

ABSTRACT

Time this time development at economics sector is experiencing remarkable enhanced. thereby increase also society welfare, so from that is human need more various, and one of them need residence that is house. one of house developers PT. Karyadeka everlasting nature that offered one of proper housing occupies that is hill housing Semarang new. but, troubleshoot that faced that is how does house sale then can increase every year it, while this time many is springing up housing developers that dare to show new penetrations. therefore, in noodle watchfulness will analyze factor that felted important to canvassed, like price factor, location, building, and environment towards decision buys.

This watchfulness uses doubled linear regression analysis with program SPSS version 16.0. population that used society Semarang that occupy house at hill housing Semarang new. while sample that used as much as 100 person with methods proportional sampling.

Based on analysis that used, can be pulled several conclusions at the (time) of be done doubled regression processing. this watchfulness is validity up to standard, Reliabilitas, with free from heteroskedastisitas, multikolinearitas and escape from normality test. Hypothesis testing by using test t show that price variable, location, building, and environment that canvassed, to significant influence purchasing decision. while in test f show significant $< 0,05$. Matter this means variable price, location, building, and environment according to together influential manifestly to wards purchasing decision. While determination coefficient is got value adjusted R^2 73,9%. mean, purchasing decision variable explainable by price variable existence, location, building, and environment.

Keyword: Price, Location, Building, Environment, Purchasing Decision