

## **ABSTACT**

*The Cendana Homes Series is located in the Lippo Village Karawaci activity center area which is surrounded by the Menara Matahari office area, Universitas Pelita Harapan (UPH), Hotel Aryaduta Lippo Village, Imperial Golf Club, and the Benton Junction hangout spot. Its specialty is direct access to the Jakarta and Merak toll roads. The Lippo Karawaci township area of 1,300 hectares is designed as a flood-free, environmentally friendly international city with 155,000 trees growing, and provides 24-hour service by the town management division. This study aims to examine and analyze the effect of price, promotion, location and buying interest on purchasing decisions of Cendana Homes as mediation. The type of research conducted in this research is causal associative research with quantitative techniques. The number of samples used was 135 respondents with a non-probability sampling technique used was purposive sampling. Data processing in this study uses researchers using IBM SPSS Statistics 26 software to analyze descriptive characteristics and SmartPLS 3.3 software to measure research data using Partial Least Square (PLS) method. The results of this study indicate that price, promotion, location affect the intention to buy Cendana Homes at PT. Lippo Karawaci, this shows that the more appropriate or affordable the price, promotion, location, the more interest in buying Cendana Homes Lippo Karawaci Houses. Price, Promotion, Location affect the purchase decision to buy a Cendana Homes House at PT. Lippo Karawaci, this shows that the more appropriate or affordable the price, promotion, location, the more it increases the purchasing decision of Rumah Cendana Homes Lippo Karawaci. Buying interest influences the decision to buy Rumah Cendana Homes at PT. Lippo Karawaci. This shows that the higher the purchase intention, the higher the decision to purchase the Cendana Homes Lippo Karawaci House.*

*Keywords : Price, Promotion, Location, Purchase Interest, Purchase Decision of Sandalwood Homes*

## ABSTRAK

*Cendana Homes Series* berlokasi di area pusat kegiatan Lippo Village Karawaci yang dikelilingi area perkantoran Menara Matahari, Universitas Pelita Harapan (UPH), Hotel Aryaduta Lippo Village, Imperial Klub Golf, serta tempat *hangout* Benton Junction. Keistimewaannya adalah akses langsung menuju jalan tol arah Jakarta dan Merak. Area Lippo Karawaci *township* seluas 1.300 hektare didesain sebagai kota internasional ramah lingkungan yang bebas banjir dan ditumbuhi 155.000 pepohonan, serta memberikan pelayanan 24 jam oleh *town management division*. Penelitian ini bertujuan menguji dan menganalisis pengaruh dari harga, promosi, Lokasi dan Minat Beli terhadap Keputusan Pembelian *Cendana Homes* sebagai mediasi. Jenis penelitian yang dilakukan dalam penelitian ini adalah penelitian asosiatif kausal dengan teknik kuantitatif. Jumlah sampel yang digunakan sebanyak 135 responden dengan teknik nonprobabilitas sampling yang digunakan adalah purposive sampling. Pengolahan data pada penelitian ini menggunakan peneliti menggunakan software IBM SPSS Statistic 26 untuk menganalisis karakteristik deskriptif dan software *SmartPLS 3.3* untuk mengukur data penelitian dengan menggunakan metode Partial Least Square (PLS). Hasil dari penelitian ini menunjukkan bahwa Harga, Promosi, Lokasi berpengaruh terhadap minat beli Rumah *Cendana Homes* pada PT. Lippo Karawaci, hal ini menunjukkan bahwa semakin sesuai atau terjangkau harga, Promosi, Lokasi maka semakin meningkatkan minat beli Rumah *Cendana Homes* Lippo Karawaci. Harga, Promosi, Lokasi berpengaruh terhadap keputusan pembelian beli Rumah *Cendana Homes* pada PT. Lippo Karawaci, hal ini menunjukkan bahwa semakin sesuai atau terjangkau harga, promosi, lokasi maka semakin meningkatkan keputusan pembelian Rumah *Cendana Homes* Lippo Karawaci. Minat beli berpengaruh terhadap keputusan pembelian Rumah *Cendana Homes* pada PT. Lippo Karawaci. Hal ini menunjukkan bahwa semakin tinggi minat beli maka semakin meningkatkan keputusan pembelian Rumah *Cendana Homes* Lippo Karawaci.

Kata Kunci : Harga, Promosi, Lokasi, Minat Beli, Keputusan Pembelian