
ANALYSIS OF FACTORS AFFECTING INTEREST IN BUYING A HOUSE

By

Saut Maruli Tua Pandiangan

Politeknik Unggulan Cipta Mandiri, Indonesia

Email: sautpandiangan@rocketmail.com

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Abstract: *The purpose of this study is to analyze factors affecting interest in buying a house, case study D'Green Town House Housing. This type of research uses quantitative research. The population in this study are 15 houses of residents of D'Green Town House Housing. Samples are taken using saturated sampling. So the sample in this study is 15 houses of residents of D'Green Town House Housing. The method of analysis in the research is partial test (t) results. The research results show that location factor has a significant effect on interest in buying a house, case study D'Green Town House Housing. Environmental factor has a significant effect on interest in buying a house, case study D'Green Town House Housing.*

INTRODUCTION

At this time the country's development is increasing towards the era of take-off. Development in the economic sector has also undergone extraordinary changes. This can be seen by the increasing income per capita of the country, so that it indirectly encourages the level of people's welfare. With the increase in the welfare of the community, the needs of the community will be more diverse, thus opening up business opportunities for producers. This increase is not only in terms of products but also in terms of product quantity (Adib, 2001). Such conditions encourage producers to compete as much as possible in serving consumers. The increasing needs of consumers led to the emergence of new companies that aim to meet the needs or desires of consumers. Where each company tries to offer the advantages possessed by the products it produces. Therefore, competition between similar and dissimilar companies is getting tougher due to high consumer demand. To maintain the survival of the company, producers must be more careful in observing the needs or desires of consumers and be more prepared to face the market.

The need for ownership of housing as a place to live is a basic human need, this means that when human existence still exists, so long as humans need shelter as a place to live. The house is a basic human need, so it can be concluded that the increase in the number of people or the increase in population has a positive correlation with the increase in the number of needs for housing. An increase in the number of people in a region or in a country will make the number of needs for housing also increase. So it is not surprising that the need for housing in developing countries is much higher every year than developed countries (Kurniasih, 1987).

In Indonesia, current data from the Central Statistics Agency shows that the population is around 262 million people, where the backlog (lack of availability) of houses in Indonesia is claimed by the government to reach 11.4 million units, this is based on data from the Central Statistics Agency for backlog evaluation. housing area. In addition, data from the Central Statistics Agency also shows that around 82.2 percent of Indonesians already own their own house, while the remaining 17.2 percent are still renting, living with their parents, and do not even own a house. Apart from the aspect of obtaining financial benefits, said that the presence of housing developers who play in the lower middle class housing segment also helps the government in dealing with backlogs, and also helps middle and lower class people to get houses. So that housing developers in the lower middle class have a significant contribution in helping the government and society.

Even now, in buying a house, people don't only look at the price factor, but they are starting to consider other factors such as location factors and environmental factors (Kotler, 2002). The reason people consider the price factor is because it relates to their income. For those who have a large income, maybe price will not be a problem, but they will consider location factor and environmental factor as additional factors that cannot be ignored because this factor is one of the factors that determine whether the housing is suitable for habitation, such as safety, cleanliness, completeness, public facilities, and so on (Tjiptono, 1997).

The case study in this research is D'Green Town House Housing. D'Green Town House Housing is located on Jalan Air Bersih Ujung, Keluaran Binjai, Medan Denai District, Medan City, North Sumatra Province, Postal Code 20226.

The purpose of this study is to analyze factors affecting interest in buying a house, case study D'Green Town House Housing.

RESEARCH METHODS

This type of research uses quantitative research. Quantitative research is a systematic scientific study of the parts and phenomena and the causality of their relationships (Octiva et al., 2018; Pandiangan, 2018). The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to a phenomenon (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015).

In an activity, both scientific and social, it is necessary to limit the population and the method of sampling. The sample taken must be representative, meaning that it can represent the entire population. Population is the entire object of research consisting of humans and objects or events as data sources that represent certain characteristics in the study (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). The population in this study are 15 houses of residents of D'Green Town House Housing. Samples are taken using saturated sampling. Saturated sampling is a sampling technique when all members of the population are sampled, this is done when the population is relatively small, less than 30, or the research wants to make generalizations with very small errors (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). So the sample in this study is 15 houses of residents of D'Green Town House Housing.

The method of analysis in the research is partial test (t) results. The partial test aims to find out how much the influence of each independent variable on the dependent variable by looking at the significance value (Pandiangan et al., 2022; Tobing et al., 2018).

RESULT AND DISCUSSION

Partial Test (t) Results

Table 1. Partial Test (t) Results

Variable	Sig.
Location Factor	0.000
Environmental Factor	0.000

The research results show that location factor has a significant effect on interest in buying a house, case study D'Green Town House Housing. Location is a place where housing can reach easily, safely, and has a large parking area. Components related to location include choosing a strategic location (easy to reach), in the area around a shopping center, near residential areas, safe and comfortable for customers, the existence of supporting facilities such as parking lots, and other factors. Location is the most important factor influencing a demand for a house, in essence it is a hypothesis which states that the more strategically the location of the house means the better, the more requests. One of the factors that influence buyers to buy housing is the location of the housing. Taking into account the fast and easy road access, close to the city market, easy transportation, free of flooding is one example of why the location factor is important. The location of the residential area must meet several requirements, including not being disturbed by pollution, being able to provide clean water, providing the possibility for the development of its construction, having good accessibility, being easy and safe to reach the workplace, not being below the local water level, and having a flat slope.

Environmental factor has a significant effect on interest in buying a house, case study D'Green Town House Housing. Environmental change has implications for various aspects such as health, science and technology, agriculture, forestry, water resources, economy and business. This happens because of a lack of awareness and concern for protecting the environment and health, and there are still a few companies that produce goods that are environmentally friendly and low in waste, and the lack of trading companies selling organic products so that an intense issue arises, namely the accumulation of garbage around the roads. There is still a very low level of public awareness and concern for clean living, preserving the environment and health, and entrepreneurs are starting to think about it. This environmental preservation-based marketing approach is a new breakthrough in the field of marketing and will later get big and potential opportunities that have benefits for entrepreneurs as well as consumers or users.

CONCLUSION

The research results show that location factor has a significant effect on interest in buying a house, case study D'Green Town House Housing. Environmental factor has a significant effect on interest in buying a house, case study D'Green Town House Housing.

Based on the conclusions above, suggestions that can be taken into consideration in order to increase interest in buying a house are the quality of the houses being built needs to be further improved, both in terms of the selection of building materials and the durability of the houses in order to produce quality houses so that they can attract more consumers to buy. For example, by replacing wooden frames with aluminum frames to prevent termites, all houses built use mild steel roofs, use higher quality ceramics, and so on.

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