

INTISARI

Saat ini, meningkatnya jumlah pertumbuhan penduduk menjadi permasalahan utama bagi berbagai negara maju di dunia termasuk Indonesia.

Meningkatnya pertumbuhan penduduk menimbulkan permasalahan baru bagi negara yaitu munculnya *backlog* perumahan. Menanggapi permasalahan tersebut, pemerintah Indonesia mengadakan beberapa program untuk mengurangi *backlog* perumahan. Selain program tersebut, pengembang swasta juga turut menyediakan tempat tinggal bagi masyarakat. Namun berdasarkan data Bank Indonesia, penjualan properti mengalami penurunan. Penelitian ini bertujuan untuk mengkaji lebih dalam mengenai faktor apa saja yang dapat mempengaruhi konsumen dalam transaksi properti.

Penelitian ini menggunakan pendekatan deduktif dengan metode kuantitatif. Penelitian dilakukan dengan menyebarkan kuisioner kepada 83 responden yang telah dijadikan sampel yang kemudian dianalisis menggunakan analisis regresi linear berganda. Temuan yang didapatkan dalam penelitian ini variabel harga memiliki pengaruh terbesar dalam keputusan transaksi oleh konsumen. Sedangkan berdasarkan uji hipotesis secara simultan, seluruh variabel independen dapat mempengaruhi variabel dependennya. Namun dalam uji hipotesis parsial, hanya variabel harga yang secara parsial mempengaruhi keputusan transaksi. Pada analisis selanjutnya menunjukkan seluruh variabel independen dapat mempengaruhi sebesar 77% terhadap keputusan transaksi properti, sedangkan 23% lainnya merupakan faktor lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : faktor, keputusan, transaksi, permintaan perumahan, properti

Abstract

The increasing of population growth in various developed countries included Indonesia become a major problem for regional and urban development. The increasing population growth, usually creates a new problem for the country, namely the emergence of a housing backlog. In response to these problems, the Indonesian government as well as the local government have implemented several programs to reduce the housing backlog. But, private developers continues provide housing for the community, especially in the nearby urban areas. According to data from Bank Indonesia, property sales have decreased for the last years. This condition rises the question how did consumers do the transaction and how does the role of prices has to be a main factor for transaction ?

This study aims to examine more deeply what factors can influence consumers in property transactions. This study uses a deductive approach with quantitative methods. The research was conducted by distributing questionnaires to 83 respondents who had been sampled which were then analyzed using multiple linear regression analysis. The findings obtained in this study is the price variable has the greatest influence on transaction decisions by consumers. Meanwhile, based on simultaneous hypothesis testing, all independent variables can affect the dependent variable. However, in the partial hypothesis test, only the price variable partially affects the transaction decision. Further analysis shows that all independent variables can influence 77% of property transaction decisions, while the other 23% are other factors that are not explained in this study.

Keywords: prices variables, decisions transactions, housing demand, property