

## **ABSTRACT**

### ***THE INFLUENCE OF URBAN LIFESTYLE ON BUYING INTEREST MEDIATED BY BRAND IMAGE AT TRANSPARK BINTARO***

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*This research aims to examine the influence of Urban Lifestyle, buying interest, and Brand Image on potential consumers of Transpark Bintaro. This research uses quantitative research methods with the research object being people who know and have an interest in buying Transpark Bintaro residences as well as people who live in the South Tangerang area. In this research, researchers used purposive sampling as a sampling method with a total of 120 samples. The data was collected through questionnaires and the data analysis technique in this research is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The results of this research show that Urban Lifestyle has a significant effect on Purchase Interest and Brand Image. Brand Image has a significant influence on Purchase Interest, and Urban Lifestyle has a significant influence on Purchase Interest through Brand Image.*

**Keyword:** *Transpark Bintaro, Urban Lifestyle, Brand Image, and Purchase Intention*