

ABSTRACT

House is representing requirement of human being base besides food and clothing. There by increase also society welfare, so from that is human need more various, and one of them need residence that is house. On of house developers PT. Ajisaka that offered one of proper housing occupies that is Puri Dinar Mas. However, the problems is decreasing demand of house in Puri Mas Dinar Resident. Therefore, the purpose of this research was to analyze the influence of factor prices, income, location and facilities to demand of housing on Puri Dinar Mas Resident.

The analyzer for this research is using doubled linear regression analysis with program SPSS version 16.0. Population that used is the Head of Family (KK) as consumers in the Puri Mas Dinar Resident. While sample that used as much as 100 person (KK) with Methods Random Sampling. Based on result of analysis indicate that price, income, location, and facilities have an effect on to demand of house in Puri Dinar Mas Resident. From the examination of coefficient of determination has known that 77,2% from variation of that happened in variable demand of house by togheter in influencing by variable price, income, location, and facilities. While the rest equal to 22,8% influenced by other factors. Based on the result of this research we got that facility factor very having effect on in demand of house in Puri Dinar Mas Resident. Seen from level of coefficient influencing demand of house of facility equal to 0,249; location equal to 0,231; income equal to 0,195; and price equal to 0,149.

Recommendations can be presented in this research include the developer is expected to provide better facilities and improve existing housing facilities to their residential customers in order to live well. The price of house in Puri Dinar Mas still have adjustable with a utilities of house, in order to avoid complaints from residential consumers.

Keyword: *demand of housing, price of house, income, location, facilities.*