

## **ABSTRACT**

*This study aims to analyze the influence of service quality and purchase intention on housing purchase decisions at PT. Bangun Minanga Lestari (BML) Manado amidst the decline in mortgage transactions in Indonesia. A quantitative approach was used, with homebuyers as respondents. The results indicate that service quality and purchase intention significantly influence purchase decisions. However, purchase intention has a more dominant influence than service quality, so consumer decisions are more determined by internal readiness to buy. Qualitative findings indicate that in addition to service, factors such as location, price, design, and reputation also influence decisions, although they do not always result in purchase intention. This study emphasizes the importance of adaptive marketing strategies to the dynamics of consumer preferences and property market conditions.*

**Keywords:** *Service Quality, Purchase Intention, Purchase Decision, Housing*

