

ABSTRAK

Skripsi dengan judul “**Pengaruh Harga, Fasilitas, Lokasi, *Word of Mouth* dan Status Sosial terhadap Pengambilan Keputusan dalam Memilih Jasa Rumah Kos pada Mahasiswa Ekonomi Syariah IAIN Tulungagung**” ini ditulis oleh Ulva Maulatifah NIM. 17402153354, Pembimbing: Dr. Hj. Nur Aini Latifah, SE, M.M.

Penelitian ini dilatar belakangi oleh semakin menjamurnya usaha rumah kos yang berkembang di masyarakat khususnya masyarakat Desa Plosokandang. Sehingga muncul berbagai jenis rumah kos yang menjadi pilihan konsumen. Penawaran harga, fasilitas dan lokasi serta cara promosi yang baik dapat memicu terjadinya keputusan pembelian. Persaingan bisnis di bidang kos-kosan yang semakin ketat serta perbedaan latar belakang di kalangan mahasiswa maka peneliti menguji pengaruh kelima variabel tersebut terhadap pengambilan keputusan pembelian.

Rumusan masalah dalam penelitian ini adalah apakah Harga, fasilitas, lokasi, *word of mouth* dan status sosial secara bersama-sama berpengaruh terhadap pengambilan keputusan dalam memilih jasa rumah kos pada mahasiswa Ekonomi Syariah IAIN Tulungagung?. Penelitian ini bertujuan untuk menguji pengaruh signifikansi harga, fasilitas, lokasi, *word of mouth* dan status sosial terhadap pengambilan keputusan dalam memilih jasa rumah kos pada mahasiswa Ekonomi Syariah IAIN Tulungagung.

Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif dengan jenis penelitian asosiatif. Sumber data yang digunakan dalam penelitian ini adalah data primer. Sedangkan teknik digunakan dalam pengambilan sampel pada penelitian ini adalah *random sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 80 responden. Pengukuran dalam penelitian ini menggunakan skala *Likert*. Analisis data yang digunakan meliputi: uji validitas dan uji reliabilitas, uji asumsi klasik meliputi: uji normalitas,, uji multikolinearitas, uji heterokedastisitas, analisis regresi linear berganda, uji hipotesis yaitu: Uji t, uji f dan koefisien determinasi.

Hasil dari penelitian ini menunjukkan bahwa secara parsial variabel harga, fasilitas, lokasi, *word of mouth* dan status sosial berpengaruh positif dan signifikan terhadap pengambilan keputusan. Sedangkan secara simultan variabel harga, fasilitas, lokasi, *word of mouth* dan status sosial berpengaruh positif dan signifikan terhadap pengambilan keputusan. Dari hasil uji determinasi diketahui nilai *adjusted R Square* sebesar 86,7% keputusan konsumen dalam memilih jasa rumah kos dipengaruhi oleh variabel harga, fasilitas, lokasi, *word of mouth* dan status sosial sedangkan sisanya sebesar 13,3% dipengaruhi oleh variabel lain diluar penelitian.

Kata kunci : *Fasilitas, Harga, Lokasi, Keputusan Pembelian, Status Sosial, Word of Mouth.*

ABSTRACT

This thesis with the title "The Effect of Price, Facilities, Location, Word of Mouth and Social Status on Decision Making in Choosing Boarding House Services for Syatiah Economics Students IAIN Tulungagung" was written by Ulva Maulatifah NIM. 17402153354, Advisor: Dr. Hj. Nur Aini Latifah, SE, M.M.

This research is motivated by the proliferation of boarding house businesses that are developing in the community, especially the people of Plosokandang Village. So that various types of boarding houses appear which are the choices of consumers. Offering prices, facilities and locations as well as good promotional methods can trigger purchasing decisions. Purchasing decisions can be influenced by several things such as price, facilities, location, word of mouth and social status. Business competition in boarding houses is getting tighter and background differences among students, so the researchers tested the effect of these five variables on purchasing decision making.

The formulation of the problem in this study is what prices, facilities, location, word of mouth and social status together influence decision making in choosing boarding house services for Islamic Economics students at IAIN Tulungagung? . This study aims to examine the effect of the significance of price, facilities, location, word of mouth and social status on decision making in choosing boarding house services for Islamic Economics students at IAIN Tulungagung.

*The research method used in this research is quantitative research method with associative research type. The data source used in this research is primary data. While the technique used in sampling in this study was purposive sampling. The number of samples used in this study were 80 respondents. The measurement in this study uses the Linkert scale. The data analysis used includes: validity test and reliability test, classical assumption test includes: normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, hypothesis testing, namely: *t* test, *f* test and coefficient of determination.*

The results of this study indicate that partially the variables of price, facilities, location, word of mouth and social status have a positive and significant effect on decision making. While simultaneously the variables of price, facilities, location, word of mouth and social status have a positive and significant effect on decision making. From the results of the determination test, it is known that the adjusted R Square value of 86.7% of consumers' decisions in choosing boarding house services are influenced by price, facilities, location, word of mouth and social status variables, while the remaining 13.3% is influenced by other variables outside of the study.

Keywords : *Decision Purchase, Facilities, Price, Location, Social Status, Word of Mouth*