

Consumer Perceptions in the Selection of Non-Bank Sharia House Ownership in the City of Bandar Lampung

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Abstract

Whether the perception of religiosity, price perception, knowledge, service affects the probability of consumers in the selection of non-bank Sharia home ownership financing in Amanah Property Syariah bandar Lampung city to analyze the influence of these 4 variables on the probability of consumers choosing non-bank Sharia home ownership financing in Bandar Lampung city, a descriptive method is used with a type of quantitative research used to examine a certain population or sample. The data will be processed with econometric analysis tools and mathematical calculations. The econometric model used to answer the research questions is factor analysis then continued with logit regression analysis. The results of the instrument validity test, each question indicator has r calculate r table so that each question indicator on the variables of religiosity, price perception, knowledge and service is valid. The H-L Statistics value is 13.5910 0.05 then the model is said to be feasible. From the t test data above, it can be seen that: For the value of prob X_1 of 0.2610 where 0.05 means that the variable X_1 has no effect on variable Y . For the value of prob X_2 of 0.7837 where 0.05 means that variable X_2 has no effect on variable Y . For the value of prob X_3 of 0.0022 where 0.05 means that the variable X_3 affects the variable Y . For the value of prob X_4 of 0.3473 where 0.05 means that variable X_4 has no effect on variable Y . Fadden R -squared is 0.183829 meaning that 18% of variable X in this study is able to affect variable Y while 84% is influenced by variable X outside this study. Based on the value of statistics z and probability, only the variables of knowledge are significant to the decision to choose non-bank Islamic home financing in Amanah Property Syariah, while the 3 variables are insignificant. All free variables (religiosity, price perception, knowledge and services) are jointly able to influence the customer's decision to choose non-bank Sharia Home Ownership Financing (PPR). However, religiosity, price perception and service factors do not have a significant effect on the decision of customers to choose non-bank Sharia Home Ownership Financing (PPR). The knowledge factor is the dominant factor in consumers' decision to choose non-bank Sharia Home Ownership Financing (PPR).

Keywords

non-bank sharia home;
ownership financing (PPR);
perception



I. Introduction

Clothing, food and shelter (houses) are basic human needs that must be met properly. Especially for houses, various ways are taken to fulfill it such as buying, renting, hitchhiking to the family and so on. Over time, the growing number of people will have an impact on the growing need for a home. Because the supply/supply of land is limited, the need for a house becomes difficult (Setiawan, 2009). According to Law No. 4 of 1992

on Housing and Settlements, a house is a building that functions as a residence or residence and a means of family development. Meanwhile, according to Law 1 of 2011 concerning Housing and Residential Areas, it is a collection of houses as part of settlements, both urban and rural, which are equipped with public infrastructure, facilities, and utilities as a result of efforts to fulfill livable houses. Meanwhile, settlements are part of a residential environment consisting of more than one housing unit that has infrastructure, facilities, public utilities, and supports other functioning activities in urban areas or rural areas (Ernamaiyanti et al., 2018).

Based on the results of the discussion on the 2021 Indonesian Housing Financing Outlook, the Director General of Housing Financing of the Ministry of Public Works and Public Housing (PUPR) said that the implementation of the fulfillment of the needs of quality decent housing is one of the government's obligations, both directly by implementing the provision of decent housing and indirectly by issuing policies that facilitate and control the provision of decent dwelling quality. The provision of livable houses, which is one of the constitutional rights of the community, is one of the achievements of national and global development targets. Referring to the Regulation of the Minister of PUPR No. 13/PRT/M/2020, the Directorate General of Housing Provision has the task of organizing the formulation and implementation of policies in the field of housing provision in accordance with the provisions of laws and regulations. However, in implementing this policy, the government requires collaboration with all housing stakeholders in meeting the needs of quality and affordable decent housing. One of the breakthroughs that the government has carried out in order to optimize the role of all housing stakeholders in supplying quality decent housing every year in Indonesia is the One Million House Program which is a form of the spirit of collaboration between the government, the private sector, the community, and other parties (PUPR Infrastructure Statistics Information, 2021).

