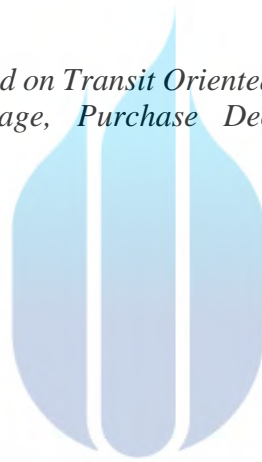


ABSTRACT

This study aims to analyze the effect of Transit Oriented Development (TOD) location, promotion, and company image on purchasing decisions. Apartmen Signature Park Grande, East Jakarta. The population in this study were consumers of Signature Park Grande Apartments. The sample used amounted to 100 consumers Signature Park Grande Apartments, calculated by Accidental Sampling (Convenience Sampling). The sampling method uses Non Probability Sampling. The method of collecting data uses the survey method, with the research instrument being a questionnaire. Data analysis method uses Partial Least Square (PLS). Research shows that the location of Transit Development (TOD) is not significant to purchasing decisions. Promotion has a significant effect on purchasing decisions. The company's image determines the significance of the purchasing decision.

Keywords: Location Based on Transit Oriented Development (TOD), Promotion, Company Image, Purchase Decision, Signature Park Grande Apartment.



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh lokasi berbasis *Transit Oriented Development* (TOD), promosi, dan citra perusahaan terhadap keputusan pembelian. Objek penelitian ini adalah konsumen Apartement Signature Park Grande, Jakarta Timur. Populasi dalam penelitian ini adalah konsumen Apartement Signature Park Grande. Sampel yang dipergunakan adalah sebanyak 100 konsumen Apartement Signature Park Grande, dihitung dengan cara *Accidental Sampling* (*Convenience Sampling*). Metode penarikan sampel menggunakan *Non Probability Sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square* (PLS). Penelitian membuktikan bahwa lokasi berbasis *Transit Oriented Development* (TOD) tidak berpengaruh signifikan terhadap keputusan pembelian. Promosi Berpengaruh signifikan terhadap keputusan pembelian. Citra perusahaan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Lokasi Berbasis *Transit Oriented Development* (TOD), Promosi, Citra Perusahaan, Keputusan Pembelian, Apartement Signature Park Grande.

