

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Marketing Mix* dan *Creative Innovation* terhadap *Buying Intention* di PT. Mahirland Wastu Kencana Sukabumi yang bergerak dibidang jasa properti .Unit analisisnya Konsumen kota Sukabumi, sampel yang disebera 100 ke responden yang memerlukan rumah atau properti lainnya ,Berdasarkan hasil analisis regresi parsial (uji t), Hasil penelitian Ini menunjukkan bahwa *Marketing Mix* berpengaruh secara signifikan terhadap *Buying Intention* PT. Mahirland Wastu Kencana Sukabumi. Koefisien regresi unstandardized untuk variabel setiap peningkatan satu satuan pada *Marketing Mix* akan meningkatkan *Buying Intention*, dengan asumsi variabel lain konstan.Selanjutnya, variabel *Creative Innovation* juga menunjukkan pengaruh yang signifikan terhadap *Buying Intention*. Koefisien regresi unstandardized menunjukkan bahwa setiap kenaikan satu satuan dalam *Creative Innovation* akan meningkatkan *Buying Intention*. Dari hasil tersebut dapat disimpulkan bahwa baik *Marketing Mix* maupun *Creative Innovation* memiliki pengaruh positif dan signifikan terhadap *Buying Intention* di PT. Mahirland Wastu Kencana Sukabumi Hal ini menunjukkan bahwa semakin baik *Marketing Mix* dan *Creative Innovation* , maka tingkat *Buying Intention* pun akan semakin meningkat.

Kata Kunci: *Marketing Mix, Creative Innovation, Buying Intention*

ABSTRACT

This study aims to determine the effect of Marketing Mix and Creative Innovation on Buying Intention at PT. Mahirland Wastu Kencana Sukabumi which is engaged in property services. The unit of analysis is Sukabumi city consumers, a sample of 100 respondents who need a house or other property, Based on the results of partial regression analysis (t test), The results of this study indicate that Marketing Mix has a significant effect on Buying Intention at PT. Mahirland Wastu Kencana Sukabumi. The unstandardized regression coefficient for the variable every one unit increase in Marketing Mix will increase Buying Intention, assuming other variables are constant. Furthermore, the Creative Innovation variable also shows a significant effect on Buying Intention. The unstandardized regression coefficient shows that every one unit increase in Creative Innovation will increase Buying Intention. From these results it can be concluded that both Marketing Mix and Creative Innovation have a positive and significant effect on Buying Intention at PT. Mahirland Wastu Kencana Sukabumi This shows that the better the Marketing Mix and Creative Innovation, the level of Buying Intention will increase.

Keywords: Marketing Mix, Creative Innovation, Buying Intention