# ABSTRACT

The COVID-19 pandemic impacts the Indonesian economy, one of which residential property sector, affecting purchasing power. Still, the need for housing in Semarang continues to increase based on the community's demographic growth. Reference to a residence offered by the community from various kinds of developers is increasingly developing and diverse. This situation can trigger developers to compete with the products they offer. The community determining their purchasing decisions requires selective selection of developers who will be trusted to provide the products needed. Therefore we need a company product image that can convince and influence the community in determining a residential purchase decision.

This study analyzes the effect of location, price, and promotional appeal on purchasing decisions at Semarang Realty Developer consumers with Brand Image as an intervening variable. The population used in this study is Semarang Realty Developer consumers. The number of samples used in this study was 150 respondents. The data collection method used is through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with the AMOS version 24.0 program.

The results show that there are four proposed hypotheses accepted. There are hypothesis 1 (there is a positive and significant influence on the location to brand image), hypothesis 2 (there is a positive and significant effect on the perceived price to brand image), hypothesis 3 (there is a positive and significant influence on Promotion to brand image), and hypothesis 4 (there are positive attractiveness and significant impact on brand image to purchasing decisions).

**Keywords:** *Location, Price, Perceived Price, Promotion, Promotion Attractiveness, Brand Image, Branding, Purchase Decision, Housing, Residential*