

Analyzing the Impact of Social Media Marketing, Green Marketing, and Developer Reputation on Property Purchase Intention

I Made Dirgayasa¹, Gede Sri Darma²

Abstract

This research explores property purchase decisions regarding Consumer Trust, influenced by Social Media Marketing, Developer's Reputation, and Green Marketing. This research was conducted on 200 property customers in Indonesia and carried out online. The research results show that Social Media Marketing, Developer's Reputation, Green Marketing and Consumer Trust directly influence Purchase Intention. Social media marketing influence consumer trust, but green marketing and developers' reputations do not influence consumer trust. Furthermore, Consumer Trust is proven to mediate Social Media Marketing and Property Purchase Intention. The Central Statistics Agency shows an imbalance in the backlog (number of needs for home ownership) throughout 2023. There is a significant decrease from 16.14 million units (2022) to 14.84 million units in 2023. The results of this research can be used as material for practitioners to increase purchasing decisions for property businesses that are more profitable in the long term.

Keywords: *Purchase Intention, Trust, Social Media Marketing, Reputation, Green Marketing.*

Introduction

The property industry is a sector that has a significant economic impact in various countries. A 2023 Bank Indonesia (BI) survey of 18 housing developers in 18 cities in Indonesia shows an increase in residential property prices. The Central Statistics Agency (BPS) in the 2023 Socio-Economic Survey (Susenas) showed that the imbalance in the backlog (the number of needs for home ownership) of home ownership throughout 2023 decreased to 9.9 million units from the previous year, namely 10.5 million units. Residential feasibility backlog figures also show a significant decrease from 16.14 million units (in 2022) to 14.84 million units in 2023. That shows that the development of the property business is very bright and always opens up opportunities for development companies to innovate and actively market the property. Research on the factors influencing consumer purchase intentions in the property context is essential (Fonseca et al., 2016).

One factor that has a significant influence on consumer purchasing intentions is social media marketing. Matin and Laksamana (2023) found that mobile marketing and social media positively impacted customer engagement, while Mainardes and Cardoso (2019) further emphasized the role of social media in building trust and loyalty, which in turn influences purchase intentions. Furthermore, Li et al. (2023) emphasize five focus areas: social media marketing, promotion and sales, communication channels and branding, monitoring and intelligence sources, value creation, and general and strategic marketing tools. However, several studies show the opposite. Sun and Meanwhile research (Nguyen et al., 2019) further highlights that irritation from social media advertising negatively impacts property purchase intentions if the marketing is perceived as annoying or intrusive. Another research study by Matin and Laksamana (2023) found that mobile and social media marketing have positively impacted customer engagement. However, they do not directly influence purchase intentions in the property industry.

Another influencing factor is Green Marketing, which includes strategic communication about environmentally friendly initiatives, which can influence consumer perceptions of property developers. Consumers increasingly concerned about environmental issues may be more inclined to purchase property from developers committed to environmentally friendly practices (Cahyono et al., 2019). Green marketing focuses on environmental preservation, requiring marketers to innovate to find ways to produce and sell environmentally friendly goods and services, especially if environmental issues become a need for consumers (Puspitasari et al., 2021). Research by Tan et al. (2022) found that green marketing strategies,

¹ Universitas Pendidikan Nasional, Denpasar, Indonesia, Email: kadekdirga@gmail.com.

² Universitas Pendidikan Nasional, Denpasar, Indonesia, Email: sridarma@undiknas.ac.id

such as knowledge about green products and positive attitudes toward the environment, can cause customers to want to buy more green products. Some studies show the opposite effect. Liu and Tang (2023) highlight how greenwash perceptions can be reduced by a strong brand image, suggesting that consumers view only some green marketing efforts positively. Majeed et al. (2022) discuss the importance of implementing green marketing strategies seriously, emphasizing that insincere efforts (greenwashing) can damage consumer trust and reduce intentions to purchase green products. Nguyen et al. (2019) show that greenwash is negatively related to green purchase intentions, highlighting the adverse effects of misleading green marketing on consumers' purchase intentions. The study by El Nemar et al. (2022) shows that green marketing influences ecological behavior, hinting at potential limitations in green marketing's ability always positively to impact purchase intentions.

