

Increasing Purchase Intention in Digital Marketing for the Premium Real Estate Industry: The Role of Brand Image, Product Quality, Service Quality, and Customer Satisfaction

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ABSTRACT

This study analyzes the influence of digital marketing on purchase intention in the premium property industry, examining the mediating role of brand image, perceived product quality, perceived service quality, and customer satisfaction. Using an explanatory quantitative approach, data were collected via an online questionnaire from 110 prospective Developer C consumers categorized as qualified leads who had completed a site visit. Saturated (total) sampling was applied, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. Results show that digital marketing has a positive and significant effect on brand image, perceived product quality, and perceived service quality in the pre-purchase phase. However, in shaping customer satisfaction, only perceived product quality emerges as the dominant functional determinant and the sole significant mediator; brand image and perceived service quality fail to mediate the relationship, as premium property consumers evaluate them merely as minimum hygiene factors. Customer satisfaction, in turn, significantly mediates the relationship between perceived product quality and purchase intention, but not the paths from brand image or service quality. These findings confirm that in high-involvement industries, purchase intention is driven by functional satisfaction with the product's physical quality rather than emotional preference for the developer's reputation. Developer C management is therefore advised to prioritize product quality control and maintain consistency between digital information visualization and physical reality during site visits to minimize gaps in consumer expectations.

INTRODUCTION

The rapid evolution of digital technology has fundamentally transformed how consumers search for information and make decisions in real estate transactions. Globally, the real estate industry has the rapid evolution of digital technology has fundamentally transformed how consumers search for information and make decisions in real estate transactions. Globally, the real estate industry has witnessed a paradigm shift, where traditional offline marketing approaches are increasingly being supplemented or replaced by digital strategies that offer greater reach, personalization, and interactivity. In emerging economies, this digital transition is particularly pronounced, as rising internet penetration and mobile device adoption enable prospective buyers to access property information anytime and anywhere. This global trend underscores the growing importance of digital marketing as a strategic tool for property

developers to engage with tech-savvy consumers. Consequently, understanding the mechanisms through which digital marketing influences consumer behavior has become a critical concern for both academics and practitioners in the real estate sector.

Based on a report from the Indonesian Internet Service Providers Association (APJII, 2025), the population of internet users in the country has reached 80.66%, covering approximately 229.4 million people. This massive digital adoption has permeated various aspects of daily life, including the housing search process. The National Association of Realtors (NAR, 2023) documents that 97% of potential homebuyers rely on the internet as their primary source of information during the early stages of property hunting. These data reveal that digital media is no longer merely a conventional advertising container but has evolved into a critical instrument that constructs the public's initial perception of developer credibility. The integration of digital platforms such as social media, property websites, and virtual tours allows developers to showcase their offerings extensively, thereby shaping consumer expectations long before any physical interaction occurs. This reality necessitates a deeper investigation into how digital marketing activities influence consumer psychology and decision-making processes in the property market.

Despite the growing reliance on digital channels, research examining the specific impact of digital marketing on consumer responses in the property industry remains fragmented. Indiani and Wahyuni (2024) investigated the influence of digital marketing on purchase intention in Bali, yet their study did not specifically address the unique characteristics of premium property developers, which often involve high-value transactions and sophisticated consumer profiles. Meanwhile, Thuy and Cuu (2023) explored social media marketing efforts in the local real estate industry in Vietnam, providing valuable insights but within a different market context. In another study, Joshi (2015) and Efendioglu and Durmaz (2022) examined the effects of online advertising and social media on consumer attitudes, but their analyses were conducted outside the property sector, limiting the generalizability of their findings to real estate. Moreover, the work of Akinwamide and Bello (2024) remains largely conceptual, focusing on the application of digital intelligence in property marketing without empirical validation. These studies collectively highlight a significant research gap: there is a lack of empirical evidence that systematically explains the causal mechanisms linking digital marketing activities to consumer responses, particularly in the premium property industry in Indonesia.

This research gap is also evident in the premium property market in Malang City, where Developer C has been actively intensifying its digital marketing efforts compared to its two main competitors. Competitor A relies more on offline activities, such as property showcases and community events, while Competitor B leverages its long-established brand reputation. Interestingly, field observations conducted in 2025 indicate that despite Developer C's higher intensity of digital marketing, this effort has not translated into superior performance in attracting investors or in enhancing customer satisfaction and purchase intention. Over the January 2025–March 2026 period, Developer C recorded an average of approximately seven qualified leads per month who proceeded to a site visit, with the majority originating from Instagram-based digital channels (Instagram Official: 52%; Instagram Ads: 27%). Despite this consistent digital lead flow, no formal tracking of site-visit-to-closing conversion was available for comparison against Competitor A or B, underscoring the need for the present study to examine the psychological mediators behind this gap. This anomaly suggests that the influence of digital marketing on consumer responses may not be direct but rather mediated by other psychological and perceptual factors. The disconnect between digital marketing investments and desired consumer outcomes raises critical questions about which mediating mechanisms are most effective in converting digital engagement into tangible behavioral intentions. Understanding these mechanisms is especially crucial in the premium property segment, where

purchasing decisions involve substantial financial commitment, emotional attachment, and long-term planning.

