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**Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Rumah Subsidi di Kabupaten Bantul,
Daerah Istimewa Yogyakarta**
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INTISARI

Daerah Istimewa Yogyakarta menghadapi kebutuhan hunian yang tinggi seiring pertumbuhan penduduk dan urbanisasi. Kabupaten Bantul, sebagai salah satu wilayah penyangga utama, turut menghadapi tekanan kebutuhan hunian tersebut, namun penyerapan program rumah subsidi di wilayah ini belum optimal. Tingginya harga tanah dan kebijakan *Sultan Ground* membatasi pengembangan rumah subsidi, sehingga terpusat di kecamatan pinggiran dan menimbulkan tantangan aksesibilitas bagi masyarakat berpenghasilan rendah (MBR). Penelitian ini bertujuan mendeskripsikan karakteristik responden serta menganalisis pengaruh persepsi harga, lokasi, kualitas bangunan, risiko keamanan, dan motivasi terhadap keputusan pembelian rumah subsidi, secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif dengan kuesioner terhadap 117 responden dari 21 perumahan subsidi, dianalisis melalui statistik deskriptif dan regresi linear berganda. Hasil menunjukkan bahwa harga, kualitas bangunan, dan motivasi berpengaruh positif signifikan, risiko keamanan berpengaruh negatif signifikan secara marginal, sedangkan lokasi tidak berpengaruh signifikan akibat keterbatasan pilihan lokasi. Motivasi merupakan faktor paling dominan, dan secara simultan kelima variabel menjelaskan 45,9% variasi keputusan pembelian. Temuan ini diperkuat oleh pemetaan lapangan yang menunjukkan perumahan berskema campur komersial memiliki keterserapan unit jauh lebih tinggi dibandingkan perumahan full subsidi.

Kata Kunci: Keputusan Pembelian, Rumah Subsidi, Harga, Kualitas Bangunan, Motivasi, Kabupaten Bantul

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ABSTRACT

The Special Region of Yogyakarta faces a high demand for housing driven by population growth and urbanization. Bantul Regency, a key area supporting the region, also faces this housing demand pressure; however, the uptake of subsidized housing programs in the area remains suboptimal. High land prices and policies regarding "Sultan Ground" (land owned by the Sultanate) restrict subsidized housing development, concentrating it in outlying districts and creating accessibility challenges for low-income households. This study aims to describe respondent characteristics and analyze the influence of price perception, location, building quality, security risk, and motivation on subsidized housing purchase decisions both individually and simultaneously. A quantitative approach was employed, utilizing questionnaires administered to 117 respondents across 21 subsidized housing developments, with data analyzed via descriptive statistics and multiple linear regression. The results indicate that price, building quality, and motivation have a significant positive influence, while security risk has a marginally significant negative influence; conversely, location does not have a significant effect, likely due to limited location choices. Motivation emerged as the most dominant factor, and the five variables collectively explained 45.9% of the variation in purchase decisions. These findings are reinforced by field mapping, which shows that housing developments featuring a mix of commercial and subsidized units achieve significantly higher unit absorption rates compared to fully subsidized developments.

Keywords: *Purchase Decision, Subsidized Housing, Price, Building Quality, Motivation, Bantul Regency*