Apart from that, the reputation of the property developer can also play an essential role in influencing consumer purchasing intentions. Developers with a good reputation for construction quality, customer service, and business ethics may be more likely to gain consumer trust, which may influence purchase intentions. Yassin et al. (2022) found that the reputation of property developers significantly influences consumers' decisions to buy residential property. Apart from price and location, the developer's reputation was one of the main factors determining the intention to purchase an apartment, apart from several other property types (Khoo et al., 2020). On the other hand, the impact on the developer's reputation could be more positive. A negative company reputation, including the developer, can significantly worsen consumer attitudes and purchase intentions (Nursal et al., 2019).

Several previous research results showed discrepancies, so further research needed to be carried out. There still needs to be research that specifically examines the relationship between social media marketing, green marketing, developers' reputation, property purchase intention, and their relationship with consumer trust. Therefore, this research aims to fill this knowledge gap and hopefully gain a deeper understanding of how these factors can influence each other in the context of the property industry. With a better understanding, property developers can leverage this knowledge to develop more effective strategies for attracting and retaining consumers, positively contributing to their business's future growth.

Literature Review

The theory related to decisions involving intention, namely the Theory of Planned Behavior (TPB), is the basis for the study. This theory is a development of Fishbein and Ajzen's theory in 1967, namely the Theory of Reasoned Action (TRA), which introduced the concept of behavioral control as an additional determinant of intentions and behavior (Lim & Weissmann, 2023). This theory argues that people who intend to carry out specific behavior do not necessarily have control over that behavior.

Social media has revolutionized interactions between companies and customers, providing sophisticated, efficient, and easy-to-use services. Its features are spontaneous, visually appealing, and can be accessed globally with an internet connection, making it an effective communication tool. Social media users join communities based on the same interests, making it easier for companies to develop effective marketing strategies. According to Kahle and Valette-Florence (2014), social networks allow individuals to create profiles on social media platforms, share information, and interact with other users in the same online community.

Ahmad et al. (2015) examined the influence of social media on the decision-making process of 126 respondents working in the higher education sector in Pakistan, finding that their decisions on social media were influenced by reviews and information shared by other users. Meanwhile, Arif and Kanwal (2016) identified that most distance learning participants at public higher education institutions were familiar with social media technology, with Facebook as the most frequently used platform. The study shows that perceived usefulness, perceived behavioral control, and attitudes can influence users to use social media. Because these studies concentrate on the training and education sectors, the results may need to fully demonstrate how social media can influence user purchasing behavior in different locations.

H1. The more interesting social media marketing is, the stronger the intention to buy property.

Sustainability-oriented marketing, or green marketing, has become a key tactic in dynamic marketing. That is mainly triggered by growing concern for environmental sustainability and consumer preferences, which lead to the choice of environmentally friendly products and services (Ottman, 2011; Sharma, 2021). Companies that adopt environmentally friendly marketing strategies aim to reduce their environmental footprint, improve their corporate image, and meet consumer expectations that prioritize environmental aspects (Leonidou et al., 2013). Understanding how this influences consumers' repurchase intentions for environmentally friendly products and services is essential to green marketing (Tien et al., 2020).

H2. The more positive Green Marketing is, the stronger the intention to buy property.

Purchasing a home is a high-risk decision that requires a large investment and many criteria, such as price, location, environment, infrastructure, future value, availability of green space, developer reputation, transportation and others. However, with the increasing number of failed or incomplete housing projects, most of which are caused by developers, developer reputation criteria are becoming increasingly vital in the housing selection process, according to Nursal et al. (2019).

H3. The higher the Developer's Reputation, the stronger the intention to buy property.

