

ABSTRACT

House is one of the important things in human life. Home is where human beings to live, stay, and shelter. Nowadays in Palembang many real estates were built and one of them is Griya Bintang Sejahtera. This study aim to analyze effect of property attribute, property surrounding and financial on customer buying decision. In this study, the population is people who buy a house in Griya Bintang Sejahtera, with a sample 72 respondents. The method used in this research is study case by spread the questionnaires to obtain primary data. In this study showed that property attribute, property surrounding and financial effected on customer buying decision.

Keyword: property attribute, property surrounding, financial and customer buying decision