To address this phenomenon, the present study adopts the Expectancy Disconfirmation Theory (EDT) as its foundational framework. Originally proposed by Oliver (1999), EDT posits that customer satisfaction is determined by the evaluation of the congruence between initial expectations and perceived actual performance. In the context of this research, digital marketing activities serve as the primary instrument for shaping consumers' initial expectations about a property's quality, value, and overall experience. Subsequently, when consumers engage in site visits and directly experience the physical product, they compare these real experiences against the expectations formed digitally. Customer satisfaction arises when the actual performance meets or exceeds these initial expectations, while dissatisfaction ensues when a gap or negative disconfirmation occurs. This theoretical lens is particularly relevant for high-involvement products like premium residential properties, where the evaluation process is extensive and multidimensional.

The existing literature has identified several mediating variables that could explain the relationship between digital marketing and customer satisfaction. Among the most frequently examined mediators are brand image (Appel et al., 2019; Laradi et al., 2024; Santos et al., 2022), perceived product quality (Konuk, 2019; Dwivedi et al., 2021; Bae & Jeon, 2022), and perceived service quality (Mägi, 1996; Rita et al., 2019; Najib & Sosianika, 2019). Each of these variables has been shown to play a significant role in various consumer behavior contexts. However, most studies have treated these mediators in isolation, examining only one or two at a time. Research that simultaneously compares the three mediation paths brand image, perceived product quality, and perceived service quality within a single comprehensive model remains scarce, especially in the premium property industry. Furthermore, studies linking these mediated relationships to purchase intention through customer satisfaction are even more limited. This fragmented approach prevents a holistic understanding of which mediator is most influential in the high-involvement real estate context.

The urgency of this research stems from the need to provide empirical evidence from a high-involvement industry context that is still relatively underexplored in Indonesia. While prior research has extensively examined digital marketing effects in fast-moving consumer goods, retail, and hospitality sectors, the premium property industry presents unique characteristics high financial risk, emotional investment, extended decision-making periods, and significant reliance on trust and reputation that warrant dedicated investigation. Moreover, as property developers increasingly allocate substantial budgets to digital marketing, there is an urgent need for evidence-based guidance on how to optimize these investments. Without a clear understanding of the mediating mechanisms that drive actual consumer satisfaction and purchase intention, developers risk misallocating resources and failing to achieve their strategic objectives. This research addresses this urgent need by offering a systematic analysis grounded in a robust theoretical framework.

The novelty of this research lies in its simultaneous examination of three parallel mediation paths brand image, perceived product quality, and perceived service quality linking digital marketing to customer satisfaction, alongside their subsequent effects on purchase intention, all within the premium property industry in Indonesia. Unlike previous studies that typically analyze these mediators separately, this study compares their relative strength and significance in a single integrated model. This approach allows for a nuanced understanding of which factor truly drives consumer responses in the context of high-value, high-involvement property transactions. Additionally, the application of Expectancy Disconfirmation Theory to this specific setting provides theoretical innovation by extending EDT's applicability to the digital marketing domain, where expectations are increasingly shaped by online content and

virtual interactions. By integrating these elements, this research contributes to both theoretical development and practical strategic formulation in the property sector.

The purpose of this research is to analyze and empirically test the influence of digital marketing on customer satisfaction through brand image, perceived product quality, and perceived service quality, as well as to examine the impact of customer satisfaction on purchase intention. Specifically, this study seeks to identify the most dominant mediation mechanism that effectively transmits the influence of digital marketing activities to consumer satisfaction and, ultimately, to purchase intention in the premium property industry. By doing so, the research aims to provide both theoretical and managerial contributions. Theoretically, this study enriches the Expectancy Disconfirmation Theory literature by applying it to a relatively novel context high-involvement, high-value products in an emerging market setting. Practically, the findings are expected to offer strategic insights for property developers, particularly in optimizing digital marketing investments and focusing on the factors that most strongly drive customer satisfaction and purchase decisions.

The benefits of this research extend to multiple stakeholders. For property developers, especially those operating in the premium segment, the findings will provide actionable recommendations for designing and implementing digital marketing strategies that are more effective in converting online engagement into offline purchase behavior. For policymakers and industry associations, the research offers empirical evidence that can inform guidelines and best practices for digital marketing in the real estate sector. For academic researchers, this study contributes to the growing body of literature on digital marketing, consumer behavior, and service satisfaction by providing a comprehensive model tested in a unique industry context. Ultimately, this research aims to bridge the gap between digital marketing investments and consumer outcomes, ensuring that technological advancements translate into tangible business value and enhanced customer experiences in the premium property market.

