

ABSTRACT

MARKETING MIX INFLUENCE ABOUT DECISION TO BUY A HOUSE IN PERUM PERUMNAS BUKIT KEMILING PERMAI

**(Riasearch in Perum Perumnas Bukit Kemiling Permai Society in Bandar
Lampung)**

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Competition in business Property made a developer must calculate strategy marketing accurately and how many income supplied property so that all product can be received in market. One of developer in property is Perum Perumnas Bukit Kemilig Permai in Bandar Lampung which is many interested by consumer. Consumer buy property because Perum Perumnas Bukit Kemiling Permai bargain a product which is suitable with their needs. Than, researcher want to know the marketing mix influence in such as product, price, distribution and promotion for their decision to buy house from Perum Perumnas Bukit Kemiling Permai.

The type of research that is used in causal research. Research population is consumen who buy a house from Perum Perumnas with sample research as 78 house. The way of collecting data use quistioner. Analised data use exsperimental hypothesis, classic assumption test and regretion test by helping SPSS 16,0 program.

By that result data analysis that distribution will be a first variable which have dominand influence as 30,2 percent. The price as 29,9 percent, product as 26 percent and promotion have low influence as 23,1 percent.

Key Words : Marketing Mix and Dicision to Buy

