

## **ABSTRACT**

### **ANALYSIS OF PURCHASE DECISION FACTORS FOR SUBSIDIZED HOUSING BY MILLENNIALS IN LAMPUNG PROVINCE (A Study In Bandar Lampung, South Lampung, and Pesawaran Districts)**

**By:  
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The purpose of this study was to analyze the factors that were the reasons for the purchase decision of subsidized housing in Lampung Province, specifically in three districts in Lampung Province, namely Bandar Lampung City, South Lampung District, and Pesawaran District. The type of research used was descriptive quantitative. The population was all millennial consumers who had purchased subsidized housing with the highest and most sold number in three housing estates in three districts in Lampung Province. The housing sampling method in this study used Judgmental Sampling to determine the sample from the total housing in Lampung Province. Then, 10% of the total residents in the three housing estates were sampled, resulting in a total of 132 respondents. The data analysis method used was the Cochran Q Test. The analysis results indicated that Price, Installment, and Flood-Free are the most dominant factors in the purchase decision of subsidized housing in the three districts in Lampung Province.

Keywords: Factor Analysis, Purchase Decision, Subsidized Housing.

## **ABSTRAK**

### **Analisis Faktor Keputusan Pembelian Hunian Bersubsidi Pada Generasi Milenial Di Provinsi Lampung**

**(Studi Di Kabupaten Bandar Lampung, Lampung Selatan Dan Pesawaran)**

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Penelitian ini bertujuan guna menganalisis faktor-faktor yang menjadi alasan pengambilan keputusan pembelian hunian bersubsidi di Provinsi Lampung tepatnya pada tiga kabupaten di Provinsi Lampung, yaitu Kota Bandar Lampung, Kabupaten Lampung Selatan dan Kabupaten Pesawaran. Jenis penelitian yang digunakan adalah kuantitatif deskriptif. Populasi yang adalah seluruh konsumen milenial yang telah membeli hunian bersubsidi dengan jumlah terbanyak dan terbanyak terjual di tiga perumahan di tiga kabupaten di Provinsi Lampung. Metode pengambilan sampel perumahan pada penelitian ini menggunakan Judgemental Sampling untuk menentukan sampel dari total perumahan di Provinsi Lampung. Kemudian ditarik sebesar 10% dari total penghuni di tiga perumahan tersebut sehingga diperoleh sebanyak 132 responden. Metode analisis data yang digunakan adalah Cochran Q Test. Hasil analisis menyatakan bahwa Harga, Cicilan dan Bebas Banjir merupakan faktor paling dominan dalam pengambilan keputusan pembelian hunian bersubsidi di tiga kabupaten di Provinsi Lampung.

**Kata Kunci :** Analisis Faktor, Keputusan Pembelian, Rumah Bersubsidi.