**THE INFLUENCE OF MARKET STRATEGY AND MARKETING MIX ON CUSTOMER VALUE AND ITS IMPLICATIONS ON HOME PURCHASE DECISIONS (STUDY ON SUBSIDY HOME BUYERS IN SUBSIDY CLUSTER HOUSING IN BEKASI RAYA)**

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**ABSTRACT**

The phenomenon of high population numbers that are not matched by the growth of houses. Commercial houses with strategic locations can only be owned by some consumers who have sufficient finances. Another alternative is subsidized housing, which is expected to keep pace with population growth.

The purpose of this research is to analyze and test the influence of Market Strategy and Marketing Mix variables on Customer Value and the impact on Purchase Decisions.

The research method uses Structural Equation Modeling analysis with a sample of 400.

The research findings show that market strategy, marketing mix and customer value variables have a positive and significant influence both directly and indirectly on consumer purchasing decisions to buy subsidized housing.

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