

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Management Study Program
Odd Semester 2019/2020*

ANALYSIS OF FACTORS INFLUENCING PURCHASE INTENTION INTENTION OF APARTMENT PROPERTY IN BATAM CITY

***Mediana
NPM: 1641222***

ABSTRACT

The purpose of this study was to determine the effect of attitude variables, subjective norms, perceived behavior control, location, living space, financial factors on Purchase intention. The price of housing which continues to rise in urban areas is a challenge for prospective home buyers.

This research was applied by survey method by distributing questionnaires to 161 respondents. Respondents sampled were people of Batam City who had the intention to buy apartment properties in Batam City. The technique used by the author is Hair et al., (2010) which is a sampling technique where the calculation uses formulas and simple calculations. After the respondents' results were collected, the author tested the data using SPSS software, from the results of the SPSS that the author used.

The results of this study indicate that attitude, subjective norm and financial factor, have significant positive effect on purchase intention. Then, the results of the study also showed that perceived behavior control, location and living space had no influence on purchase intentions of apartment properties in Batam City.

Keywords: *attitude, subjective norm, perceived behavior control, location, living space, financial factor, purchase intention.*