Hajli (2014) investigated the level of consumer trust in social media; he stated that the accuracy of product reviews positively impacts trust in products reviewed on social media. The research emphasizes the importance of e-vendors communicating with their customers to ensure customer satisfaction and to keep customers up to date. That, in turn, ensures that the majority of reviews are positive and do not harm the business. The benefits to consumers of improving the quality of the website are also discussed. Social media presents advantages and disadvantages, and many businesses still need help strategizing and utilizing it effectively.

H4. The more positive social media marketing is, the higher the consumer trust will be.

Jiang and Kim (2015) proposed that consumers' understanding of environmentally friendly marketing communications influences their final purchase intentions toward the business. There is a significant correlation between environmentally friendly marketing and consumer trust, where marketing instruments such as environmentally oriented advertising, eco-friendly labels, and brands that focus on sustainability have the potential to gain consumer trust and encourage them to choose these products (Uddin & Khan, 2018). Therefore, implementing green marketing strategies and sending information about the use of green products makes consumers feel the benefits of green consumption (e.g., impact on social benefits such as health, the environment, and future generations), which can help consumers to shift from purchasing intentions to action (Cheung & To, 2019)

H5. The more positive Green Marketing is, the higher the Consumer Trust.

A growing body of literature has produced many alternative definitions of corporate reputation. For Gotsi and Wilson (2001), corporate reputation should be seen as a comprehensive company assessment by stakeholders over time. Marken (2002) defines reputation as an asset that includes 'quality of products and services, ability to innovate, value as a long-term investment, financial stability, ability to attract, develop, retain talent; use of company assets, and quality of management. Walsh et al. (2009) also emphasize the plurality of perceptions and representations regarding a company. However, in their work, they mainly define the concept of corporate reputation from the customer's perspective. Meanwhile (Keh & Y, 2009) states that companies with a high reputation can gain customer trust.

H6. The higher the Developer's Reputation, the higher the Consumer Trust.

Hess and Story (2005) report that trust reflects customers' widespread belief that a brand cares about them, will go out of its way to make them happy, and is responsive to their needs. In Hess and Story's (2005)

study, the previous definition of trust was as confidence, or willingness to rely on an exchange partner, arising from perceived expertise, integrity, or deliberateness. Despite the multitude of definitions of the concept, a careful review of the existing literature reveals a consensus that expectations and risk are essential components of the definition of trust (Delgado-Ballester & Luis Munuera-Alemán, 2005). Based on the literature reviewed, trust here is defined as consumer confidence in purchasing situations characterized by uncertainty, vulnerability and lack of control; based on experience, a company identified as a corporate brand will provide services with the quality consumers expect.

H7. The higher the Consumer Trust, the higher the intention to purchase property.

Consumer trust is a critical element in forming customer loyalty. Moorman et al. (1993) stated that customer trust is an individual's readiness to rely on a trusted entity. When a company presents positive impressions and services to consumers, this triggers the formation of customer trust in the company. This trust in quality service results in customer loyalty to the service. That is in line with the findings of Chinomona and Sandada (2013), who found evidence of the positive influence of customer trust on customer loyalty. Research (Umair Manzoor et al., 2020) states that social media marketing also significantly influences purchase intention mediated by customer trust. Social media is a medium that is easy to access, so sellers can quickly introduce their products to consumers through social media marketing. It also increases consumer buying interest (Anggrenita & Sander, 2022). Trust is necessary for consumers to be interested in purchasing because trust is essential to strengthen or deepen the seller's relationship with consumers (Chan et al., 2020). Concern for the environment is a factor that positively influences purchasing decisions (Li et al., 2021). Consumer trust, which takes environmental concerns into account, is a factor that influences purchase intention (Wahyumar, 2023). Consumer trust represents reputation, security, privacy and quality of information. It can also improve long-term relationships between customers and sellers. Reputation is considered an important factor in customer trust. The relationship between reputation and purchase intention, mediated by trust, has been carried out by previous researchers (Rong et al., 2007; Faradila & Soesanto, 2016; Nanda & Wahyuno, 2016).

