

ABSTRACT

Having a house is a basic need for a person. But what is the current phenomenon is that house prices soar. It makes a person feel difficult, but the necessity is unavoidable. In Surabaya, which is a metropolitan city, this is one issue that must be faced by the public. Young professionals also have to stick in this situation. For the professionals, their income allows them to struggle to buy their own home, but on the other hand, it is a burden for them. They should be faced with the choice to tighten the belt of a lifestyle that is loaded with consumerism around them to be able to acquire a house, or delay the purchase of a home to meet their consumption of others. But the risk when they are put off, house prices continue to soar so high that most likely will not be overtaken by them.

Therefore this study takes the theme of the home buying decision making process by young professionals in Surabaya. The study found that the process occurs in five stages, namely the need for the establishment of private home ownership, the momentum determination to buy a home, finding information about buying and selling homes, the evaluation of information and decision-making home purchases, and search feedback on decision making. In this process, the communication has a significant role in every stage. The forms of communication play role in shaping ranging from cognitive, affective to behavioral consumers when making purchasing decisions. The form of communication that is associated with the home purchase decision making by consumers is interpersonal communication, mass communication, and marketing communication.

Keywords : home purchase decision making process, young professionals, Surabaya.