

ABSTRACT

Every man needs a house for shelter and as a gathering place as well as the ongoing activities of the family, as well as investment goods. Today the house functions slightly changed, from the original just as a place to stay, this time the home is also required to be able to bring in satisfaction and greater benefits for its owners as a strategic location, building a good, solid, and comfortable environment. In other words not just shelter but must be adequately housed. This study on the analysis of the factors - factors that influence the decision of the selection of type 60 in the city of Semarang. This research was conducted in the Mega Housing Residence in the city of Semarang. The purpose of this study was to determine whether the price suitability, facilities, consumer spending, the number of family members and other types of home prices affect the decision of selecting the type 60.

This research is quantitative. Quantitative research is research that uses mathematical calculations and statistics. The study population was consumers who purchase and occupy housing complex Mega Residence Semarang with a total sample of 72 respondents. The analysis method is validity, reliability and Binary Logistic Regression analysis.

The results showed that: (1) Suitability price positive and significant impact on home purchases 60 Type Perceptions better price will increase the probability of purchase of house type 60 (2) Perception Facilities positive and significant impact on the purchase of a home type facility Perception 60 better would increase the probability of purchase of house type 60 (3) Expenditures significant negative effect on house purchases 60 type of greater spending will decrease the probability of purchase of house type 60 (4) Number of family members does not significantly influence the purchase of type 60 (5) prices of other types of significant negative effect on the purchase price of the type 60 Perceptions better substitution would decrease the probability of purchase of house type 60.

Keywords : Price, facilities, expenditures, number of Family Members, Home Price Other Type, Purchase Decision.