

## ABSTRACT

Alivia Rachma Amin. 2015. Thesis. Title: "The Consumer Involvement Analysis In Purchase House of Araya Residents Malang".

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The one strategy that can be used to expand and maintain the market using marketing communications to convince consumers to accept, understand, and remember information that has been given, then the required level of involvement in the processing of the information. Knowing the involvement of consumers in the purchase process is the focus of this research. The purpose of this study was to determine, measure, and describe the involvement of consumers in the purchase of a residential house Araya-Malang and to know the reasons consumers buy homes in housing Araya-Malang.

This study uses survey method with descriptive explanation and analysis of the level and type of quantitative data. Researchers involved 126 respondents. Data collection using questionnaires, data analysis technique used is descriptive statistics.

The results showed that 70.04% of respondents expressed approval that has residential house Araya based on the personal aspect consisting of self-confidence, prestige or authority, good image, and social status. Meanwhile 80.76% of the respondents agreed that having a home in a residential Araya object based on the aspects which include the location of housing, housing prices, the design of the house, building quality homes, and supporting facilities. And 77.21% of the respondents agreed that having a home in a residential Araya constituted by aspects of the situation of the housing environment conducive situation, susana housing luxurious and classy, harmonious social situations, situations arrangement orderly environment, and the promotion of sales / lightening current financing purchase. While the rest are other indicators that are not addressed in this study. The reason consumers buy a house in a residential housing Araya Araya is a strategic location, comfort in housing Araya, the supporting facilities, and for investment.