H8. Consumer trust mediates the influence of social media marketing, green marketing, and developers' reputation on property purchase intention.

Method

The research location is the distribution area of property purchases throughout Indonesia. The population that is the object of this research is all people who have purchased or have intentions of property through property agents or directly from development companies in Indonesia. The sampling technique used was non-probability sampling with a purposive sampling method. The number of samples in this research was 200 respondents. The data collection technique in this research uses a questionnaire sent via Google Forms. Research hypothesis testing was conducted using a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) and the SmartPLS3 statistical tool. The research variables in this study are divided into three, including Dependent Variable (Purchasing Decision) and Variable.

Independent (Social Media, Green Marketing and Developer Reputation) and Moderation Variable (Consumer's Trust).

Results And Discussion

This research model consists of 5 (five) variable constructs, including Social Media Marketing (SCM), Green Marketing (GM), developer's reputation (DR), Consumer trust (CT), and Property Purchase Intention (INT). Evaluation of a measurement model is a stage for testing the validity and reliability of a construct. Convergent validity is known through outer loading. An instrument is said to meet the convergent validity test if it has an outer loading above 0.7. Validity test results found that DR1, DR2, DR3 DR4, DR5, DR6, DR7, DR8 were less than 0.7. So, this item has been deleted, as are GM4, GM5, GM6, and GM7. GM8, GM9. Furthermore, based on the AVE test results above, it can be seen that the variables Social Media

Marketing (SCM), Green Marketing (GM), developer's reputation (DR), Consumer trust (CT), and Property Purchase Intention (INT) produce Average Variance Extracted values (AVE) above 0.5. In this way, the variable indicator is declared valid for measuring the variable. Based on the cross-correlation measurements in the table above, it can be seen that overall, the indicators that measure the variables Social Media Marketing (SCM), Green Marketing (GM), developer's reputation (DR), Consumer trust (CT), and Property Purchase Intention (INT) produces an outer loading that is greater than the cross correlation value for other variables. Thus, each indicator can measure the latent variable corresponding to the indicator.

Calculations that can be used to test construct reliability are Cronbach's Alpha, rho A, and composite reliability. The test criteria state that the indicator is declared reliable if Cronbach's Alpha, rho A, and composite reliability are more significant than 0.7. The results of Cronbach's Alpha, rho A, and composite reliability calculations can be seen through the summary presented in the following table:

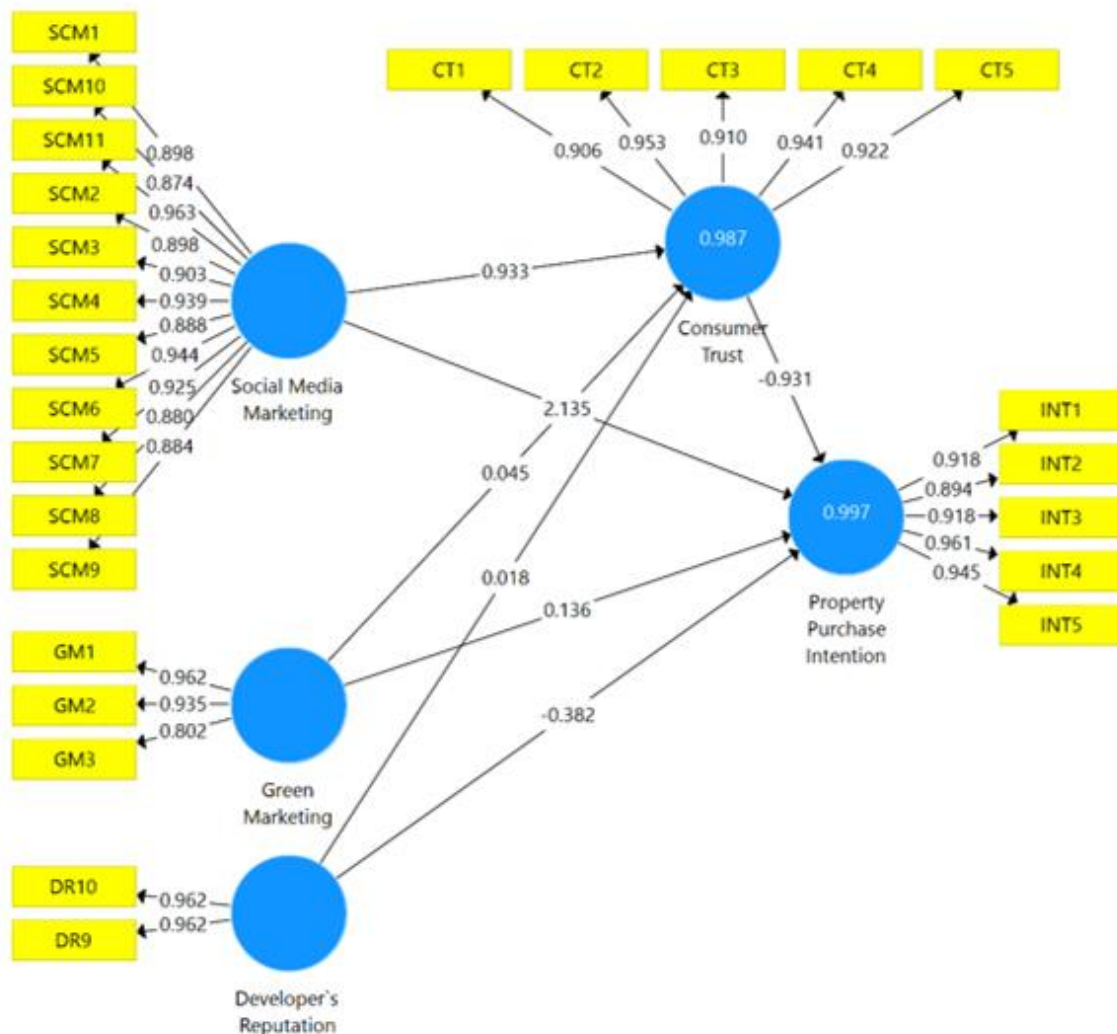


Table 1. Construct Reliability

Latent Variables	Cronbach's Alpha	Rho A	Composite Reliability
CT	0.959	0.960	0.968

DR	0.920	0.920	0.962
GM	0.885	0.922	0.929
INT	0.959	0.960	0.968
SCM	0.979	0.980	0.981

Source: SmartPLS 4 (2024)

The goodness of fit model is used to determine the magnitude of exogenous variables' ability to explain the diversity of endogenous variables or, in other words, the magnitude of their contribution to endogenous variables. The goodness of fit model in PLS analysis is carried out using R-Square (R²). The goodness of fit Model results are summarized in the following table.

Table 2. *Coefficient of Determination*

Variable	R ²
Consumer trust (CT)	0.987
Property Purchase Intention (INT)	0.997
$Q^2 = 1 - (1 - R_1^2) * (1 - R_2^2)$	
$Q^2 = 1 - (1 - 0.987) * (1 - 0.997)$	
$Q^2 = 0.999$	

Source: SmartPLS 4 (2024)

The R-square for the Consumer trust (CT) variable is 0.987 or 98.7%. It shows that the diversity of consumer trust variables can be explained by the Media Marketing (SCM), Green Marketing (GM), and Developer's Reputation (DR) variables of 98.7%. Then, the Property Purchase Intention (INT) variable is 0.997 or 99.7%. That shows that the diversity of Property Purchase Intention variables can be explained by the Social Media Marketing (SCM), Green Marketing (GM), developer's reputation (DR) and Consumer trust (CT) variables of 99.7%. If you look at the Q-Square predictive relevance (Q²), it is also 0.999 or 99.9%. That shows that the entire model can explain the diversity of data at 99.9%, which is almost 100% perfect. That means the model can explain 99.9% of the existing data well. Based on various validity and reliability tests, it was found that this research model was valid and reliable to examine the relationship between variables in depth. The results of testing between variables were carried out by hypothesis testing with the results depicted in Table 3 as follows:

Table 3. *Hypothesis Test (Direct Effect)*

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
H1	SCM → INT	2.135	0.043	49.826	0.000	Accepted
H2	GM → INT	0.136	0.017	8.257	0.000	Accepted
H3	DR → INT	-0.382	0.014	26.492	0.000	Accepted
H4	SCM → CT	0.933	0.031	29.815	0.000	Accepted

H5	GM → CT	0.045	0.024	1.923	0.055	Accepted
H6	DR → CT	0.018	0.022	0.848	0.397	Rejected
H7	CT → INT	-0.931	0.041	22.469	0.000	Accepted

Source: SmartPLS 4 (2024)

Meanwhile, tests for indirect effects are described in Table 4 as follows:

Table 4. *Indirect Effect Test*

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
H8	SCM → CT → INT	-0.869	0.048	18.053	0.000	Mediate
	DR → CT → INT	-0.017	0.020	0.836	0.404	Not Mediating
	GM → CT → INT	-0.042	0.022	1.918	0.056	Mediation

Source: SmartPLS 4 (2024)

This research indicates that Social Media Marketing influences individual Purchase Intentions. Social media marketing or social media marketing utilizes property social media as a facility to make needed offers and quickly gain consumer attention to increasing consumer and potential consumer purchasing intentions (Sholawati & Tiarawati, 2022). According to Oktriyanto et al. (2021), social media marketing significantly affects brand equity and customer trust, where it represents purchasing intentions to consume products. That is in line with Lacap's (2021) statement that the use of social media is significantly and positively related to purchase intentions. Similarly, according to the findings of Manzoor et al. (2020), social media plays a substantial role in shaping consumers' purchasing intentions.

The results of this research indicate that H2 is accepted, where Green Marketing influences Purchase Intentions. Several studies have shown that communicating green products' functions and benefits through green advertising can increase a person's intention to buy environmentally friendly products. Green advertising has implicit and explicit criteria to promote an environmentally friendly lifestyle with environmentally friendly products for the interpretation of companies that care about the environment. It is logical to outline the basics with the information, knowledge, and persuasive nature of green advertising, which is about environmentally friendly products that will influence a person's purchasing intentions. Environmentally friendly properties think about long-term sustainability, which can increase property purchase intentions from consumers and potential consumers. Likewise, these findings align with Prabowo and Sigit (2023), where green advertising influences green purchasing intentions in a company. A similar thing was also found in research conducted by Masturoh (2016), which found that the purchase of green products was influenced by green advertising in the context of green products.

The results of the H3 test show that reputation significantly influences purchasing decisions. That means that if the property developer's reputation increases, it will increase purchasing decisions because the seller's reputation influences purchasing decisions. Developer reputation is a parameter by which an organization

can shape the beliefs of potential and existing consumers and can influence their purchasing behavior (Ong & Chan, 2016). Perceived reputation will give consumers confidence regarding capability and integrity (Albertina & Dhya, 2018). The results of this research also support several previous researchers, such as Tjakraatmadja (2018). According to Riswandi (2019) and Aziz & Tiarawati (2021), other research results stated that reputation significantly influences purchasing decisions.

The results of testing Hypothesis 4 show that social media marketing affects Consumer Trust. Social media marketing will help sellers to communicate directly and efficiently with consumers; this is also supported by opinion (Moslehpour et al., 2022), which states that effective communication has a direct and significant influence on consumer trust and is similar to opinions (Manzoor et al., 2020), social interactions carried out online on social media can increase trust between sellers and buyers. The results of this research are also in line with previous research conducted by Anggrenita & Sander (2022), which found that Social Media Marketing had an effect on Consumer Trust.

