

**PENGARUH PRODUK DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN RUMAH PADA PERUMAHAN PURI PUDAK
PAYUNG ASRI BANYUMANIK SEMARANG**

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Abstraksi

To fulfill requirement of society of residence, especially to society which is have middle production to. Developer PT Wahyu Multi Prakosa develop; build simple house at the price of which is reached, that is Housing Of Puri Puduk Payung Asri (P4A) in Banyumanik Semarang. In reaching its target to increase sale, PT Wahyu Multi Prakosa claimed to pay attention factor - factor able to influence behavior of consumer in doing purchasing of house. Among him is product variable and promotion. Target of this research is to know how big influence of promotion and product to decision of purchasing at responder. As for Main problem in this research is still not yet reached of goals of developer to sell all woke up house type

This research of type use of explanatory research to 85 responder by using method technique of stratified sampling random, that is technique intake of sample at random in population which have been grouped (pursuant to house type by proportional) from each; every house type at population. Technique data collecting through questioner. Data in analysis qualitative and quantitative by means of analyze crossed tables, regression both for modestly and doubled and also examination of hypothesis use Z test and of F test .

Result of analysis prove that hypothesizing can be accepted by that is there is influence of product to decision of purchasing equal to 5,3523 and there is influence of promotion to decision of purchasing equal to 5,7452. From test of F yielded by value of $F_{[count/calculat]}(24,088) > F_{table} (3,1079)$, its meaning there is influence with level of significant 5% indicating that H_0 is accepted and H_a is refused. So that proven hypothesizing that is there is influence of promotion and product to decision of purchasing with influence contribution equal to 0,370

Its conclusion is decision of purchasing of high responder though unfavourable yielded product and conducted promotion lose looks. Suggested by side of developer require to pay attention the make-up of the quality of its product of goodness in improving the quality of building, housing facility and location and also its price. For promotion suggested by side of developer do interesting promotion with high intensity and with broader advertisement media.