In 2018 and 2019 the achievements of the One Million Houses Program have succeeded in exceeding the figure of 1 million housing units, namely 1,132,621 units and 1,257,852 units. However, in 2020 the achievement of the One Million House Program has not been able to break the 1 million mark due to the sluggish nasal economy due to the Covid-19 pandemic outbreak. In 2021, the Directorate General of Housing is planned to optimize the utilization of the state budget allocation and other sources of financing to implement housing development programs. The development budget is focused on several things, including: a. completion of the National Strategic Program, b. handling of uninhabitable houses with a labor-intensive approach so that it is also able to drive the local economy, c. completion of multi-year contract projects, and d. optimization of the output value of housing development assistance activities implemented by the Directorate General of Housing. The Directorate General of Housing Provision will also take advantage of the momentum in 2021 to strengthen the development strategy of the housing sector in 2020-2024, by involving stakeholders so that it is expected to be able to produce implementative policies and be able to encourage the acceleration of the provision of quality and affordable decent housing, especially for the MBR group and the poor (Gofur & Jumiati, 2021)

According to the Department of Settlement and Spatial Planning, the need for housing can basically be divided into two main things, namely (1) Housing needs based on trends (tendencies) of natural population growth. (2) The need and provision of houses based on the number of livable houses. From the basis of the first point above according to the needs of houses based on the trend of many residential property developers who offer housing with cluster type. Along with the lifestyle of a dynamic modern society, it is

more likely to need a house with various facilities such as worship facilities, sports facilities, security, recreation in one area with a system of one access door in and out or what is called a cluster (Gofur & Jumiaty, 2021).

The need for new housing is increasing from year to year due to the increasing population of Indonesia. Meanwhile, in terms of provision, the number of houses built has not been able to meet the growth itself. The use of urban land makes it more difficult for low-income residents to own a house, because the increase in land prices is the main driver of the increase in house prices which is increasing from year to year (Ramis, 2021).

Every year, the increase in land prices in Indonesia makes people have to spend more funds if they want to own it. Soaring land prices are increasingly felt even in rural locations. Although it makes people uneasy to see the surge in land prices, this is actually an attractive investment opportunity. Of course, for those who have more funds, such as property developers. The soaring land price is also influenced by many factors, one of which is due to its strategic location. It is common that the more strategic the location of the land, the higher the selling price, such as being in the city center, close to the center of government, education center and business center. Not to mention if the conditions of the physical environment and social environment are supportive (Sanjaya, 2017).

In addition, being in a densely populated area land prices will tend to be expensive. This is reinforced by the fact that land located in populated areas usually reaps higher development and economic activity than less densely populated areas. The more developed the area, the more expensive the land price. Usually, developers will also hunt for land in areas that are indeed densely populated because it is more marketable and easier when selling it. The next factor that makes land prices soar is the increasing demand for property as a consequence of meeting basic human needs for housing (Mulyanti, 2015). Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

However, the problem is that the higher house prices make most people unable to afford to buy a house in cash. This is a loophole for many financing institutions to compete in taking the opportunity to provide home ownership services commonly referred to as Home Ownership Loans (KPR), either through banking institutions (conventional or sharia) or directly through developers, both sharia and non-sharia. Through KPR, it makes it easier for people to have their own housing with a gradual system, so that people with lower middle income can still take this credit (Pratama & Nasikh, 2021).

However, over time and the better understanding of religion in their society, they view conventional mortgages as causing doubts and inconveniences with the existence of an interest-bearing credit system or commonly referred to as usury. So, to accommodate home ownership transactions without usury, sharia mortgages are present which can be a solution for buying a house with usury-free installments. As the name implies, this KPR has a process that is adjusted to muamalah transactions according to Islamic law. This is inseparable from the better understanding of the community to live more Islamic and freer from usury which is forbidden in religion (Hadija et al., 2020).

The choice of sharia home ownership financing by several people is partly due to the influence of religiosity that they believe in. The majority of Indonesia's population is

Muslim, so it is possible for a business based on sharia. Religiosity is a person's obedience to Allah Subhanahu Wata'ala in carrying out the teachings of his religion, where a person who obeys religion will always consider everything based on the orders of his religion, including when a person is about to make a purchase of a product. So religiosity is a behavior that can be seen through attitudes, actions, knowledge, motivation and perception. This behavior is in response or reaction of a person to a stimulus from the outside (Amir, 2021). So, it can also be said that religiosity is also related to a person's demand for an item that influences the person's decision to buy an item, which is closely related to one of the factors that influence a person's demand, namely taste. So that it can be made clear if an item is in accordance with the wishes (tastes) of the person then he will buy it. And people's tastes in choosing sharia home ownership financing are influenced by the religiosity values that exist in the person (Zuhirsyan & Nurlinda, 2018).

