ABSTRACT

Name : *Gifari Nur Ardana Saputra*

Study Program : *Management*

Title : *The Influence of Price, Location, and Facilities on House Purchase Decisions at Griya Aceh Kongsi Housing Complex, Lhokseumawe City*

This study aims to determine and analyze the influence of price, location, and facilities on house purchase decisions at Griya Aceh Kongsi Housing Complex, Lhokseumawe City. This study employed a quantitative approach using multiple linear regression analysis. Data were collected through questionnaires distributed to consumers who had purchased and occupied houses at Griya Aceh Kongsi Housing Complex, Lhokseumawe City. The sample consisted of 67 respondents selected using a saturated sampling technique (total sampling), and the data were analyzed using the SPSS program. The results showed that price had a positive and significant effect on house purchase decisions, with a t-value of 17.063 and a significance value of 0.000. Location also had a positive and significant effect on house purchase decisions, with a t-value of 19.093 and a significance value of 0.000. Furthermore, facilities had a positive and significant effect on house purchase decisions, with a t-value of 14.676 and a significance value of 0.000. The Adjusted R Square value of 0.942 indicates that price, location, and facilities explained 94.2% of the variation in house purchase decisions, while the remaining 5.8% was explained by other factors outside the research model. Therefore, price, location, and facilities are important factors that can increase consumers' decisions to purchase houses at Griya Aceh Kongsi Housing Complex, Lhokseumawe City.

Keywords: Price, Location, Facilities, Purchase Decision, Housing.