

**THE EFFECT OF PRODUCT QUALITY, PRICE, LOCATION AND PROMOTION ON PROPERTY (HOUSING) PURCHASE DECISIONS IN BANDAR LAMPUNG CITY IN THE ERA OF THE COVID-19 PANDEMIC**

**ABSTRACT**

**By**

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*This study aims to determine the magnitude of the influence of Product Quality, Price, Location and Promotion on Property Purchase Decisions (housing) in Bandar Lampung City during the Covid-19 Pandemic Era. The population in this study were consumers who had purchased property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era (2020-2021) and the sample used a non-probability sampling method, namely the purposive sampling method because the size of the population was unknown. for sure, for that the number of samples is determined based on the calculation of Hair, et al (2010), namely with 5 x the number of indicators, the resulting sample is 110 people. The results showed that the variables of product quality, location and promotion partially had a positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era, the price variable did not have a significant effect on purchasing decisions for property (housing). in Bandar Lampung City during the Covid-19 Pandemic Era. The results also show that product quality, price, location and promotion simultaneously have a significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era. Meanwhile, based on the coefficient of determination (R<sup>2</sup>) of 0.678 or 67.8%. This shows that 67.8% of the purchasing decision variables can be influenced by product quality (X<sub>1</sub>), price (X<sub>2</sub>), location (X<sub>3</sub>) and promotion (X<sub>4</sub>). While the remaining 32.2% were found in other variables that were not or were not examined in this study.*

**Keywords:** *Purchase Decision, Product Quality, Price, Location, Promotion, Property, Housing*

# PENGARUH KUALITAS PRODUK, HARGA, LOKASI DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PROPERTI (PERUMAHAN) DI KOTA BANDAR LAMPUNG PADA ERA PANDEMI COVID-19

## ABSTRAK

Oleh

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Penelitian ini bertujuan untuk mengetahui besaran pengaruh Kualitas Produk, Harga, Lokasi dan Promosi terhadap Keputusan Pembelian Properti (perumahan) di Kota Bandar Lampung pada Era Pandemi Covid-19. Populasi dalam penelitian ini adalah konsumen yang telah melakukan pembelian properti (perumahan) di Kota Bandar Lampung pada Era Pandemi Covid-19 yaitu tahun (2020-2021) dan sampel menggunakan metode pengambilan sampel *non probability sampling* yaitu dengan metode *purposive sampling* karena besarnya populasi tidak diketahui secara pasti, untuk itu jumlah sampel ditentukan berdasarkan perhitungan Hair, et al (2010) yaitu dengan 5 x jumlah indikator maka sampel yang dihasilkan sebanyak 110 orang. Hasil penelitian menunjukkan bahwa variabel kualitas produk, lokasi dan promosi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian properti (perumahan) di Kota Bandar Lampung pada Era Pandemi Covid-19, pada variabel harga tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian properti (perumahan) di Kota Bandar Lampung pada Era Pandemi Covid-19. Hasil penelitian juga menunjukkan bahwa kualitas produk, harga, lokasi dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian properti (perumahan) di Kota Bandar Lampung pada Era Pandemi Covid-19. Sedangkan berdasarkan pada koefisien determinasi ( $R^2$ ) sebesar 0,678 atau 67,8%. Hal ini menunjukkan bahwa sebesar 67,8% variabel keputusan pembelian dapat dipengaruhi oleh kualitas produk ( $X_1$ ), Harga ( $X_2$ ), Lokasi ( $X_3$ ) dan Promosi ( $X_4$ ). Sedangkan sisanya 32,2% terdapat pada variabel lain yang tidak berada atau tidak diteliti pada penelitian ini.

**Kata Kunci:** Keputusan Pembelian, Kualitas Produk, Harga, Lokasi, Promosi, Properti, Perumahan