There are several schemes or contracts used in financing sharia home ownership, including the procurement sale and purchase contract (Murabahah scheme), the order sale and purchase contract (Istisna), the gradual ownership contract (Musyarakah Mutanaqisah), and the IMBT purchase lease contract (Ijarah Muntahia Bittamlik). Of the several contracts offered, the Murabahah buying and selling contract is most widely used by Islamic banks in Indonesia (Fitri, 2015). Quoted from the official website of the OJK, it is known that sharia mortgages are a type of financing that can be in the form of short, medium, or long-term financing for houses both used and new with principles or contracts (KPR contracts). Thus, sharia mortgages adapt the principle of being free from usury. The most significant difference between conventional and sharia mortgages lies in the transaction process. If the conventional mortgage carried out is a money transaction, then the sharia mortgage conducts a goods transaction (Firmansyah & Indika, 2017).

However, what is commonly used in financing home and apartment ownership in Indonesia is the murabahah or buying and selling contract and the musyarakah mutanaqisan or cooperation-lease agreement. In addition, because the house financing process involves many parties, the problem is not only on the bank side, but there are also problems on the part of the developer (developer), problems that often occur include: Often occurs, consumers who have not received approval from the bank, have transacted with the developer of the housing they are interested in. So that consumers have to pay a booking fee in advance to be followed up on the application process from the bank, but it is not uncommon for consumers to get rejection from the bank for various reasons, which eventually the booking fee that has been paid to the developer is considered forfeited. Based on these problems, both on the part of banks and developers, an alternative sharia mortgage offer with a different system emerged, namely mortgages without involving the bank.

Currently, there are many new ways of buying a house using the Sharia home ownership financing system without a bank, namely a homeownership system that uses the sharia system, without the involvement of third parties, both banks and other financial institutions, the advantage is that buyers will only be in contact with developers. So that the long procedure and various rules that are commonly experienced when applying for home ownership financing do not occur here. The costs that usually arise when applying for home ownership financing are finally absent. So that buyers really benefit because it is enough to pay the Down Payment and Sales and Purchase Tax only, without having to prepare funds for applying for bank home ownership financing which is usually quite large. Sharia Home Ownership Financing uses the sharia price principle where the buyer and seller agree on one price only, for then this price is used as a benchmark in the transaction, the condition is quite easy, namely only being able to pay. The concept is the

same, namely without banks, without interest, without fines, without confiscation, without problematic contracts, without BI checking, and without insurance. In short, Islamic rules are adopted in the operational practices of Sharia Property Developers (DPS), both in terms of legality, financing transaction agreements, development realization to the handover of keys.

Sistem such as homeownership financing syariah non-bank tends to be riskier than Sharia HomeOwnership Financing which uses banks in terms of fund management. The management of funds for financing non-bank Islamic homeownership is handed over directly to the developer without a third party for the fund manager. This is a big risk because the management of funds is not supervised by the Financial Services Authority (OJK). The third party in non-bank Sharia mortgages is a Notary. The notary prepares transaction documents such as a sale and purchase certificate which will be an official document for both the seller and the buyer. After preparing the documents, the developer sells the house with the house installment method. The developer will determine the down payment that will be paid by prospective buyers (Firmansyah and Arvian, 2016).

II. Research Method

In this study using a descriptive method with a quantitative type of research. Sugiyono (2018) explained that quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research in certain populations or samples. The data will be processed with econometric analysis tools and mathematical calculations. The econometric model used to answer the research questions is factor analysis then continued with logit regression analysis. Factor analysis is useful for reducing variables by collecting correlated variables into one or several factors that are mutually free or uncorrelated (Usman, 2002). Meanwhile, regression analysis is used to analyze the relationship between variables (Nahrowi and Usman, 2002).

In this study, the respondents taken were consumers who had installments of home ownership financing contained in the Bandar Lampung Sharia Property Developer. The independent variables of this study are religiosity factors, price perceptions, knowledge and services while the dependent variables of consumer preferences for islamic home ownership financing. The data used in this study were primary data using questionnaires.

