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The Effect of Price and Service Quality on Rental Decisions with Rental Interest as a Mediating Variable

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ABSTRACT

This study aims to analyse the effects of price and service quality on rental decisions, with rental interest as an intervening variable among consumers of Diponegoro University (Undip) Rusunawa. The research method is a quantitative approach, using multiple linear regression and the Sobel test to examine mediation effects. Data were collected through the distribution of questionnaires to current and potential residents of Rusunawa Undip. The research findings indicate that price has a positive and significant effect on rental interest, with a regression coefficient of 0.337 and a significance value of 0.000. Service quality also has a positive and significant effect on rental interest, with a regression coefficient of 0.295 and a significance value of 0.000.

Additionally, rental interest has a positive and significant effect on rental decisions, with a regression coefficient of 0.823 and a significance value of 0.000. The mediation effect test using the Sobel test shows that rental interest significantly mediates the relationship between price and rental decisions, with a Sobel test statistic value of 3.61376171 and a p-value of 0.00015089. Rental interest also mediates the relationship between service quality and rental decisions, with a Sobel test statistic of 4.03205788 and a p-value of 0.00002765. Based on these findings, price and service quality influence rental decisions, both directly and through rental interest as an intervening variable. Therefore, the management of Rusunawa Undip is advised to set competitive pricing and improve service quality to enhance students' rental interest and decision-making.

INTRODUCTION

Housing is a crucial basic need for students to support their academic activities and daily life. It serves not only as a place to rest, but also as a space for personal growth, social interaction, and the establishment of study routines that support academic achievement (Xulu-Gama, 2019). Students from outside the region desperately need housing that is not only

economically affordable but also strategically located to facilitate access to campus facilities and reduce transportation costs (Mbazor, 2021). In this context, many universities in Indonesia, including Diponegoro University (Undip), provide Simple Rental Apartments (Rusunawa) as a functional, affordable, and close-to-the-academic housing solution. Undip's Rusunawa (low-cost apartment) is equipped with various facilities such as study rooms, internet access, a canteen, and sports fields to support students' physical and mental well-being (Ajeng et al., 2022; Prastiwi & Dewi, 2021). However, with increasing competition for student housing, particularly from private apartments and boarding houses like The Alton Apartment, Rusunawa is being challenged to become more competitive on price and service. Furthermore, students' perceptions of flexibility, comfort, and service quality also influence their preferences when choosing a place to live. Undip's Rusunawa has an occupancy rate of 70 per cent (100 per cent if fully occupied, reaching 1000 students), making it an important indicator of the university's student housing utilisation. If the occupancy rate is not optimal, this indicates a gap between the availability of facilities and student housing preferences. This condition needs to be analysed to identify the factors that influence students' housing decisions. Presence of apartments and boarding houses around the Undip campus provides alternative housing options with varying prices, amenities, and levels of comfort. Competition could affect Undip's occupancy rates in Rusunawa. Therefore, a comparison with nearby housing is crucial for understanding Rusunawa's competitive position and identifying areas for improvement.

To understand these dynamics, it is important to examine the factors influencing students' decisions to rent, particularly in the low-cost apartments at Diponegoro University (Undip) (Rusunawa). Price and service quality have been shown to influence consumer decisions across various rental contexts significantly. Competitive pricing drives perceived value, while responsive and high-quality service drives customer satisfaction and loyalty (Blut et al., 2023; Panday & Nursal, 2021). However, the relationship between these variables is not always straightforward. Rental intention, as a form of behavioural intention, serves as a mediating variable that bridges the influence of price and service on the final decision (Ag Anuar & Abdul Wahab, 2022; Usman et al., 2023). Several previous studies support this framework. Putra et al. (2022) and Pratama & Andriana (2023) found that rental intention significantly mediated the influence of price and service quality on rental decisions. Another study by Lestari et al. (2022) showed that both price and service perceptions can shape consumer intentions, which then translate into actual behaviour. However, in some contexts, as Sadiyah (2021) points out, these influences can vary depending on market segment and other external factors such as promotions or social media.

