

## ABSTRAK

Tujuan utama dari penelitian ini adalah untuk pengaruh promosi, lokasi dan kualitas bangunan terhadap minat beli pada perumahan Annileand Cisoka Tangerang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non probability sampling*. Jumlah responden yang diambil sebanyak 170 responden. Metode analisis yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa lokasi berpengaruh positif dan signifikan terhadap minat beli, promosi berpengaruh positif dan signifikan, kualitas bangunan berpengaruh positif dan signifikan dan lokasi, promosi dan kualitas bangunan sama-sama berpengaruh positif dan signifikan. Berdasarkan penelitian ini, terdapat temuan penelitian yaitu Variabel kualitas bangunan memiliki pengaruh paling dominan terhadap minat beli. Hal ini berarti kualitas bangunan berpengaruh paling penting dalam minat beli perumahan Annileand.

**Kata Kunci : Promosi, Lokasi, Kualitas Bangunan, Minat Beli**

**ABSTRACT**

*The main purpose of this study is to determine the effect of promotion, location and building quality on buying interest in Annileand Cisoka Tangerang housing. The sampling technique used in this study was non-probability sampling. The number of respondents taken as many as 170 respondents. The analytical method used is multiple linear regression analysis. The results showed that location had a positive and significant effect on buying interest, promotions had a positive and significant effect, building quality had a positive and significant effect and location, promotion and building quality both had a positive and significant effect. Based on this research, there are research findings, namely the building quality variable has the most dominant influence on buying interest. This means that the quality of the building has the most important influence on the interest in buying Annileand housing.*

***Keywords : Promotion, Location, Building Quality, Buying Interest***