

ABSTRACT

This study was conducted to determine the factors that influence purchase intentions of property in Morowali, the factors used by researchers are quality factors, perceived price and location.. This study used a quantitative method by distributing questionnaires to 210 respondents who are small and medium enterprise who are residing in Morowali district. The collected data is then processed using the PLS-SEM method with the SmartPLS statistical data processing tool. From this study it can be concluded that perceived price and location positively and significantly affecting purchase intention, whereas quality factor, have insignificant positive affect towards purchase intention.

Keywords: *purchase intention, quality, perceived price, location, property*