

ABSTRAK

Fernando N Purba, NIM 7103210020 “Faktor-Faktor Yang Mempengaruhi Permintaan Rumah Pada Perumahan Citra Garden Padang Bulan Medan” Skripsi Jurusan Manajemen Fakultas Ekonomi Program Studi S1, Universitas Negeri Medan Tahun 2015.

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi permintaan rumah pada perumahan Citra Garden Padang Bulan Medan. Penelitian ini dilakukan di Perumahan Citra Garden Medan dengan populasi 500 konsumen, dan sampel berjumlah 83 orang. Teknik pengumpulan data yang digunakan adalah melalui kuesioner yang diolah secara statistik dengan menggunakan Analisis Regresi Berganda dengan persamaan $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$.

Setelah data dianalisis dengan bantuan *SPSS 20.00 for windows* maka diperoleh persamaan analisis regresi berganda $Y = 6,387 + -0,330X_1 + 0,217X_2 + 0,112X_3 + 0,175X_4 + 0,550X_5$. Untuk menguji hipotesis secara keseluruhan digunakan uji F, maka $F_{hitung} = 7,692$ dan $F_{tabel} = 2,77$. Jika $F_{hitung} > F_{tabel}$, maka H_a diterima. Artinya terdapat pengaruh positif antara harga, fasilitas, lokasi, lingkungan dan pendapatan, secara simultan terhadap permintaan rumah di Perumahan Citra Garden Medan.

Pengaruh parsial nilai uji t variabel harga, $t_{hitung} = -7,63$ dan $t_{tabel} = 1,6648$. Jika $t_{hitung} < t_{tabel}$, maka H_a ditolak. Artinya terdapat pengaruh negatif atau berlawanan arah antara variabel harga terhadap permintaan rumah secara parsial di Perumahan Citra Garden Medan. Nilai t untuk variabel fasilitas, $t_{hitung} = 6,235$ dan $t_{tabel} = 1,6648$. Jika $t_{hitung} > t_{tabel}$, maka H_a diterima. Artinya terdapat pengaruh positif antara fasilitas terhadap permintaan rumah secara parsial di Perumahan Citra Garden Medan.

Nilai t untuk variabel lokasi, $t_{hitung} = 4,423$ dan $t_{tabel} = 1,6648$. Jika $t_{hitung} > t_{tabel}$, maka H_a diterima. Artinya terdapat pengaruh positif antara lokasi terhadap permintaan rumah secara parsial di Perumahan Citra Garden Medan. Nilai t untuk variabel lingkungan, $t_{hitung} = 5,623$ dan $t_{tabel} = 1,6648$. Jika $t_{hitung} > t_{tabel}$, maka H_a diterima. Artinya terdapat pengaruh positif antara lingkungan terhadap permintaan rumah secara parsial di Perumahan Citra Garden Medan. Nilai t untuk variabel pendapatan $t_{hitung} = 9,476$ and $t_{tabel} = 1,6648$. Jika $t_{hitung} > t_{tabel}$, maka H_a diterima. Artinya terdapat pengaruh positif antara pendapatan terhadap permintaan rumah secara parsial di Perumahan Citra Garden Medan.

Kata kunci : harga, fasilitas, lokasi, lingkungan, pendapatan, permintaan rumah, Citra Garden Medan.



ABSTRACT

Fernando N Purba, NIM 7103210020 "Factors Affecting Housing Demand In Citra Garden Housing Medan Padang Bulan" Thesis Department of Management Studies Program S1 Faculty of Economics, University of Medan In 2015.

This study aims to determine the factors that influence the demand for houses in Citra Garden Medan Padang Bulan. This research was conducted in Citra Garden Housing population of 500 consumers, and the sample amounted to 83 people. Data collection techniques used is through questionnaires were statistically processed using Multiple Regression Analysis with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$.

After the data were analyzed with SPSS 20:00 for windows then obtained multiple regression analysis equation $Y = 6.387 + -0,330X_1 + 0,217X_2 + 0,112X_3 + 0,175X_4 + 0,550X_5$. To test the overall hypothesis F test, then $F_{hitung} = 7.692$ and $F_{tabel} = 2.77$. If $F_{hitung} > F_{tabel}$ then H_a accepted. This means that there is a positive effect of price, amenities, location, environment and income, simultaneously to the demand for housing in the Housing Citra Garden Medan.

Effect of partial t test variable value price, $t_{hitung} = -7.63$ and $t_{tabel} = 1.6648$. If $t_{hitung} < t_{tabel}$ then H_a rejected. This means that there is a negative effect or the opposite direction of the price variables to request partial home in Citra Garden Housing Medan. t values for variables facilities, $t_{hitung} = 6.235$ and $t_{tabel} = 1.6648$. If $t_{hitung} > t_{tabel}$, then H_a accepted. This means that there is a positive influence on the demand for housing includes partially in Citra Garden Housing of Medan.

Value of t for the variable location, $t_{hitung} = 4.423$ and $t_{tabel} = 1.6648$. If $t_{hitung} > t_{tabel}$ then H_a accepted. This means that there is a positive effect of the location of the home demand is partially in Citra Garden Housing Medan. t values for the environment variables, $t_{hitung} = 5.623$ and $t_{tabel} = 1.6648$. If $t_{hitung} > t_{tabel}$, then H_a accepted. This means that there is a positive effect of the environment on demand partially home in Citra Garden Housing Medan. t value for the variable income $t_{hitung} = 9.476 = 1.6648$. If $t_{hitung} > t_{tabel}$, then H_a accepted. This means that there is a positive effect of income on housing demand is partially in Citra Garden Housing Medan.

Keywords : price, facilities, location, environment, income, housing demand, Citra Garden Medan.