2.1 Conceptual and variable definitions

No	Variable	Understanding	Indicator	Measurement Scale
1	Religiosity (X ₁)	An aspect that measures how a person lives according to religious guidance in order to be happy in the world and the hereafter.	In this case, it is the behavior of consumers choosing DPS financing, how they think and perceive DPS mortgages based on the dimension of religiosity they have. Whether halal, syubhat, or haram. .	Likert scale 1-5
2	Price (X ₂)	Price is the face value of a product both goods and services.	In this case, it is the consumer's perception of the price offered by DPS based on each type of house in the mortgage.	Likert scale 1-5

No	Variable	Understanding	Indicator	Measurement Scale
3	Knowledge (X ₃)	An aspect that measures a person's knowledge of an object through the senses he possesses.	Knowledge of matters related to DPS such as Sharia financing and products, and location.	Likert scale 1-5
4	Service (X ₄)	Aspects that measure consumer satisfaction with a service provided by another party.	Feel the benefits of the services provided by DPS to consumers.	Likert scale 1-5
5	Non-Bank Sharia Home Ownership Financing (Y)	Home ownership financing for prospective home buyers who do not use banks in practice, so that home buyers directly pay installments to <i>developers</i> with characteristics without interest, fines, confiscation or <i>BI checking</i> .	In this case, it is the decision of consumers to choose DPS financing.	Scale 0 = if the consumer does not choose PPR APS in Bandar Lampung. 1=if consumers choose PPR on APS in Bandar Lampung.

III. Result and Discussion

3.1 Overview of Research Objects

The object of research here is Amanah Property Syariah, one of the property developers and agencies located at Jl. Endro Suratmin, Arum Lestari Housing 2 Ruko No. 2 Sukarame, Bandar Lampung, which is engaged in the property business (housing, plot land, boarding houses, and shophouses) that runs its business based on sharia (without interest, without fines, without confiscation, without problematic contracts, without banks and without BI checking).

The author is interested in researching Amanah Property Syariah because the concept offered is in accordance with sharia principles, namely; first, mutual *ridho* with each other, meaning that as long as the buyer does not object to the amount of financing or credit that must be paid in installments within a certain time, and the mutual *ridho* between the seller and the buyer is very important in buying and selling, *kedua*, Credit buying and selling carried out at Amanah Property Syariah does not contain things that are prohibited in Islamic law such as usury, gambling (*maysir*), *gharar* (fraud), and *kebatilan*, third, the sale and purchase contract carried out in accordance with sharia law which makes no one of the parties harmed, there is no double contract, no fines and confiscation if you have not been able to pay the installments. And fourth, in Amanah Property Syariah, it uses one price, both for buying and selling credit and in cash. And the fifth, Amanah Property Syariah

carries out financing of land and house ownership directly to the community without going through bank intermediaries as third parties.

3.2 Respondent Profile Analysis

The total sample in this study was 92 respondents, consisting of 46 consumers who chose PPR in Amanah Property Syariah (n1) and 46 respondents who did not choose PPR in Amanah Property Syariah (n2).

3.3 Instrument Validity and Reliability Test

The validity test is used to measure the validity or not of a questionnaire, each question item on the questionnaire is said to be valid if it can reveal something that the questionnaire will measure. The questionnaire indicator is said to be valid if the calculated r value of the result is greater than the r table (Ghozali, 2016).

A questionnaire is said to be reliable if the respondent's answer to the question is consistent. The reliability test was carried out using Alpha Cronbach analysis. Where if a variable shows an Alpha Cronbach value > 0.60 then the variable can be said to be reliable or consistent in measuring (Ghozali, 2016).

Table 4. Validity Test (*Pearson Correlation*) and Reliability Test (*Cronbach's Alpha*)

Variable	No. Item	Pearson Correlation Value	Table r value	Conclusion
Religiosity	R1	0.832792	0.173	Valid
	R2	0.883483	0.173	Valid
	R3	0.872855	0.173	Valid
Price	H1	0.905734	0.173	Valid
	H2	0.928802	0.173	Valid
	H3	0.927249	0.173	Valid
Knowledge	P1	0.637382	0.173	Valid
	P2	0.743384	0.173	Valid
	P3	0.805994	0.173	Valid
	P4	0.697350	0.173	Valid
	P5	0.818949	0.173	Valid
	P6	0.806022	0.173	Valid
	P7	0.737261	0.173	Valid
	P8	0.745122	0.173	Valid
	P9	0.778786	0.173	Valid
Service	L1	0.873373	0.173	Valid
	L2	0.909336	0.173	Valid
	L3	0.868870	0.173	Valid
	L4	0.851975	0.173	Valid
	L5	0.775470	0.173	Valid
	L6	0.785873	0.173	Valid

Df (N-2)=(92-2)=90, r table = 1.726

Source : Primary data (processed E-Views 10), 2022

From the table above shows the results of the instrument validity test, each question indicator has r calculate $> r$ table so that each question indicator on the variables of religiosity, price perception, knowledge and service is valid.

