

ABSTRAK

Rumah merupakan kebutuhan mendasar dan salah satu kebutuhan penting bagi. Saat ini fungsi rumah juga telah berbeda dari semula hanya sekedar tempat berlindung dan berteduh, namun juga dituntut untuk memenuhi kebutuhan serta keinginan pemiliknya. Adapun keinginan dalam membeli rumah seperti pemilihan lokasi, mempunyai fasilitas umum dan fasilitas sosial, serta tempat yang nyaman bagi penghuninya. Namun dalam pembelian rumah pastinya memikirkan beberapa faktor dan analisis yang mendalam. Sehingga dari penjelasan tersebut peneliti mengambil judul **Analisis Faktor-Faktor Mempengaruhi Pembelian Rumah di Kota Palembang Menurut Perspektif Ekonomi Islam**. Pengambilan sampel dilakukan dengan membagikan 5 kelompok dengan beberapa kecamatan terdekat, Sehingga jumlah sampel yang didapat sebanyak 150 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan penyajian data menggunakan metode SEM (*Structural Equation Modeling*). Peneliti menggunakan alat analisis berupa program data *Linear Structural Relationship 8.80* (Lisrel 8.80). Menurut perspektif Ekonomi Islam dalam membeli rumah haruslah adanya kesepakatan dari penjual dan pembeli tersebut. Dimana penjual haruslah memberikan suatu produk yang terbaik kepada calon pembeli sehingga ketika pembeli akan merasa puas dan tidak menyesal setelah membeli rumah tersebut.

Kata Kunci : Rumah, Pembelian, Kepemilikan, Ekonomi Islam, Lisrel 8.80

ABSTRACT

Home is a basic need and one of the most important needs for Currently, the function of the house has also changed from the beginning, it was just a place of shelter and shelter but is also required to fulfill the needs and desires of the owner. As for the desire to buy a house, such as choosing a location, having public facilities and social facilities, as well as a comfortable place for the residents. But in buying a house, you must think about several factors and in-depth analysis. So from this explanation, the researcher took the title Analysis of Factors Influencing Home Purchases in Palembang City According to the Perspective of Islamic Economics. Sampling was carried out by distributing 5 groups with several nearby sub-districts so that the number of samples obtained was 150 respondents. This study uses a quantitative approach by presenting data using the SEM (Structural Equation Modeling) method. Researchers used an analysis tool in the form of a data program Linear Structural Relationship 8.80 (Lisrel 8.80). According to the perspective of Islamic Economics in buying a house, there must be an agreement between the seller and the buyer. Where the seller must provide the best product to prospective buyers so that when the buyer will feel satisfied and have no regrets after buying the house.

Keywords: House, Purchase, Ownership, Islamic Economics, Lisrel 8.80