Abstract
Objectives- This research seeks to accomplish three objectives: To analyze the influence of economic benefit and superstitious belief towards purchase intention, to determine Indonesian people’s superstitious belief level towards tusuk sate house, and to determine when the economic benefit will overrule the superstitious belief in purchasing a property.

Method- The questionnaires were distributed through personal approaches using judgmental sampling. Face-to-face interview was also conducted in this research. This research is using the combination of quantitative and qualitative method with hypothesis testing.

Results- This research was surveying two groups of participants; non-superstitious belief and superstitious belief treatment groups. There is a significant difference of purchase intention in choosing normal house with normal price and tusuk sate house with discounted price. Participants tend to choose normal house rather than the tusuk sate house after they were exposed to two different treatments. Moreover, compare to economic benefit that was offered, superstitious belief is more influencing the purchase intention of the participants.

Conclusion- To answer the research questions of the study, purchase intention is affected by superstitious belief if there is a superstitious belief manipulation, therefore superstitious belief manipulation influences the participants to not have the intention to purchase tusuk sate house. Economic benefit does not have the impact towards the purchase intention of tusuk sate house. It means that superstitious belief still overrule economic benefit in purchase intention process.

Keyword- Economic Benefit, Superstitious Belief, Purchase Intention, Tusuk Sate House