H11: *Customer Satisfaction* has a positive effect on *Purchase Intention*.

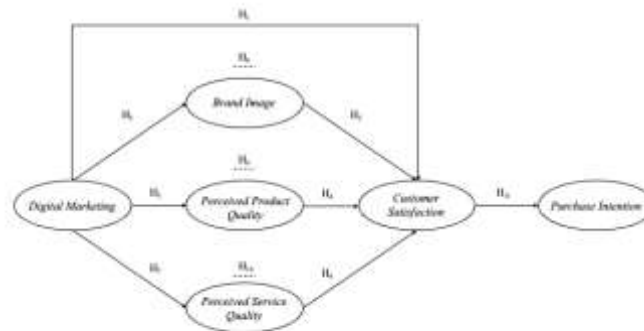


Figure 1. Research Model

Source: Developed by the author based on Oliver (1999), Kotler and Keller (2016), Aaker (1991), and Zeithaml et al. (1988).

METHODS

This quantitative research with an *explanatory research approach* aims to explain the cause-and-effect relationship between variables. The research location was in Developer C with a implementation time of March–May 2026. The research population is prospective consumers who are recorded in *the company's internal database* for the period January 2025–March 2026, have interacted via digital channels at least three times, and conducted a *site visit*. Using a saturated sampling technique (*total sampling*), 110 respondents *qualified leads*

who met the criteria were obtained. This amount meets the minimum *requirements of the 10-times rule* in PLS-SEM. Data were collected through an online questionnaire based on the Likert Scale of 1–5.

To provide a clearer picture of operational definitions, dimensions, indicators and reduced to questionnaire question items using the Likert Scale 1-5:

Table 1. Operationalization of Research Variables

Variable	Operational Definition	Dimensions	Source
<i>Digital Marketing</i>	Marketing activities that utilize digital channels to build relationships and create value for customers.	1. <i>Informativeness</i> 2. <i>Interactivity</i>	Hanaysha (2022)
<i>Brand Image</i>	Consumers' overall perception of a brand's reputation and positive image formed through marketing experiences and communications.	<i>Undimensional</i>	Chang, J. (2025)
<i>Perceived Product Quality</i>	Consumers' subjective evaluation of the quality of a product as a whole is based on perceptions, experiences, and information received, rather than solely on the objective attributes of the product.	1. <i>Performance</i> 2. <i>Features</i> 3. <i>Conformance to Specification</i> 4. <i>Durability</i> 5. <i>Perceived Quality</i>	Zeithaml (1988); Hasbiya et al. (2022)
<i>Perceived Service Quality</i>	It is an overall assessment or attitude related to the excellence of a service.	1. <i>Technical Quality (What)</i> 2. <i>Functional Quality (How)</i>	Parasuraman et al. (1988); Kasiri et al. (2017)
<i>Customer Satisfaction</i>	An overall evaluation of consumers on the quality of service, professional competence, and interaction experience during the property purchase process.	<i>Undimensional</i>	Dash et al. (2021); Mouri (2005).
<i>Purchase Intention</i>	The consumer's desire and plan to make a purchase as a result of an evaluation of the perceived benefits and risks.	<i>Undimensional</i>	Liao et al. (2022)

This explanatory research was carried out at Developer C in March–May 2026. The research population is prospective consumers recorded in the company's internal *database* for the period January 2025–March 2026, with the following criteria: ≥ 26 years old, including the category of *qualified leads*, have made a field visit (*site visit*), and have interacted at least three times through digital media. Using a saturated sampling technique (*total sampling*) due to population limitations, all 110 prospective consumers who met the criteria were made respondents. This number of samples has exceeded the minimum *requirement of the 10-times rule* in PLS-SEM, where *the customer satisfaction construct* receives four predictor paths (minimum requirement of 40 respondents).

In order to elaborate the role of parallel mediation of the *brand image*, *perceived product quality*, and *perceived service quality* variables that connect *digital marketing variables* to *customer satisfaction* and their impact on *purchase intention*, data analysis was carried out via the *Partial Least Squares Structural Equation Modeling* method (PLS-SEM) based on SmartPLS 4.0. This statistical investigation combines two phases of rigorous testing. In the structural phase (*Inner Model*), the significance of direct and indirect relationship paths was validated using the *bootstrapping technique by referring to the path coefficient indicator*, *R-Square* value, and *p-value* criteria < 0.05 . Meanwhile, in the measurement phase (*Outer Model*), the feasibility of the instrument was tested based on convergent validity which required the achievement of a *loading factor* of > 0.70 and *AVE* > 0.50 , followed by the assurance of

construction reliability where *the value of Cronbach's Alpha and Composite Reliability* must touch a number above 0.70.