Various studies on student housing selection generally highlight rental price, location, amenities, and comfort as key determinants in students' housing decisions. These studies have largely focused on student boarding houses or apartments near campus, so the analysis focuses more on privately managed housing. However, the context of Rusunawa (low-cost apartment) as a vertical housing complex managed by educational institutions has received relatively little specific research. Rusunawa has distinct characteristics compared to boarding houses or apartments, such as institutional management systems, occupancy regulations, capacity limitations, and a purpose that is often related to accessibility and the equitable distribution of facilities for students. Furthermore, several previous studies have yielded inconsistent results regarding the factors most influencing students' housing decisions. Some studies place price as the primary determinant, while others indicate that amenities, security, and the social environment are more dominant. Specific variables in the context of student housing that have

not been widely explored in previous research, such as perceptions of university management of housing, collective housing rules, the quality of social interactions between residents, and the proximity of housing to academic activities and campus facilities. Given these conditions, there remains a research gap in understanding the factors influencing students' choice of Undip's Rusunawa over other housing alternatives around campus. Therefore, this study seeks to fill this gap by analysing the factors influencing student preference for Rusunawa in the context of competition with boarding houses and apartments around campus.

In the context of Undip's Rusunawa (low-cost apartment) housing, a similar phenomenon appears relevant. While Rusunawa offers advantages in price and location, challenges remain in terms of image, flexibility, and suboptimal promotion. The use of social media as a marketing tool is also suboptimal, even though platforms like Instagram, TikTok, and YouTube have proven effective in reaching digital-generation students (Hidayat et al., 2024; Jeswani, 2023). This study aims to: (1) Analyse the influence of price on interest and rental decisions at Undip Rusunawa. (2) Analyse the influence of service quality on interest and rental decisions. (3) Analyse the role of rental interest as an intervening variable in the relationship between price and rental decisions, as well as between service quality and rental decisions. Theoretically, this study is expected to contribute to the consumer behaviour literature, particularly in the context of student housing and service marketing mix strategies. In practice, the results of this study serve as a basis for Rusunawa managers to formulate pricing strategies, improve service quality, and strengthen digital promotions based on resident experience. Given these conditions, this research is urgently needed to identify the factors influencing students' choice of Undip's Rusunawa over other housing alternatives near campus. The research results are expected to serve as a basis for evaluating and developing Rusunawa management to meet student needs better.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Theory of Planned Behaviour (TPB) states that a person's behaviour is directly influenced by their intention to perform the behaviour. Intention is formed from three main components: attitude, subjective norm, and perceived behavioural control.

In the context of student housing selection, the decision to rent a place doesn't occur spontaneously; rather, it involves evaluating various housing attributes, such as price, amenities, location, and environmental comfort. This evaluation shapes students' attitudes toward a particular housing option, which, in turn, influences their interest in renting and ultimately their decision to live there.

Thus, TPB provides a theoretical basis for the idea that interest or intention serves as a psychological stage that bridges an individual's evaluation of an object with actual behaviour. Therefore, rental interest is treated as a mediating variable that links housing characteristics to students' decisions about where to live. In other words, housing attributes will increase or decrease student interest, and this interest ultimately influences the decision to rent a Rusunawa.

1. Price

Price is a crucial element in the marketing mix, directly contributing to revenue and influencing consumer decisions (Panday & Nursal, 2021). In the context of student housing, affordable rental prices are a key consideration, especially for students with limited budgets. Price perception encompasses not only monetary costs but also the perceived value of benefits,

time, and effort (Blut et al., 2023). According to Aries & Digdowiseiso (2023), a price perceived as commensurate with the benefits gained will increase rental interest.

Several price indicators used in this study are based on Heng et al. (2020): affordability, price-to-quality ratio, price comparison with competitors, price transparency, and payment flexibility. These indicators help measure how students' perceptions of price influence their housing decisions.

2. Quality of Service

Service quality is defined as the comparison between customer expectations and the actual service received (Blut et al., 2023). In the student housing sector, service quality encompasses cleanliness, comfort, security, and staff responsiveness. Good service quality not only increases satisfaction but also drives customer interest and loyalty (Aries & Digdowiseiso, 2023; Usman et al., 2023).

