

ABSTRACT

PT. Woodlands Propertindo Group is a company engaged in real estate & property development. Grand ZamZam Residence is a housing estate that is directly shaded by PT. Woodlands Propertindo Group. This is caused by the Marketing Mix factor. One strategy to increase consumer buying interest at PT. Woodlands Propertindo Group is the Grand ZamZam Residence Housing, namely by creating a good Marketing Mix, maintaining and developing it, this can make one of the factors of consumer interest in buying a product, especially products. housing.

The research method used is descriptive research analysis with quantitative data types. The sampling method is non-probability sampling with incidental sampling technique, namely by distributing questionnaires to the respondents. The target respondents in this study are consumers who buy or inhabit the Grand ZamZam Residence housing. The data analysis method in this study used a simple linear regression test.

Based on the analysis of 100 respondents, the value for the Marketing Mix variable is 74.91% which is categorized as high or good, and buying interest is 78.06 which is categorized as high or good. And using a simple linear regression equation, namely $Y = - 0.504 + 0.532 (X)$ and a coefficient of determination of 0.407 which shows that the influence of the marketing mix on buying interest at PT. Woodlands Propertindo Group is 40.7% while the remaining 59.3% is influenced by by other factors not examined by the authors.

Keywords: marketing mix, buying interest