Results

The total respondents of this study are 110 prospective consumers of Developer C who meet the criteria, and the profile of the respondents according to the results of the research questionnaire is shown in the following table:

Table 2 . Profile of Research Respondents (110 Respondents)

No.	Characteristic	Category	Frequency (n)	Percentage (%)
1	Gender	Male	51	46.0
		Female	59	54.0
2	Age Group	26–30 years	8	7.0
		31–35 years	36	33.0
		36–40 years	44	40.0
		41–45 years	15	14.0
		46–50 years	7	6.0
3	Lead Source	Official Facebook	1	1.0
		Official Google Business	2	2.0
		Official Instagram Ads	30	27.0
		Official Instagram	57	52.0
		Official Search Engine Marketing (SEM)	10	9.0
		Official TikTok Ads	1	1.0
		Official Website	4	4.0
		Official WhatsApp	5	5.0

Source: Primary data processed by the author (2026).

The majority of the 110 respondents were women as many as 59 people (54%) and dominated by the age group of 36-40 years as many as 44 people (40%). Based on *Lead Source*, the main source of potential consumer acquisition comes from the Instagram digital channel, with details of Instagram Official as many as 57 people (52%) and Instagram Ads Official as many as 30 people (27%).

Evaluation of Measurement Models (*Outer Model*)

The assessment of the quality of the instrument and the strength of the inter-construct relationship in this study was evaluated in layers through the analysis of the measurement model (*outer model*) and structural model (*inner model*). The entire series of statistical testing procedures was applied using *the Partial Least Squares Structural Equation Modeling (PLS-SEM)* technique which was processed through SmartPLS 4.0 software.

Table 3. Initial Convergent Validity Test Results

Variable	Indicator	Outer Loading
Digital Marketing	DM1	0.591
	DM2	0.636
	DM3	0.783
	DM4	0.704
	DM5	0.694
	DM6	0.668
	DM7	0.637
Brand Image	BI1	0.617
	BI2	0.717
	BI3	0.764
	BI4	0.722
Perceived Product Quality	PPQ1	0.599
	PPQ2	0.561
	PPQ3	0.593

	PPQ4	0.761
	PPQ5	0.757
	PPQ6	0.756
	PPQ7	0.793
	PPQ8	0.678
Perceived Service Quality	PSQ1	0.571
	PSQ2	0.761
	PSQ3	0.840
	PSQ4	0.745
Customer Satisfaction	CS1	0.795
	CS2	0.777
	CS3	0.722
Purchase Intention	PI1	0.837
	PI2	0.882
	PI3	0.874

Source: Primary data processed by the author (2026).

Based on Table 5, the results of the initial convergent validity test show that there are still several indicators that have a value *Outer Loading* below 0.70 so that it does not meet the criteria for convergent validity. To improve the quality of the measurement model, seven indicators with values were eliminated. *Outer Loading* lowest and farthest from the minimum limit, i.e. two (2) indicators of the *Digital Marketing*, One (1) indicator of the variable *Brand Image*, three (3) indicators of the variable *Perceived Product Quality*, and one (1) indicator of the variable *Perceived Service Quality*. Furthermore, the model was re-estimated until a construct that met the criteria of convergent validity was obtained.

Table 4. Convergent Validity Test Results

Variable	Indicator	Outer Loading	AVE
Digital Marketing	DM3	0.788	0.537
	DM4	0.731	
	DM5	0.727	
	DM6	0.719	
	DM7	0.697	
Brand Image	BI2	0.797	0.607
	BI3	0.805	
	BI4	0.734	
Perceived Product Quality	PPQ4	0.775	0.589
	PPQ5	0.784	
	PPQ6	0.776	
	PPQ7	0.775	
	PPQ8	0.725	
Perceived Service Quality	PSQ2	0.746	0.652
	PSQ3	0.874	
	PSQ4	0.796	
Customer Satisfaction	CS1	0.789	0.676
	CS2	0.780	
	CS3	0.893	
Purchase Intention	PI1	0.837	0.747
	PI2	0.882	
	PI3	0.874	

Source: Primary data processed by the author (2026).

The aspect of convergent validity in this study is stated to be fulfilled for all constructs because the indicators used are proven to be valid in reflecting the variables measured. The decision to abort seven indicators in the early stages had a positive impact on the results of the

retest, where the *outer loading value* of the remaining indicators is now above or near the level of 0.70. The consistency of the feasibility of this instrument is emphasized by the achievement of the *Average Variance Extracted* (AVE) value which has overall exceeded the minimum limit of 0.50.

