

ABSTRAK

This study aims to test and analyze how much influence price perception, trust, and electronic word of mouth (e-WOM) have on purchasing decisions in subsidized housing, with a focus on Pesona Kahuripan Housing at PT Hikmah Alam Sentosa, Bogor. The research method used is descriptive and verification method where the research data used is collected through distributing questionnaires with a total sample of 100 respondents. The statistical analysis used in this research is validity test and reliability test. The data analysis method used is Cronbach Alpha, multiple linear correlation and the coefficient of determination with the help of SPSS 26. The results showed that each variable received an average score in the unfavorable category. There is a positive and significant influence on purchase decisions, indicating that good price perception can increase consumer buying interest. Trust is also proven to have a positive effect, reflecting the importance of trust in developers in the process of making purchase decisions. In addition, e-WOM contributes significantly in shaping the purchase decision, where information disseminated electronically has a strong influence on the image of housing.

Keywords: *Price perception, Trust, Electronic Word Of Mouth, Purchase Decision, Subsidized Housing.*