The SERVQUAL model measures service quality across five main dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Blut et al., 2023). Other operational indicators include service speed, staff skills, responsiveness to requests, customer privacy and security, and customer satisfaction (Hair et al., 2019).

3. Rental Interest

Rental interest refers to a person's tendency or intention to use a product or service after considering its value (Ningsih et al., 2021). This interest is the initial stage in the decision-making process and is an important predictor of actual consumer behaviour (Lesmana, 2024). In the context of Rusunawa, rental interest is influenced by price perceptions, service quality, and external information such as social media or friend recommendations (Ag Anuar & Abdul Wahab, 2022).

Rental intention indicators include information seeking, comparison tendencies, trial intentions, willingness to rent, and interest in products or services (Blut et al., 2023). These indicators reflect students' cognitive and emotional processes as they consider their housing options.

4. Rental Decision

The rental decision is the outcome of a consumer's evaluation of a product or service, influenced by internal and external factors (Usman et al., 2023). In the context of student housing, rental decisions are influenced by rational considerations such as price and amenities, as well as emotional factors such as comfort and trust in the service.

Rental decision indicators include satisfaction with the product choice, commitment to rent, willingness to rent again, the influence of external factors such as promotions, and the assessment of product suitability to needs (Putra et al., 2022). These factors indicate that rental decisions are not only logical but also influenced by consumers' perceptions, experiences, and social environment.

5. Hypothesis Development

Price is a crucial factor in attracting consumers to rent, especially students who generally have limited budgets. When prices are perceived as reasonable and commensurate with the benefits offered, consumers tend to show greater interest in renting (Putra et al., 2022; Lestari et al., 2022). Previous research also confirms that positive price perceptions increase rental intentions (Pratama & Andriana, 2023). Therefore, the first hypothesis is:

H1: Price has a positive and significant influence on consumer interest in renting Undip Rusunawa.

Good service quality will create a positive experience for consumers, thus encouraging interest in renting. Service that meets or exceeds expectations will increase trust and interest in the service (Ningsih et al., 2021; Lestari et al., 2022). In the context of student housing, friendly, responsive, and reliable service will increase students' desire to rent (Pratama & Andriana, 2023). Therefore, the second hypothesis is:

H2: Service quality has a positive and significant influence on consumer interest in renting Undip Rusunawa.

Price not only influences initial interest but is also a major determining factor in consumers' final decisions. Students will compare prices with alternative housing options, and if the price is perceived as affordable, they will be more likely to make a rental decision (Putra et al., 2022; Pratama & Andriana, 2023). Therefore, the third hypothesis is formulated as:

H3: Price has a positive and significant influence on Undip Rusunawa consumers' rental decisions.

Good service quality can strengthen a consumer's decision to rent, as it provides a sense of security, satisfaction, and long-term comfort (Usman et al., 2023). Consumers are more likely to choose a service that they perceive as providing a positive overall experience. Therefore, the fourth hypothesis is:

H4: Service quality has a positive and significant influence on Undip Rusunawa consumers' rental decisions.

Renting interest represents consumer intentions or behavioural tendencies that can predict final decisions. Customers with a high interest in a product or service will be more motivated to rent (Putri, 2020; Novianti & Saputra, 2023). Therefore, the fifth hypothesis is:

H5: Rental interest has a positive and significant influence on the rental decisions of Undip Rusunawa consumers.

Previous research has shown that the influence of price on consumer decisions is not always direct, but rather involves prior interest formation (Lestari et al., 2022; Pratama & Andriana, 2023). Students who perceive the rental price as appropriate are more likely to be interested and ultimately decide to rent. Therefore, the sixth hypothesis is:

H6: Price has a positive and significant influence on rental decisions through rental interest as an intervening variable.

Service quality can shape positive perceptions that increase rental interest, ultimately leading to a rental decision (Ningsih et al., 2021; Lestari et al., 2022). Therefore, the seventh hypothesis is formulated as:

H7: Service quality has a positive and significant influence on rental decisions through rental interest as an intervening variable.