Table 5. Discriminant Validity Test Results

Construct	Digital Marketing	Brand Image	Perceived Product Quality	Perceived Service Quality	Customer Satisfaction	Purchase Intention
Digital Marketing	0.733					
Brand Image	0.747	0.779				
Perceived Product Quality	0.808	0.738	0.768			
Perceived Service Quality	0.694	0.532	0.861	0.808		
Customer Satisfaction	0.804	0.683	0.832	0.748	0.822	
Purchase Intention	0.755	0.551	0.748	0.685	0.699	0.864

Source: Primary data processed by the author (2026).

All constructs operated in this study were proven to have an adequate level of discrimination and were able to distinguish their characteristics specifically from other variables. The fulfillment of this *discriminant validity* criterion is confirmed directly through the results of the *calculation of the Heterotrait-Monotrait Ratio* (HTMT) listed in Table 7, where there is not a single correlation value between constructs that touches or exceeds the threshold of 0.90. With the reported results that are below the critical value of 0.90, this research model is declared to have escaped the issue of overlap (*multicollinearity*) between constructs.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Digital Marketing	0.784	0.853
Brand Image	0.677	0.822
Perceived Product Quality	0.825	0.877
Perceived Service Quality	0.735	0.848
Customer Satisfaction	0.760	0.862
Purchase Intention	0.831	0.899

Source: Primary data processed by the author (2026).

Test *Reliability* used to measure the consistency of the indicator in representing the measured construct. Reliability testing is performed using the *Cronbach's Alpha* and *Composite Reliability*. Based on Table 8, the *Cronbach's* and *Composite Reliability* in all constructs are above or near the recommended minimum limit, which is 0.70. Thus, it can be concluded that all constructs in this study have met the reliability criteria.

Evaluation of Structural Models (*Inner Model*)

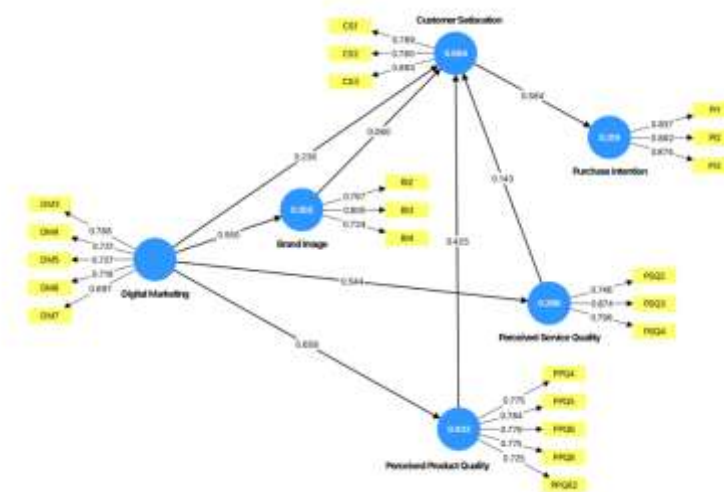


Figure 2. Outer Model and Inner Model

Figure 2 shows a research model that has been declared valid and reliable based on all measurement estimation criteria. In this modeling, the analysis is broken down into two basic components: *the outer model* that reflects the specifics of the relationship between the latent variable and its indicator, and *the inner model* that contains the specification of the causality relationship between the variables themselves. Through the evaluation of this structural model, the researcher can confirm the power of exogenous variables in intervening endogenous variables while providing empirical proof of the proposed hypothesis.

Table 7. R-Square Test Results

Variable	R ² (R-Square)
Brand Image	0.302
Perceived Product Quality	0.433
Perceived Service Quality	0.296
Customer Satisfaction	0.564
Purchase Intention	0.319

Source: Primary data processed by the author (2026).

Beyond the scope of this research model which is influenced by other external factors, the results of *the R-Square estimation* succeeded in mapping the contribution between specific variables. In the final endogenous variable, *purchase intention* has an *R-Square* value of 0.319, which indicates that the variation in buyer purchase intention can be explained by 31.9% by the level of *customer satisfaction*. Meanwhile, the *customer satisfaction* variable itself has an explanatory power of 56.4% (*R-Square* = 0.564) which is collectively contributed by *the components of brand image, perceived product quality, and perceived service quality*. The existence of these three intermediate variables is constructed directly by *digital marketing* with *R-Square's* contribution of 43.3% for product quality, 30.2% for brand image, and 29.6% for service quality, respectively.

