

## ABSTRAK

### **PENGARUH DESAIN RUMAH DAN KUALITAS BANGUNAN TERHADAP KEPUASAN KONSUMEN RUMAH SUBSIDI DENGAN KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL INTERVENING DI DELI SERDANG**

Gabriel Samhiezkriel Marbun  
243304811009

Perumahan subsidi merupakan salah satu program pemerintah dalam memenuhi kebutuhan hunian masyarakat berpenghasilan rendah. Namun, dalam pelaksanaannya masih ditemukan berbagai permasalahan, seperti fluktuasi penyaluran rumah subsidi serta adanya ketidakpuasan konsumen terhadap kualitas hunian yang diterima. Penelitian ini bertujuan untuk mengetahui pengaruh desain rumah dan kualitas bangunan terhadap kepuasan konsumen melalui keputusan pembelian sebagai variabel intervening di Kabupaten Deli Serdang. Penelitian ini dilakukan pada konsumen rumah subsidi di Kabupaten Deli Serdang dengan jumlah populasi sebanyak 5.992 unit rumah pada tahun 2025. Teknik pengambilan sampel menggunakan convenience sampling dengan tingkat kesalahan 10% sehingga diperoleh sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah data primer berupa kuesioner dan data sekunder melalui studi dokumentasi. Teknik analisis data menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling–Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa: (1) desain rumah berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) kualitas bangunan berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) kualitas bangunan berpengaruh positif dan signifikan terhadap kepuasan konsumen, (4) keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan konsumen, (5) desain rumah tidak berpengaruh signifikan terhadap kepuasan konsumen, (6) keputusan pembelian mampu memediasi pengaruh desain rumah dan kualitas bangunan terhadap kepuasan konsumen. Kemampuan variabel desain rumah, kualitas bangunan, dan keputusan pembelian dalam menjelaskan kepuasan konsumen tergolong cukup baik, sehingga peningkatan kualitas bangunan dan pengambilan keputusan pembelian yang tepat menjadi faktor penting dalam meningkatkan kepuasan konsumen rumah subsidi di Kabupaten Deli Serdang.

***Kata Kunci : Desain Rumah, Kualitas Bangunan, Keputusan Pembelian, Kepuasan Konsumen, Rumah Subsidi.***

## ABSTRACT

### ***THE EFFECT OF HOUSE DESIGN AND BUILDING QUALITY ON CONSUMER SATISFACTION IN SUBSIDIZED HOUSING WITH PURCHASE DECISION AS AN INTERVENING VARIABLE IN DELI SERDANG***

Gabriel Samhieziel Marbun  
243304811009

*Subsidized housing is one of the government programs aimed at fulfilling the housing needs of low-income communities. However, in its implementation, several issues are still found, such as fluctuations in the distribution of subsidized housing and consumer dissatisfaction with the quality of the housing received. This study aims to determine the effect of house design and building quality on consumer satisfaction through purchase decisions as an intervening variable in Deli Serdang Regency. This research was conducted on consumers of subsidized housing in Deli Serdang Regency with a population of 5,992 housing units in 2025. The sampling technique used was convenience sampling with an error rate of 10%, resulting in 100 respondents. Data collection techniques consisted of primary data through questionnaires and secondary data through documentation studies. The data analysis technique used a quantitative approach with the Structural Equation Modeling–Partial Least Square (SEM-PLS) method. The results of the study indicate that: (1) house design has a positive and significant effect on purchase decisions, (2) building quality has a positive and significant effect on purchase decisions, (3) building quality has a positive and significant effect on consumer satisfaction, (4) purchase decisions have a positive and significant effect on consumer satisfaction, (5) house design does not have a significant effect on consumer satisfaction, and (6) purchase decisions are able to mediate the effect of house design and building quality on consumer satisfaction. The ability of house design, building quality, and purchase decision variables in explaining consumer satisfaction is considered adequate. Therefore, improving building quality and strengthening purchase decision processes are important factors in increasing consumer satisfaction in subsidized housing in Deli Serdang Regency.*

***Keywords : House Design, Building Quality, Purchase Decision, Consumer Satisfaction, Subsidized Housing***