**ABSTRAK**

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Judul : Faktor Faktor Psikologis Yang Mempengaruhi Keputusan Pembelian Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe

Penelitian ini bertujuan untuk mengetahui Faktor Faktor Psikologis Yang Mempengaruhi Keputusan Pembelian Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe dengan adanya data kuisioner. Variabel Independen Sikap, Motivasi, Nilai-Nilai Kepribadian dan Keyakinan. Sedangkan variabel dependen yaitu Keputusan Pembelian. Jenis penelitian ini menggunakan metode kuantitatif. Pengumpulan data menggunakan kuisioner yang berisi pertanyaan dan pernyataan dengan membagikannya kepada Masyarakat yang membeli Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe. Teknik pemberian skor menggunakan skala likert. Penelitian ini dilakukan pada sejumlah 103 responden yang membeli Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe. Penarikan sampel dihitung mengunakan Teknik sampel jenuh. Penelitian ini menggunakan analisis regresi linier berganda dengan progam SPSS (Statistical Program for Social Science). Hasil penelitian menunjukkan bahwa secara parsial Mansion Panggoi Kota Lhokseumawe, Motivasi berpengaruh terhadap Keputusan Pembelian Properti Komplek perumahan Firya Mansion Panggoi Kota Lhokseumawe, Nilai-Nilai Kepribadian berpengaruh Keputusan Pembelian Properti Komplek perumahan Firya Mansion Panggoi Kota Lhokseumawe dan Keyakinan tidak berpengaruh terhadap Keputusan Pembelian Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe. Semakin faktor-faktor di atas dalam mempengaruhi Keputusan Pembelian Properti Komplek Perumahan Firya Mansion Panggoi Kota Lhokseumawe diharapkan menjadi lebih baik dalam pengembangan mengoptimalkan strategi penjualan.

**Kata Kunci :** Keputusan Pembelian, Sikap, Motivasi, Nilai-Nilai Kepribadain, Keyakinan

***ABSTRACT***

*Name :* Dianisa Amanda Abas

*Title: Psychological Factors Influencing Property Purchase Decisions Firya Mansion Panggoi Housing Complex Lhokseumawe City*

*This study aims to determine the psychological factors that influence the decision to purchase property of the Firya Mansion Panggoi Housing Complex, Lhokseumawe City with questionnaire data. Independent Variables of Attitude, Motivation, Personality Values and Beliefs. While the dependent variable is the Purchase Decision. This type of research uses quantitative methods. Data collection using questionnaires containing questions and statements by distributing them to people who buy Firya Mansion Panggoi Housing Complex Property Lhokseumawe City. The scoring technique uses the Likert scale. This research was conducted on a number of 103 respondents who bought the Property of the Firya Mansion Panggoi Housing Complex in Lhokseumawe City. The scoring technique uses the Likert scale. This research was conducted on a number of 103 respondents who purchased the Property of the Firya Mansion Panggoi Housing Complex, Lhokseumawe City. Sampling is calculated using the saturated sampling technique. This study used multiple linear regression analysis with the SPSS (Statistical Program for Social Science) program. The results showed that partially the Panggoi Mansion of Lhokseumawe City, Motivation influenced the Property Purchase Decision of the Firya Mansion Panggoi housing complex of Lhokseumawe City, Personality Values influenced the Property Purchase Decision of the Firya Mansion Panggoi housing complex of Lhokseumawe City and Confidence did not affect the Property Purchase Decision of the Firya Mansion Panggoi Housing Complex of Lhokseumawe City. The more the above factors in influencing the Property Purchase Decision of the Firya Mansion Panggoi Housing Complex in Lhokseumawe City are expected to be better in the development of the country.*

***Keywords****: Purchasing Decision, Attitude, Motivation, Personal Values, Beliefs*