Table 8. Hypothesis Test Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Value	Description
Brand Image → Customer Satisfaction	0,060	0,060	0,090	0.663	0.508	Not Significant
Customer Satisfaction → Purchase Intention	0.564	0.562	0,082	6.868	0.000	Significant
Digital Marketing → Brand Image	0,550	0.559	0,066	8.374	0.000	Significant
Digital Marketing → Customer Satisfaction	0.236	0,226	0,081	2.920	0,004	Significant
Digital Marketing → Perceived Product Quality	0.658	0.663	0,061	10.812	0.000	Significant
Digital Marketing → Perceived Service Quality	0.544	0.547	0,092	5.919	0.000	Significant
Perceived Product Quality → Customer Satisfaction	0,425	0,435	0,116	3.665	0.000	Significant
Perceived Service Quality → Customer Satisfaction	0,143	0,139	0,096	1.493	0,135	Not Significant

Source: Primary data processed by the author (2026).

Through the visualization of the data from the analysis in Table 10, it is certain that six hypotheses in this research are successfully accepted while the other two hypotheses must be rejected out of a total of eight direct interaction pathways tested. Decision-making on this hypothesis utilizes *the bootstrapping technique* with the criterion of the critical limit that *the t-statistical* value must exceed 1.96 and the *p-value* is below the significance level of 0.05. Specifically, the real one-way contribution is proven by the influence of *digital marketing* towards the variables of *brand image*, *perceived product quality*, *perceived service quality*, and *customer satisfaction*. In addition, the level of *customer satisfaction* is also significantly influenced by *perceived product quality*, which further acts as a positive stimulant for *purchase intention*. However, this model detects that *brand image* and *perceived service quality* fail to show a significant contribution in influencing *customer satisfaction*.

Indirect Effect Testing

Indirect influence testing was carried out to determine the role of mediating variables in bridging the relationship between variables in the research model. Here are the test results *Indirect effect*:

Table 9. Indirect Influence Test Results

Specific Indirect Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Value	Description
Brand Image → Customer Satisfaction → Purchase Intention	0,034	0,033	0,051	0,664	0,507	Not Significant

Digital Marketing → Brand Image → Customer Satisfaction	0,033	0,033	0,051	0,640	0,522	Not Significant
Digital Marketing → Brand Image → Customer Satisfaction → Purchase Intention	0,018	0,018	0,029	0,632	0,527	Not Significant
Digital Marketing → Customer Satisfaction → Purchase Intention	0,133	0,129	0,053	2.500	0,012	Important
Digital Marketing → Perceived Product Quality → Customer Satisfaction	0,280	0,289	0,083	3.358	0,001	Important
Digital Marketing → Perceived Product Quality → Customer Satisfaction → Purchase Intention	0,158	0,164	0,057	2.753	0,006	Important
Digital Marketing → Perceived Service Quality → Customer Satisfaction	0,078	0,079	0,059	1.324	0,185	Not Significant
Digital Marketing → Perceived Service Quality → Customer Satisfaction → Purchase Intention	0,044	0,046	0,036	1.225	0,221	Not Significant
Perceived Product Quality → Customer Satisfaction → Purchase Intention	0,240	0,245	0,076	3.172	0,002	Important
Perceived Service Quality → Customer Satisfaction → Purchase Intention	0,081	0,079	0,057	1.416	0,157	Not Significant

Source: Primary data processed by the author (2026).

From the overall indirect effect testing in this research draft, only the *perceived product quality* variable along with *customer satisfaction* was successfully validated as a reliable mediation instrument. Rejection occurred in all mediation scenarios involving *the dimensions of brand image* and *perceived service quality* because the *p-value* threshold was above 0.05 (insignificant). Based on the data presented in Table 11, this model actually gave birth to four indirect relationship paths that were accepted conclusively. The four are *digital marketing interactions* towards *purchase intent* either through a single path of *customer satisfaction*, through the path between *perceived product quality* to *customer satisfaction*, the correlation of *perceived product quality* to *purchase intention* via *customer satisfaction*, to a gradual mediation model that combines *perceived product quality* and *customer satisfaction* in connecting *digital marketing* to *purchase intent*.

Discussion

The Influence of *Digital Marketing* on *Customer Satisfaction*

Test results show *Digital Marketing* have a positive and significant effect on *Customer Satisfaction* ($\beta=0.236$; $p\text{-value}=0.004$), until H1 is accepted. These findings indicate that the delivery of accurate, accessible, and responsive digital information successfully provides a positive initial experience for premium property consumers. Theoretically, these results are in

line with *Expectancy Disconfirmation Theory* (EDT), where digital marketing activities function to form initial expectations which, when confirmed by actual experience in the field, will give birth to satisfaction (Oliver, 1999). These findings are supported by Hanaysha (2022) who states that the *Interactivity* and *Informativeness* digital crucial for satisfaction, and Nuseir et al. (2024) on the importance of *Customer Linking* and *Retention*. The validity of this evaluation is strengthened by the profile of the respondent who is the *Qualified Leads* with high intensity of digital interaction (≥ 3 times) and have carried out *Site Visit*, so they have a strong objective foundation in assessing the suitability of developer information with the physical reality of the product.