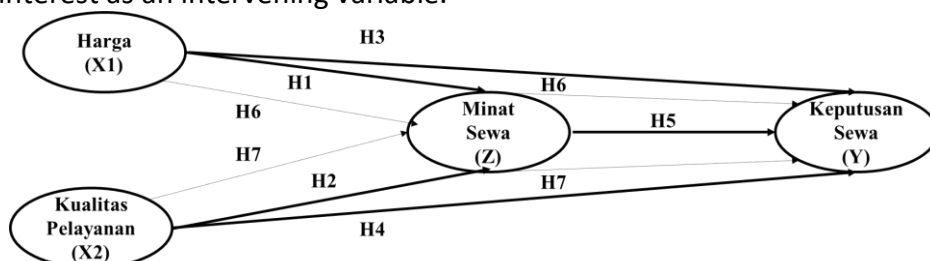


Figure 1. Theoretical Framework

Source: compiled from various sources, 2024

RESEARCH METHODOLOGY

Variables Study

Study This involves four main variables: price and quality of service as independent variables (X1, X2), interest rate as an intervening variable (Z), and decision rent as dependent variables (Y). Each variable is measured using indicators from a previous study, rated on a Likert scale from 1 to 5.

Population and Sample

A population study of all residents of Diponegoro University's Rusunawa, which has 840 residents. The sampling technique used is purposive random sampling. Determination amount sample size using the Slovin formula with a margin of error of 10%, so obtained a minimum of 89 respondents. To increase accuracy, the sample set includes up to 100 respondents.

Data Analysis Techniques

Data analysis with validity and reliability tests, including instrument use correlation (*Pearson*) and *Cronbach's Alpha*; an item is considered valid if $r\text{-count} > r\text{-table}$ and reliable if the Alpha value > 0.6 . Next, assumption testing was carried out classically, including normality (*Normal Probability Plot*), multicollinearity ($VIF < 10$), and heteroscedasticity (*residual scatterplot*). For testing the connection between variables, multiple linear regression was used, consisting of two models: first, testing the influence of price and quality of service on interest rent; second, testing the influence of interest rent on decision rent. *Goodness-of-fit* was assessed using a t-test and coefficient of determination (R^2). Finally, the mediating role of rental interest was tested using the Sobel test, with a significance criterion if the p-value < 0.05 .

RESULT DISCUSSION

1. Instrument Test

Validity tests aim to determine the extent to which an instrument can measure the variables in question. Validity determined with compare calculated r- value (Pearson correlation result) with r- table on significance at a certain level ($df = n - 2$). Instrument declared valid if $r\text{-count} > r\text{-table}$, and invalid if on the contrary. Valid instruments demonstrate accuracy and are suitable for research use (Ghozali, 2019).

Table 1. Price Validity Test (X1)

Item	Pearson Correlation	Nilai r tabel	Sig.	Keterangan
(X1)				
X11	0.714	0.1509	0.00	Valid
X12	0.705	0.1509	0.00	Valid
X13	0.702	0.1509	0.00	Valid
X14	0.687	0.1509	0.00	Valid
X15	0.596	0.1509	0.00	Valid

Primary Data Source processed, 2025

Table 2. Validity Test Quality Service (X2)

Item	Pearson Correlation	Nilai r tabel	Sig.	Keterangan
(X2)				
X21	0.837	0.1509	0.00	Valid
X22	0.813	0.1509	0.00	Valid
X23	0.823	0.1509	0.00	Valid
X24	0.686	0.1509	0.00	Valid
X25	0.853	0.1509	0.00	Valid

Primary Data Source processed, 2025

Table 3. Validity Test Interest Rent (Z)

Item	Pearson Correlation	Nilai r tabel	Sig.	Keterangan
(Z)				
Z1	0.695	0.1509	0.00	Valid
Z2	0.610	0.1509	0.00	Valid
Z3	0.718	0.1509	0.00	Valid
Z4	0.724	0.1509	0.00	Valid
Z5	0.776	0.1509	0.00	Valid

Primary Data Source processed, 2025

Table 4. Validity Test of Rental Decision (Y)

