

## ***ABSTRACT***

*This study aims to determine the influence of location, promotion and price on purchase decision the respondents are the owner puri mansion housing. This research is descriptive in nature. Both primary and secondary data were obtained. Secondary data were obtained from various sources such as journalis, books and other related publications primary data were obtained by distributing the guestionnaire to the target respondents. Using a convinience sampling technique a total sample 100 respondents were obtained. The results of this study indicate date that the location, promotion, and price had a positive influence on purchase decision. Then location, promotion, and price the positive significant effect on purchasing decision, either simultan eously.*

*Keywords: location, promotion, price, purchase decision*



## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh lokasi, promosi dan harga keputusan pembelian responden yang merupakan pemilik *puri mansion* perumahan. Penelitian ini bersifat deskriptif. Data primer dan data sekunder diperoleh. Data sekunder diperoleh dari berbagai sumber seperti jurnalis, buku dan data primer publikasi terkait lainnya yang diperoleh dengan membagikan koesioner kepada responden sasaran. Dengan menggunakan teknik *convenience sampling*, sampel total 100 responden diperoleh. Hasil penelitian ini menunjukkan tanggal dimana lokasi, promosi, dan harga berpengaruh positif terhadap keputusan pembelian. Kemudian lokasi, promosi, dan harga berpengaruh secara signifikan terhadap keputusan pembelian, baik secara simultan.

**Kata kunci:** Lokasi, Promosi, Harga, keputusan Pembelian.

