

## ABSTRACT

### THE FACTORS THAT INFLUENCE CONSUMERS' INVOLVEMENT OF BUYING HOUSE IN THE WISMAMAS KEMILING ESTATE BANDAR LAMPUNG

By

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The process of decision making to buy can't be separated by consumers' involvement itself. The involvement is the beginning point for consumer to find out the information about the product that they buy. The involvement concept is really important to explain the consumer behavior of consideration process to one product or service.

Consumer doesn't continuously have a involvement in one product, even to one of the most important product, for instance house. House is one of the basic needs for human, and as a kind of benchmark of people prosperity. As one of the providers of houses, Wismamas Kemiling Estate always tries to give the best product of them. PT Wismamas Kemiling Estate is the branch project from PT Wismamas Citraraya in Jakarta. This estate developer has established PT Wismamas Kemiling since 2003.

The problem that's being faced by Wismamas Kemiling Estate Bandar Lampung is the fluctuation of sales. In according to the data, the problem appeared because the company doesn't understand the consumer involvement in buying houses. However, the involvement will appear when object (product and service) is considered as helpful thing to fulfill need, goal and value that are so important for the consumer.

The objective of this research is to address the factors that influence consumers' involvement of buying houses in Perumahan Wismamas Kemiling Estate Bandar Lampung. Hypothesis that's is proposed is : "personal, product and situational product influence consumers' involvement of buying house in the Wismamas Kemiling Estate Bandar Lampung."

The result of descriptive analysis shows that the situation of buying is the dominant influence from situational product that influence consumers' involvement of buying house in the Wismamas Kemiling Estate Bandar Lampung.

The results of multiple linear regression proves that personal factor (X1), product factor (X2) and situational factor (X3) influence simultaneously and partially to the buy decision. The influence of those factors is 42.8% to the consumer buy decision to the house in the Wismamas Kemiling Estate Bandar Lampung, and the rest is 57.2% is raised from other variables that can't be identified in this research.

The suggestion that is proposed is Wismamas Kemiling Estate Bandar Lampung should pay attention to the personal factor from dimension of needs, interest and desires. However, those are the prominent things that are considered by consumers in making decision to buy house in Wismamas Kemiling Estate Bandar Lmapung. The company is suggested to enhance the promotion activities, such as brochure, exhibition, advertisement, etc. The goal of those activities is to inform public about the houses those are proposed to consumers. The company also has to provide more complete information that is needed by consumers so that consumers don't have any difficulties in searching information.

Keywords : involvement, decision of buying, house