Item	Pearson Correlation	Nilai r tabel	Sig.	Keterangan
(Y)				
Y1	0.763	0.1509	0.00	Valid
Y2	0.754	0.1509	0.00	Valid
Y3	0.846	0.1509	0.00	Valid
Y4	0.605	0.1509	0.00	Valid
Y5	0.684	0.1509	0.00	Valid

Primary Data Source processed, 2025

Based on validity test results with Pearson Correlation, all items in the variable price (X11, X12, X13, X14, X15), quality services (X21, X22, X23, X24, X25), interest rent (Z1, Z2, Z3, Z4, Z5), and decision rent (Y1, Y2, Y3, Y4, Y5) shows r - value more big from r- table (0.1509) and Sig. value 0.00, which is much smaller than 0.05, shows a very significant connection between each item and the measured variables. Therefore, all items on the fourth variable are deemed valid and reliable for further study.

Table 5. Reliability Test

Variabel	Cronbach Alpha	Keterangan
Independen		
Harga (X1)	0.709	Reliabel
Kualitas Pelayanan (X2)	0.860	Reliabel
Minat Sewa (Z)	0.709	Reliabel
Keputusan Sewa (Y)	0.764	Reliabel

Primary Data Source processed, 2025

Based on reliability test results, all variables in the study have Cronbach's alpha values higher than 0.6, indicating that the instruments used are reliable. Price Variable (X1) and Interest Rent (Z) have a value of 0.709; Quality Service (X2) has the highest value of 0.860; and Rental Decision (Y) has a value of 0.764. Thus, all instruments are deemed reliable for measuring the variables under study.

2. Assumption Test Classic

a. Data Normality Test

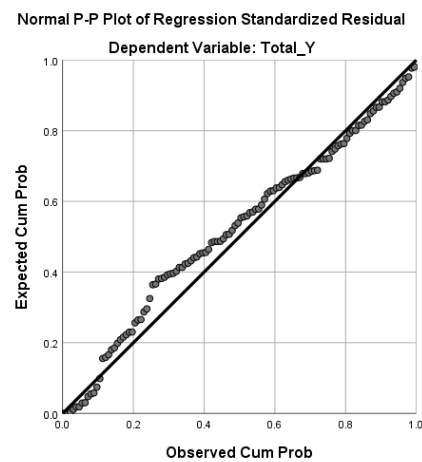


Figure 2. Plot Normality Test
Primary Data Source processed, 2025

Based on the image above, the data distribution is spread around the diagonal line and follows data has normal distribution.

b. Multicollinearity Test

Table 6. Multicollinearity Test

Variabel	Collinearity Statistics		Keterangan
	Tolerance	VIF	
Harga	0.601	1.664	Bebas Multikol
Kualitas Pelayanan	0.581	1.720	Bebas Multikol
Niat Sewa	0.597	1.676	Bebas Multikol

Primary Data Source processed, 2025

Based on the multicollinearity test, all variables (Price, Quality Service, and Intention Rent) show no multicollinearity problems, with tolerance values greater than 0.1 and VIFs less than 10. In general, Details has a Tolerance of 0.601 and a VIF of 1.664; Price has a Tolerance of 0.581 and a VIF of 1.720; and Intention Rent has a Tolerance of 0.597 and a VIF of 1.676, indicating that the third variables are free from multicollinearity.

c. Heteroscedasticity Test

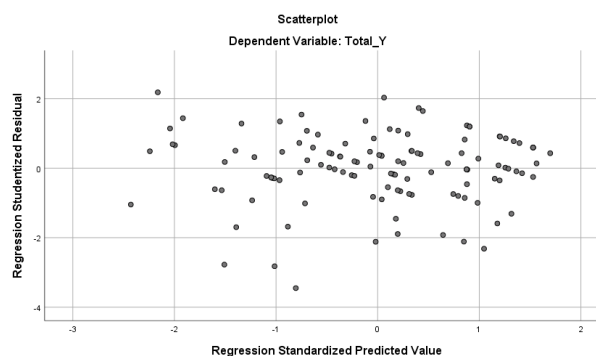


Figure 3. Heteroscedasticity Test
Primary Data Source processed, 2025

Based on the scatterplot, the data points are spread out above and below 0 on the Y axis. The results indicate that the regression model is not heteroscedastic. Thus, the regression

model can be used to predict the rent decision based on dependent variables like price, quality of service and interest rate.

