywords: *Purchase decision, Perceived Quality, Perceived Price, Brand Image, Promotion, Location.*