The Influence of Brand Image on Customer Satisfaction

Test results show *Brand image* has no significant effect on *Customer Satisfaction* ($\beta=0.060$; $t=0.663$; $p=0.508$), so that H2 is subtracted. These findings are different from the research of Liao et al. (2022), Dash et al. (2021), and Lolemo and Pandya (2025) who stated that brand image contributes positively to satisfaction. This contradiction indicates that the impact of *Brand image* contextual. In the scheme *Expectancy Disconfirmation Theory* (EDT), *Brand image* only serves to shape the initial expectations of consumers in the pre-purchase phase. However, because the majority of respondents in this study were *Qualified Leads* who have made field visits (*Site Visit*), their satisfaction evaluations have shifted rationally to assessing the real performance of products and services. As a result, the initial expectations built by the developer's image are no longer the dominant factor in determining *Customer Satisfaction* end when dealing directly with physical reality in the field.

The Influence of Digital Marketing on Brand Image

Test results show *Digital Marketing* have a positive and significant effect on *Brand image* ($\beta=0.550$; $t=8.374$; $p<0.001$), until H3 is accepted. These findings confirm that consistent, accessible, and interactive digital communication activities are crucial in reinforcing consumers' positive perceptions of the credibility of premium property developers before they interact directly on the ground. Theoretically, these results support *Expectancy Disconfirmation Theory* (EDT) where pre-purchase information in digital media acts as the main instrument in shaping consumers' initial expectations of brands (Oliver, 1999). These results are also in line with Kotler and Keller (2016) regarding the formation of memory associations through marketing communication, as well as Felix et al. (2017) and Dwivedi et al. (2021) who affirm that digital interactivity strengthens brand image through *Customer Engagement*. In addition, these findings strengthen the research of Lolemo and Pandya (2025) regarding the importance of digital interaction for brand identity, as well as Wati and Otok (2025) which prove the reliability of marketing technology adoption in boosting *Brand image* in the property industry.

The Effect of Perceived Product Quality on Customer Satisfaction

Test results show *perceived product quality* have a positive and significant effect on *Customer Satisfaction* ($\beta=0.425$; $t=3.665$; $p<0.001$), until H4 is accepted. This finding proves that the objective evaluation of consumers on the physical condition of the residence at the time *Site Visit* such as construction quality, precision *Finishing*, spatial planning, and the environment of the region are the main determinants in shaping customer satisfaction in premium properties. Based on *Expectancy Disconfirmation Theory* (EDT), this satisfaction is born because the actual performance of the physical product perceived in the field successfully meets or exceeds the initial expectations built by the developer, thus triggering confirmation (*Confirmation*) positive (Oliver, 1999). These results are consistent with research by Uzir et al. (2021) and Konuk (2019) who affirm that the perception of physical product quality is the most decisive main prerequisite in stimulating consumer satisfaction.

The Influence of Digital Marketing on Perceived Product Quality

Test results show *Digital Marketing* have a positive and significant effect on *perceived product quality* ($\beta=0.658$; $t=10.812$; $p<0.001$), so that **H5 accepted**. This finding indicates that

consumers' initial impression of the quality of premium property products formed by Developer C has been built strongly in the pre-purchase phase through digital channels. The availability of information on specifications, residential design, facilities, and development progress that is presented in a consistent, informative, and transparent manner acts as the main pillar for *Qualified Leads* in evaluating product quality in the early stages. From EDT's perspective, the delivery of comprehensive digital content successfully underlies the positive formation of initial consumer expectations. These results are in line with Hanaysha (2022) who stated that the characteristics of digital marketing, especially the *Informativeness* and *Interactivity*, is crucial in shaping the perception of product quality through information transparency. RAN through digital channels contributes to improving *perceived product quality*.

The Effect of *Perceived Service Quality* on *Customer Satisfaction*

The contextual nature of the service quality impact was evident in this study, where H6 was rejected because *perceived service quality* detected no significant effect on *Customer Satisfaction* ($\beta=0.143$; $t=1.493$; $p>0.05$). These findings, which are not in line with the research of Kasiri et al. (2017), can be dissected in depth using a lens *Expectancy Disconfirmation Theory* (EDT). In EDT theory, satisfaction is determined by the confirmation results of actual performance after consumers have had a real experience. Because the respondent base of this research focuses on *Qualified Leads* who have executed a direct visit to the project site (*Site Visit*), the benchmark of their satisfaction evaluation shifted pragmatically to the form and physical quality of the building. Implicitly, the hospitality or quality of service from the salesperson is only considered a mandatory standard of feasibility (*Hygiene Factor*) which should have existed, rather than a key instrument to raise the score *Customer Satisfaction* significantly.

