

**PENGARUH PROMOSI DAN LOKASI TERHADAP
KEPUTUSAN PEMBELIAN RUMAH SUBSIDI
DI KECAMATAN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh promosi terhadap keputusan pembelian rumah subsidi, (2) pengaruh lokasi terhadap keputusan pembelian rumah subsidi, dan (3) pengaruh promosi dan lokasi terhadap keputusan pembelian rumah subsidi. Penelitian ini merupakan penelitian kuantitatif kausal. Populasi penelitian adalah seluruh konsumen rumah subsidi di Kecamatan Buleleng. Jumlah sampel sebanyak 183 responden ditentukan dengan teknik purposive sampling. Pengumpulan data menggunakan kuesioner dan wawancara. Analisis data menggunakan regresi linier berganda dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa (1) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (3) promosi dan lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian rumah subsidi di Kecamatan Buleleng.

Kata Kunci: Promosi; Lokasi; dan Keputusan Pembelian.

ABSTRACT

This study aims to find out: (1) the influence of promotion on the purchase decision of subsidized house, (2) the influence of location on the purchase decision of subsidized house, and (3) the effect of promotion and location on the purchase decision of subsidized house. This research is a causal quantitative research. The research population is all consumers of subsidized houses in Buleleng District. The number of samples of 183 respondents was determined by purposive sampling technique. Data collection using questionnaires and interviews. Data analysis used

multiple linear regression with the help of SPSS version 25. The results of the study show that (1) promotion has a positive and significant effect on purchase decisions, (2) location has a positive and significant effect on purchase decisions, and (3) promotion and location have a positive and significant effect on the decision to purchase subsidized houses in Buleleng District.

Keywords: *Promotion; Location; and Purchase Decisions.*

