

ABSTRACT

Indonesia's state development has increased including development in the economic sector followed by an increase in state income per capita, which is marked by an increase in real estate in Indonesia. Along with the increase in state income per capita, making business opportunities for companies to meet the needs and desires of consumers by offering product excellence and the quantity of products produced by a company.

The purpose of this study was to study the factors that determine consumer decisions in the purchase and selection of housing types in Cherry Field Housing, Bandung. Priority factors are Price, Location, Building, Facilities, Environment, Income, and Lifestyle. The decisive factors will be the most decisive factors for consumers in the purchase and selection of housing types in Cherry Field Housing, Bandung City.

The method used in this study is a quantitative method by collecting data from questionnaires using a sample of 232 respondents with a purposive sampling technique from the population that makes the purchase and selection of the type of house in Cherry Field Housing Bandung analyzed using multiple linear regression analysis techniques and processed using software SPSS 24 statistics.

The results of this study indicate that there is a partially significant effect between price, location, building, facilities, environment, and income on consumer decisions in the purchase and selection of housing types in Cherry Field Housing in Bandung. In addition, there are factors that greatly influence the purchase decision and selection of housing types in Cherry Field Housing, namely environmental factors. Consumers will consider the environment in Cherry Field Housing in Bandung City.

Keywords: building, environment, facilities, income, lifestyle, location, price, purchasing decisions.