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## THE ANALYSIS OF PRICE AND LOCATION INFLUENCE TO THE DECISION TO RENT RUSUNAWA TERMINAL BARU PANDAN TAPANULI TENGAH DISTRICT

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### ABSTRACT

Home is a basic human need other than clothing and food. The Government of Tapanuli Tengah District formulated a strategic step in developing housing facilities, among others, by building Rusunawa Terminal Baru Pandan as a decent place to live. This apartment can accommodate 200 tenants, but the number of households who decided to occupy the Rusunawa increased slowly. Since its inception in 2013, the occupants were only about 27.5% of the total capacity. The Rusunawa was only entirely occupied at the end of 2016. This study aims to analyze the influence of price, income, location, and price of substitution on the decision to occupy Rusunawa Terminal Baru Pandan Regency. This study uses population data of all residents Terminal Baru Pandan total of 200 households. The method used in this study is multiple linear regression analysis to determine the effect of price variables, income, location, and price of substitution on the decision to occupy Rusunawa Terminal Baru Pandan. The result of the analysis shows that the price and location have significant effect to the decision to rent Rusunawa. From the test of determination coefficient is known that 17,5% of the variations that occur in the decision variables occupy Rusunawa are simultaneously influenced by variables of price perception and location. While the rest equal to 82,5 % is influenced by other factors. From the results of this study found that location factor is very influential in the decision to occupy Rusunawa. Judging from the magnitude of the coefficient affecting the decision is the location 0,135 and the price 0,098.

**Keywords:** *Rusunawa, Decision, Price, Location*

