

## ABSTRACT

### FACTORS AFFECTING HOUSE PURCHASE DECISIONS ON ARUM LESTARI HOUSING BANDAR LAMPUNG

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Arum Lestari house sales tended to decline, especially from 2015 to 2016, the researcher did not know the cause of this decline. The objective of the study was to explore what the possible factors to increase sales at Arum Lestari housing in Bandar Lampung. The analytical method in this study was the multiple linear regression analysis. The population of this study was the people who lived in Arum Lestari Housing Bandar Lampung, namely the heads of the family or homeowners, then by using the *non-probability sampling* method using the *Accidental Sampling* technique obtained the sample of 100 residents who were taken the respondents. The results of this study indicated that partially sales expertise, housing location, housing type, housing environment and promotion strategies had a significant and positive effect on the purchase decisions. Then with the F-test, it can be concluded that simultaneously there was an effect of the independent variables (sales expertise, housing location, variation of housing type, housing environment, and promotion strategy) on the dependent variable (Arum Lestari housing purchase decision in Bandar Lampung).

**Keywords: Sales Expertise, Housing Location, Housing Type, Housing Environment, Promotion Strategy, Purchase Decision**

