

## **ABSTRACT**

*This research aim to know how much environmental pleasure effect, location accesibility, physical quality, and price perception against costumer value so can affect steadiness of house buying decisions.*

*Samples which used in this research are householders at Graha Wahid Residence, The Hills Tamansari, PuriAyodya and GrahaEstetika with the status of their own house. Each residence are taken 30 respondents, so the total respondents in this research are 120 peoples using Non Probability Sampling technique. Data Analysis Method which used is quantitative analysis, using reliability and validity, classic assumptions test, hypothesis test, coefficient of determination and multiple linear regression analysis*

*The results of this research shows that environmental pleasure, location accesibility, physical quality, and price perception has positive effects against costumer value. So that the customer value has positive effects against steadiness of buying decisions. In the first model, the environmental comfort give the biggest effect to costumer value that is 0,406; and then price perception is 0,254; location accesibility is 0,242; and the physical quality is 0,236. And then the second model costumer value give the biggest effects 0,578 againts steadiness of buying decisions.*

*Keywords: Environmental Pleasure, Location Accesibility, Physical Quality, Price Perception, Customer Value, and Buying Decisions.*