d. Analysis Multiple Linear Regression

Table 7. Results of Linear Regression Analysis: First Multiple Model

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8.200	1.563		.000
	Harga	.337	.087	.335	.000
	Kualitas Pelayanan	.295	.067	.382	.000

a. Dependent Variable: Minat Sewa

Primary Data Source processed, 2025

The first model equation :

$$\text{Interest Rent (Y 1)} = 8,200 + 0.337 \text{ Price (X1)} + 0.295 \text{ Quality Service (X2)} + e1$$

The first model shows that Interest Rent (Y1) is positively affected by Price (X1) and Quality Service (X2). A constant of 8,200 serves as the baseline when X1 and X2 are zero. The coefficients for X1 (0.337) and X2 (0.295) indicate that higher competitive prices and service quality will increase rental interest. Thus, both variables contribute positively to the improvement in interest rates.

Table 8. Results of Multiple Linear Regression Analysis of the Second Model

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.431	2.114		.000
	Harga	.124	.118	.102	.295
	Kualitas Layanan	.413	.091	.441	.000

a. Dependent Variable: Keputusan Sewa

Primary Data Source processed, 2025

The second model equation :

$$\text{Rental Decision (Y)} = 9.431 + 0.124 \text{ Price (X 1)} + 0.413 \text{ Quality Service (X2)} + e2$$

The second model shows that the Rental Decision (Y) is positively influenced by Price (X1) and Quality Service (X2). The constant of 9,431 reflects the influence of other external factors on the tested variables. The X1 coefficient of 0.124 indicates a small relative price influence, whereas the X2 coefficient of 0.413 indicates that quality service has a greater influence on decision rent. That is, quality of service is more influential than price in decision-making.

Table 9. Results of Multiple Linear Regression Analysis of the Third Model

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.694	1.739		.124
	Minat Sewa	.823	.082	.680	.000

a. Dependent Variable: Keputusan Sewa

Primary Data Source processed, 2025

Third model equation :

$$\text{Rental Decision (Y)} = 2.694 + 0.823 \text{ Interest Rent (M)} + e_3$$

The third model ($Y_2 = 0.680Y_1$) shows that the Rental Decision (Y_2) is positively influenced by Interest Rent (Y_1). The constant of 2.694 reflects the influence of factors other than rental interest. The coefficient γ_1 of 0.823 indicates that the higher the rental interest, the more likely someone is to rent. The influence of rental interest is considered very strong on rental decisions.

e. Sobel test

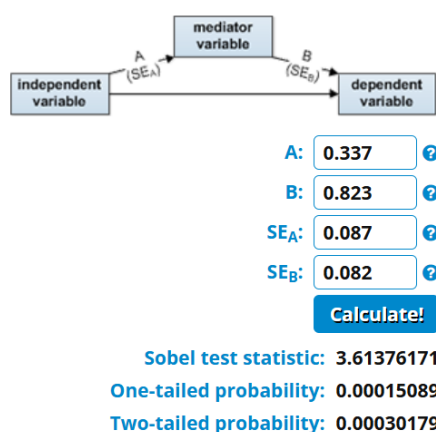


Figure 4. Price Sobel Test on Rental Decisions Through Rental Interest
 Primary Data Source processed, 2025

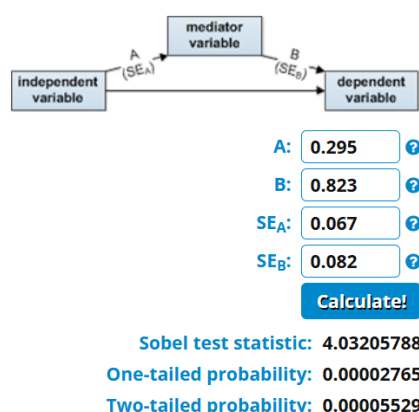


Figure 5. Sobel Quality Test Service Regarding the Rental Decision Through Interest Rent
 Primary Data Source processed, 2025

The results of the Sobel test show that Interest Rent mediates the significant influence of price and quality of service on Rental Decisions. For the price effect, the Sobel statistic is 3.614 ($p = 0.0003$), and for Quality Service, the Sobel statistic is 4.032 ($p = 0.00005$), both < 0.05 . Thus, Interest Rent has proven to be a significant mediator in the second connection.

f. Interpretation Testing Hypothesis

Based on the previously tested results, this is its interpretation.

