ABSTRACT

In general, people who would buy a house will always start with a question about the location and the ground or house. This question has not just happened to purchase a house that will be used as a dwelling house, but so too if the purchase is for business activities such as shops, restaurants and more. This is related to the nature of the soil that can not be moved or removed (Immobile) so that it can be said that the major factor determining the location of choice in the purchase of properties (houses). Problems that occur in the company is in line with the increasing number of residents in Magelang, while building a house intended for the increase is significant, but the sale of the property being developed by PT. Armada Hada Graha Magelang fleet has decreased. On going sales down from year to year are not profitable for the company being unable to deliver the expected profit.

This study aims to analyze the influence of accessibility, physical attributes, health environment and public facilities to the satisfaction of living in the PT. Armada Hada Graha Magelang. The sample used by 70 respondents. The analysis used was multiple linear regression test.

Based on the analysis concluded that based on the results of this study also found empirically that the accessibility factor, attribute physical, environmental health and public facilities is a factor that affects the satisfaction of living in the property being developed by PT. Armada Hada Graha Magelang. This research can be an alternative to the sale of the property issue which was developed by PT.Armada Hada Graha Magelang fleet has decreased. On going sales down from year to year are not profitable for the company being unable to deliver the expected profit. Given that accessibility factors have considerable influence on consumer decisions, then the PT. Armada Hada Graha Magelang need to consider site selection factor if you want to open up new housing, in addition to existing housing sites still need to be kept in accordance with customer expectations by adding one public transportation. In addition it should be noted also the condition of public facilities provided, PT. Armada Hada Graha Magelang as property development company needs to provide adequate public facilities such as places of worship, playground, supermarket and park facilities for play.

Keywords: *accessibility, physical attributes, environmental health, public facilities, the satisfaction of living*