3.4 Data Analysis Techniques

a. Model Due Diligence

1. Hosmer and Lemeshow Test

H-L Statistic	13.5910	Prob. Chi-Sq(8)	0.0931
Andrews Statistic	20.5672	Prob. Chi-Sq(10)	0.0243

From the data above the H-L Statistical value of $13.5910 > 0.05$ then the model is said to be feasible.

2. Model Overall Test (Log Likelihood)

McFadden R-squared	0.183829	Mean dependent var	0.500000
S.D. dependent var	0.502740	S.E. of regression	0.448959
Akaike info criterion	1.240149	Sum squared resid	17.53612
Schwarz criterion	1.377203	Log likelihood	-52.04685
Hannan-Quinn criter.	1.295465	Deviance	104.0937
Restr. deviance	127.5391	Restr. log likelihood	-63.76954
LR statistic	23.44538	Avg. log likelihood	-0.565727
Prob(LR statistic)	0.000103		

Obs with Dep=0	46	Total obs	92
Obs with Dep=1	46		

3. Multicholinerity Test

	SER01	C	SER02	SER03	SER04	SER05
SER01	1.000000	NA	0.134485	0.286195	0.429077	0.256304
C	NA	NA	NA	NA	NA	NA
SER02	0.134485	NA	1.000000	0.438583	0.629346	0.748694
SER03	0.286195	NA	0.438583	1.000000	0.603683	0.420933
SER04	0.429077	NA	0.629346	0.603683	1.000000	0.829865
SER05	0.256304	NA	0.748694	0.420933	0.829865	1.000000

The relationship between free variables to be free from multicollinearity must be < 0.9 , from the above data it can be seen that none of each variable correlates its value > 0.9 , meaning that each variable is free from multicollinearity.

b. Logistic Regression Test Results

1. Logistic Regression Analysis

Dependent Variable: SER01

Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)

Date: 06/16/22 Time: 01:43

Sample: 1 92

Included observations: 92

Convergence achieved after 3 iterations
 Coefficient covariance computed using observed Hessian

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-4.470100	1.669806	-2.677018	0.0074
SER02	-0.203602	0.181126	-1.124088	0.2610
SER03	0.039421	0.143589	0.274544	0.7837
SER04	0.271700	0.088624	3.065775	0.0022
SER05	-0.112002	0.119171	-0.939840	0.3473

2. T Test

Dependent Variable: SER01
 Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)
 Date: 06/16/22 Time: 01:43
 Sample: 1 92
 Included observations: 92
 Convergence achieved after 3 iterations
 Coefficient covariance computed using observed Hessian

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-4.470100	1.669806	-2.677018	0.0074
SER02	-0.203602	0.181126	-1.124088	0.2610
SER03	0.039421	0.143589	0.274544	0.7837
SER04	0.271700	0.088624	3.065775	0.0022
SER05	-0.112002	0.119171	-0.939840	0.3473

From the t-test data above, it can be seen that:

For the prob value of X1 of 0.2610 where the >0.05 means that the variable X1 has no effect on variable Y.

For the prob value of X2 of 0.7837 where >0.05 means that the variable X2 has no effect on the variable Y.

For the prob value of X3 of 0.0022 where the <0.05 means that the variable X3 affects the variable Y.

For the prob value of X4 of 0.3473 where >0.05 means that variable X4 has no effect on variable Y.

So what affects the decision to choose non-bank Islamic home ownership financing is the knowledge variable.