H1: Price has a positive and significant to interest in consumer Flats Undip

Based on t-test results for price to interest rent, the obtained coefficient regression of 0.337 with a standard error of 0.087 and a value significance (p-value) of 0.000. Because the p-value is greater than 0.05, we can conclude that price has a positive and significant influence on interest rate. Therefore, the hypothesis H1 states that price has a positive and significant effect on consumer interest in Flats at Undip. Thus, price is a factor influencing consumer interest in renting at Rusunawa Undip. The results of this hypothesis 1 test are supported by the research of Putra et al. (2022), Lestari et al. (2022), and Pratama & Andriana (2023), which indicate that price has a positive and significant influence on interest in renting.

H2: Quality service own influence positive and significant to interest rent consumer flats at Undip

Based on t-test results for quality service to interest rent, the obtained coefficient regression of 0.295 with a standard error of 0.067 and a value significance (p-value) of 0.000. Because the p-value is greater than 0.05, it can be concluded that quality service has a positive and significant influence on interest rate. Therefore, the hypothesis H2 states that quality service has a positive and significant influence on interest in consumer Flats Undip accepted. Thus, service quality influences consumer interest in renting at Rusunawa Undip. The results of this hypothesis 2 test are supported by research by Lestari et al. (2022), Iskandar et al. (2024), and Ningsih et al. (2021), which state that quality service has a positive and significant influence on interest rent.

H3: Price has a positive and significant decision to rent Flats Undip

Coefficient B = 0.124 → shows that every Price increase will improve Rental Decisions of 0.124, with assumptions other variables remain constant. $t = 1.051$ and $\text{Sig.} = 0.295 (> 0.05)$ → shows that the influence of price on rental decisions is not significant. Standardised Coefficients (Beta) = 0.102 → shows that Price contribution in this model is relatively small compared to other variables.

Based on SPSS test results, the t-test found that Hypothesis H3 is not supported, indicating that price does not have a significant influence on the Rental Decision. because the Sig value is. = 0.295 > 0.05. Although price can influence decision rent, in a context study, its influence is not strong enough, as indicated by the statistical means, so the candidate tenant Flats Undip No is unlikely to consider price as a main factor in decision rent. Factors, such as quality of service, may be more determinative in tenant decisions.

H4: Quality service own influence positive and significant to decision to rent consumer flats at Undip

Coefficient B = 0.413 → shows that every improvement in Quality Service will improve Rental Decisions by 0.413, with assumptions other variables remain constant. $t = 4.555$ and $\text{Sig.} = 0.000 (< 0.05)$ → shows that the influence of Quality Service on the Rental Decision is significant in statistical terms. Standardised Coefficients (Beta) = 0.441 → shows that influence Quality Service more significantly compared to Price on Rental Decision.

Hypothesis H4 is proven → Quality Service own positive and significant influence on the Rental Decision, because $\text{Sig.} = 0.000 < 0.05$. Quality service is ar factor in the decision to rent. Tenants consider more. Tenants place greater emphasis on service aspects, such as comfort, cleanliness, facilities, and service administration, than on factor prices. If the provider wants to increase decision rent, then the most effective strategy is to increase the quality of service, not just to adapt the price. The results of this hypothesis 4 test are supported by research by Lestari et al. (2022) and Ningsih et al. (2021), which state that quality service ownership has a positive and significant influence on interest rent.

H5: Interest rent own influence positive and significant to decision rent consumer Flats Undip

Analysis results show that the coefficient for interest rent is 0.823, with a t-count of 10.067 and a p-value of 0.000. Because $p\text{-value} < 0.05$, then hypothesis null hypothesis (H_0) is rejected, showing that interest rent's own influence is positive and significant to decision rent. Thus, the hypothesis H5 states that the interest rate has a positive and significant influence on the consumer's decision to rent flats. Undip can be accepted. This result indicates that the higher the interest rate, the greater the likelihood with rent in Rusunawa Undip.