The results of testing Hypothesis 5 show that Green Marketing didn't affect Consumer's Trust. Green Marketing carried out by property companies is analyzed don't have a positive impact on increasing positive approaches to customers. The company applies the Green Marketing strategy to change consumer styles in assessing the environmental friendliness of the property sector but didn't work well.

Hypothesis 6 testing results show that reputation does not affect consumer trust. Reputation positively impacts trust, which is incredibly initial trust in the company. An individual will readily accept public opinion about the company's reputation and use it to form his opinion regarding trust in the company (Broutsou & Panos, 2012). If a company is considered reasonable by others, it is good, which can trigger people to believe in it. However, research on property companies in Indonesia shows that the results obtained are not significant; this is supported by Mao (2006), that a high reputation in a company does not have a significant impact on consumer confidence because consumers now reason, so they look at many other factors and all information to make property purchases. Researchers analyze that consumers tend to reason regarding property prices, which are not low value, so logic and deep thinking are used more than the reputation of the property company. The results of this research are also in line with previous research conducted by Andilala et al. (2018).

The results of testing hypothesis 7 found that Consumer Trust influences purchase intention. Customer trust is the trust, confidence and knowledge consumers have about a property. (AlFarraj et al, 2021) Trust is the best dimension of credibility in this property research to influence consumer purchase intention. When the element of trust is recovered, consumers will be more interested in purchasing. That can also be caused by marketing carried out with an element of uncertainty (Irshad et al., 2020). Therefore, trust plays an important role in consumer buying interest (Umair Manzoor et al., 2020). That is also supported by research (Anggrenita & Sander, 2022), which states that consumer trust significantly affects a person's buying interest.

The results of hypothesis testing show that Customer Trust mediates the relationship between Social Marketing and Purchase Intention and Green Marketing and Purchase Intention. However, Consumer Trust does not mediate the relationship between Reputation and Purchase Intention. With trust, consumers are more confident in making purchases of property in Indonesia. As stated in the opinion of (Almohaimmed, 2019), a business transaction is more likely to occur if you trust each other. It is also supported by previous research conducted by Umair Manzoor et al. (2020) and Anggreni & Sander (2022), stating that the mediating role of customer trust significantly influences social media marketing and Purchase Intention. Consumers also highly trust companies that consider property friendliness to the environment when purchasing property. Environmental awareness shows the consumer's ability to demonstrate an activity with environmental conditions to create a safe and healthy environment when choosing property; consumers tend to look at the long-term environmental impact to avoid harming many parties and the consumers themselves (Prabowo & Sigit).

On the other hand, the developer's reputation for Purchase Intention is not mediated by the Consumer's Trust; this is suspected to be a psychological factor related to consumer rationality regarding perceptions

of property purchases. Researchers have concluded that consumers tend to look at technical things such as environmental friendliness and social media, which are now primary needs with attractive prices and facilities offered, so reputation is not a consideration. So, this fails to stimulate consumer psychology to increase their confidence in their intention to buy property.

Conclusion

The research results show that social media marketing, reputation, green marketing, and consumer trust influence purchase intention. However, Green Marketing and Developer Reputation does not affect Consumer's Trust. Consumer rationality is suspected to become more profound when consumers decide to buy a property, so the developer's reputation is not a consideration. Apart from that, consumer trust has been proven to mediate the relationship between social media marketing and purchase intention and green marketing with purchase intention. However, Consumer Trust fails to mediate Green Marketing and Developer's Reputation on Purchase Intention. That is due to the rationality of buyers regarding offers through attractive marketing and attractive prices, which is taken into consideration so that trust does not become an intermediary for the developer's reputation to make consumers decide to buy property. The results of this research can provide practical contributions for property developers in growing their property business at better profits. Further research is expected to add price rationality factors to show a more complex and broad generalization of Purchase Intention.

Conflict of Interest Statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare absence of conflicting interests with the funders.

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