3. Simultaneous Test F

McFadden R-squared	0.183829	Mean dependent var	0.500000
S.D. dependent var	0.502740	S.E. of regression	0.448959
Akaike info criterion	1.240149	Sum squared resid	17.53612

Schwarz criterion	1.377203	Log likelihood	-52.04685
Hannan-Quinn criter.	1.295465	Deviance	104.0937
Restr. deviance	127.5391	Restr. log likelihood	-63.76954
LR statistic	23.44538	Avg. log likelihood	-0.565727
Prob(LR statistic)	0.000103		
Obs with Dep=0	46	Total obs	92
Obs with Dep=1	46		

4. Determinasi (Mc Fadden R Square)

McFadden R-squared	0.183829	Mean dependent var	0.500000
S.D. dependent var	0.502740	S.E. of regression	0.448959
Akaike info criterion	1.240149	Sum squared resid	17.53612
Schwarz criterion	1.377203	Log likelihood	-52.04685
Hannan-Quinn criter.	1.295465	Deviance	104.0937
Restr. deviance	127.5391	Restr. log likelihood	-63.76954
LR statistic	23.44538	Avg. log likelihood	-0.565727
Prob(LR statistic)	0.000103		
Obs with Dep=0	46	Total obs	92
Obs with Dep=1	46		

From the data above, the magnitude of Mc Fadden R-squared is 0.183829, which means that 18% of variable X in this study is able to affect variable Y while 84% is influenced by variable X outside this study.

Regression Equation

Substituted Coefficients:

$$\text{SER01} = 1 - @\text{CLOGISTIC}(-(-4.47009955697 - 0.203601818941 * \text{SER02} + 0.039421429838 * \text{SER03} + 0.27170013023 * \text{SER04} - .112002193449 * \text{SER05}))$$

So the equation is:

$$Z_i = -4.47009955697 - 0.203601818941 * \text{Religiosity} + 0.039421429838 * \text{Price Perception} + 0.27170013023 * \text{Knowledge} - .112002193449 * \text{Service}$$

Based on the value of statistics z and probability, only the variables of knowledge are significant to the decision to choose non-bank Islamic home financing in Amanah Property Syariah, while the 3 variables are insignificant.

Table 5. Interpretation of Regression Coefficients Based on Odds Ratios

Variable	B	Odds Ratio (e β)	Interpretation
Religiosity	-0.20360	1.2259678970959238	Every increase in religiosity, opportunity to choose non-b Sharia Home Ownership Financ (PPR) increases by 1x.

Price Perception	0.039421	1.0402342304212606	Every time there is an increase price perception, the opportunity choose non-bank Sharia Home Ownership Financing (PPR) increases by 1x
Knowledge	0.271700	1.3124185834200794	Every time there is an increase consumer knowledge, opportunity to choose non-bank Sharia Home Ownership Financing (PPR) increases by 1x
Service	-0.11200	1.118594259866137	Every time you improve the service of Sharia Property Developer (DPS), the opportunity to choose non-bank Sharia Home Ownership Financing (PPR) increases by 1x

IV. Conclusion

Based on the results of the analysis and discussion in the previous chapter, several conclusions can be drawn, namely:

All free variables (religiosity, price perception, knowledge and services) are jointly able to influence the customer's decision to choose non-bank Sharia Home Ownership Financing (PPR). However, religiosity, price perception and service factors do not have a significant effect on the decision of customers to choose non-bank Sharia Home Ownership Financing (PPR).

The knowledge factor is the dominant factor in consumers' decision to choose non-bank Sharia Home Ownership Financing (PPR). Thus, we can conclude that knowledge is a factor that significantly influences consumers' decisions to choose non-bank Islamic Home Ownership Financing (PPR). The better consumer knowledge of non-bank sharia Home Ownership Financing (PPR), the greater the opportunity to choose the non-bank sharia PPR. Consumers' understanding of sharia Home Ownership Financing (PPR) has been good and consistent, the result of the attitude of the majority of respondents understands and understands the contracts used by non-bank sharia Home Ownership Financing (PPR).

Then for the percentage of the characteristics of non-bank sharia Home Ownership Financing (PPR) (without interest, without fines, without confiscation, without problematic contracts and without BI checking), out of a total of 92 respondents, the amount is as follows:

No interest at 97%, without fines at 100%, without confiscation at 89%, without problematic contracts at 99%, and without BI checking at 83%. From that percentage, we can see that the most dominant factor of the characteristics of non-bank Sharia Home Ownership Financing (PPR) is without fines, then without problematic contracts, and then without interest. Without fines is the factor that consumers pay the most attention to in the selection of financing, because this is a form of leeway that is carried out in the financing process when there is a late payment, which actually causes consumer sympathy for the system being run. Then the next dominant factor is without problematic contracts, because consumers want legal certainty and clarity in carrying out agreements between consumers and Sharia developers, and the third dominant factor is without interest, this is closely related to the religiosity that exists in consumers.

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