The Influence of *Digital Marketing* on *Perceived Service Quality*

The test results showed that digital marketing had a positive and significant effect on perceived service quality ($\beta=0.544$; $t=5.919$; $p<0.001$), so that H7 was accepted. These findings indicate that the optimization of digital marketing activities contributes significantly to strengthening consumer perceptions of the quality of developer services. Digital channels (such as WhatsApp and social media) provide opportunities for qualified leads to evaluate the responsiveness, clarity of information, and consistency of company communication before interacting directly in the field. These results are in line with Rita et al. (2019) who stated that the quality of digital services is determined by the ease of access to information and the effectiveness of interactions. These findings are also in line with the concept of perceived service quality Zeithaml et al. (1988) regarding the subjective evaluation of service experience, while supporting the EDT theory that the interaction experience in the pre-purchase phase in digital media successfully builds the foundation of positive initial expectations for the company's service quality.

The Role of *Brand Image*, *Perceived Product Quality*, and *Perceived Service Quality* as Mediation Variables

The test results showed that brand image did not mediate the relationship between digital marketing and customer satisfaction ($\beta=0.033$; $t=0.640$; $p=0.522$), so H8 was rejected. Different from the research of Lolemo and Pandya (2025), in the premium property industry, brand image in digital media has not been able to stimulate satisfaction without physical evidence of the product. In line with that, perceived service quality was also stated not to play a mediator role ($\beta=0.078$; $t=1.324$; $p=0.185$), so H10 was rejected because service quality tended to be considered only as a minimum feasibility standard (hygiene factor).

In contrast, perceived product quality was found to be reliable in acting as a significant mediating variable ($\beta=0.280$; $t=3.358$; $p=0.001$), so H9 was accepted. These findings are consistent with Uzir et al. (2021) and Konuk (2019). According to the Expectancy Disconfirmation Theory (EDT) framework, residential specification information distributed

via digital marketing is accurately confirmed by consumers through the reality of the building during site visits. The compatibility of digital impressions with the actual performance of the product is the main driver of customer satisfaction, positioning the perception of product quality as the single most dominant mediator in this model.

The Role of Customer Satisfaction as an Intervening Variable towards Purchase Intention

The results of the indirect effect test showed that customer satisfaction successfully mediated the relationship between perceived product quality and purchase intention ($\beta=0.240$; $t=3.712$; $p=0.002$), so that H11 was accepted in the product line. This finding indicates that the physical quality of the residence does not necessarily directly trigger purchase intent, but must first be converted into customer satisfaction. Conversely, customer satisfaction failed to mediate the path from brand image ($t=0.664$; $p=0.507$) and perceived service quality ($t=1.416$; $p=0.157$) to purchase intent. This set of results fully supports the Expectancy Disconfirmation Theory (EDT), in which customer satisfaction acts as a selective mediator. In the premium property industry with high financial risk, consumer purchase intent is absolutely determined by the evaluation of the physical performance of the product (utilitarian value), not just an impression of the brand's image or the quality of the developer's service.

CONCLUSION

Digital marketing activities in Developer C have been proven to be empirically effective in increasing customer satisfaction, brand image, perceived product quality, and perceived service quality in the pre-purchase phase. However, in constructing customer satisfaction, perceived product quality acts as the most dominant functional determinant as well as being the only significant mediation mechanism in bridging the influence of digital marketing on customer satisfaction. On the other hand, brand image and perceived service quality do not show a significant mediating role because these two variables tend to be evaluated by premium property consumers simply as a minimum hygiene factor. Furthermore, customer satisfaction has been shown to significantly mediate the relationship between perceived product quality and purchase intention, but fails to mediate the path of brand image and service quality. This phenomenon confirms that in the characteristics of the premium property industry which are high-involvement, consumer purchase intentions are absolutely driven by functional satisfaction with the actual product quality in the field, not by emotional preference for the developer's reputation or interpersonal service. In practical implications, Developer C management is recommended to prioritize the quality control policy of physical products and construct a strict consistency between the articulation of information (technical specifications, facilities, and project progress) on digital channels with the empirical reality encountered by consumers during site visits. This alignment effort is crucial to minimize the expectation gap in the qualified leads group, considering that the perceived product quality aspect is the main stimulus that transmits the influence of digital marketing activities in stimulating customer satisfaction and accelerating purchase intent. Epistemologically, the limitations of this study are shown by the relatively low R-square value of the purchase intention variable, thus leaving a variance that has not been explained by the model. Therefore, further research is recommended to expand the structural model by integrating other relevant predictive variables such as perceived value, brand trust, or perceived financial risk. The development of such a conceptual model should be justified using a more comprehensive theoretical foundation in explaining the formation of high-risk behavioral intentions, such as the Theory of Planned Behavior (Ajzen, 1991) through the exploitation of attitude dimensions, subjective norms, and perceived behavioral control.

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