H6: Price has a positive and significant to decision to rent with interest rent as intervening variables on consumers' Flats Undip

Based on the Sobel test results, the influence of price on the decision to rent through interest rent. The Sobel test statistic is 3.61376171, with a one-tailed probability of 0.00015089 and a two-tailed probability of 0.00030179. Because the p-value is less than 0.05, the interest rate mediates a significant relationship between prices and rent decisions. Besides that, the t-test results show that price is positively and significantly influential on interest rent, with a regression coefficient of 0.337, and that interest rent is significantly influential on decision rent, with a regression coefficient of 0.823. Thus, hypothesis H6, which states that price has a positive and significant influence on decision rent, with interest rent as an intervening variable, for consumers at Flats Undip, can be accepted. The results of the hypothesis 6 test, supported by the research of Pratama & Andriana (2023), indicated that price has a positive and significant influence on decision rent, with interest rent as an intervening variable.

H7: Quality service own influence positive and significant to decision to rent with interest rent as intervening variables on consumers' Flats Undip

Based on the Sobel test results, the influence of quality service on decision rent through interest rent shows that the Sobel test statistic is 4.03205788, with a one-tailed probability of 0.00002765 and a two-tailed probability of 0.00005529. Because the p-value is less than 0.05, interest rent mediates a significant relationship between quality of service and rent decisions. Besides that, the t-test results show that quality service is positively and significantly associated with interest rent, with a regression coefficient of 0.295, and that interest rent is significantly associated with decision rent, with a regression coefficient of 0.823. Thus, hypothesis H7, which states that quality service's own influence positively and significantly on decision rent, with interest rent as an intervening variable, on consumers' Flats Undip, can be accepted.

CONCLUSION

Based on the research, the variables price and quality of service are significantly related to the decision to rent in RuUndip, directly, with the variable mediation of interest as the mediating variable.

1. Hypothesis 1 (H_1) posits that price is positively and significantly associated with interest rates. With a mark coefficient regression of 0.337 and p-value 0.000, p This means that an increase in price in a proportional way can increase interest rent for consumers.
2. Hypothesis second (H_2) is also supported, where the quality of service has a positive and significant impact on interest rate. The coefficient regression of 0.295 and p-value of 0.000 indicate that the more Good services provided, the higher the interest rate consumers indicate.

3. Hypothesis third (H3) is rejected because price has no proven significant influence on the decision to rent directly (coefficient 0.124; p-value 0.295), meaning that, in this context, price is not a main consideration in consumers' decisions to rent.
4. Hypothesis fourth (H4) is accepted, indicating that quality service is influential in a way significant to decision rent. With a coefficient of 0.413 and a p-value of 0.000, quality of service is shown to be a factor influencing consumers' decisions to rent.
5. Hypothesis 5 (H5) shows that the interest rate is highly influential on decision rent, with a coefficient of 0.823 and a p-value of 0.000, indicating that higher interest rates increase the likelihood that the consumer will take the decision rent.
6. Hypothesis 6 (H6) is supported by the results of the Sobel test, which indicate that the interest rate, in turn, significantly mediates the effect of price on decision rent. The Sobel test value of 3.6137 and the p-value of 0.00015 strengthen the influence of price on decision rent nature, not directly, but through improvements in interest rent.
7. Hypothesis 7 (H7) shows that interest rent also mediates the significant relationship between quality services and decision rent, as evidenced by a Sobel test value of 4.0320 and a p-value of 0.000027, indicating that an increase in quality service raises interest rent, which in turn contributes to decision rent.

In a way, the overall findings show that the most dominant factor in influencing decision rent is interest rent, followed by quality service. Although price is not directly influential, it still influences through interest rent. Therefore, a strategy that can be taken by manager Flats Undip to increase the number of tenants is to improve and enhance the quality of service, because this aspect has proven to have a direct impact on the decision to rent.

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