

## CUSTOMER ENGAGEMENT: IS IT IMPORTANT TO HOUSING PURCHASE INTENTION?

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### Abstract

Social media platforms have added new ways to get information that can influence the purchase intent, including housing purchasing. Since there is a paucity of research that investigates the relationship between consumers' access to social media and their intention to purchase a house, the aim of this study is to determine whether social media activities as marketing tools influence the intent of people in house purchasing, especially when comes to customer engagement. The results of this study are expected to give marketing managers of real estate companies different ideas about how to run each of the official social media platforms to get people to buy the houses. The data collection process involved the participation of 284 individuals who completed online questionnaires. The collected data was subsequently analyzed using statistical software packages such as SPSS and AMOS to derive meaningful findings. This study found that SMMA activities positively influence brand trust, as well as Brand Trust and Purchase Intention, but the primary focus of this research is to investigate the impact of these variables on house purchase intention, with a particular emphasis on the role of customer engagement.

**Keywords:** Customer Engagement, Purchase Intention, Property Developer, Theory of Planned Behaviour, Brand Trust.

**JEL Classification:** M30, M31, R30, R31

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### INTRODUCTION

Decisions regarding buying a home have become better as information quality and accessibility have increased. However,

these informational "buckets" might have an impact on how people understand information and prospective purchasers might find it useful to make judgments when

their ability to process information is at its peak. As a result of the accelerated development of information, individuals have access to an abundance of complex information (Chen & Wang, 2023). The ubiquity and ease of social media access have profoundly changed how information is collected, distributed, and consumed (Özkent, 2022). Social media is an excellent source of new business.

Companies' marketing communications are impacted by the numerous Social Media Marketing Activities (SMMA) strategies they use. To boost brand exposure, firms should select the appropriate marketing material and investigate groundbreaking solutions (Sarin & Sharma, 2023). For marketers, communication facilitates customer interaction and the capacity to pay attention to comments and responses (Kuofie et al., 2015).

The offline attitude and commitment to the brand-customer relationship were considered as a structure reflecting the set of relationships and connections between companies and the customer's brand products and services (Matute et al., 2019). SMMA transforms clients into brand evangelists and marketers who produce, edit, and disseminate pertinent web content about various companies and their associated goods and services. "A consumer's perception of various SMMA through e-commerce websites" is one definition of a recognized SMMA. (Yadav & Rahman, 2018).

When one party has faith in another's dependability and moral character, trust develops. Brand trust is expressed as a consumer's belief that a brand performs a certain function (Erciş et al., 2012). According to studies, brand trust is one of the elements that affect consumers' intent to buy. This study also looked at how consumer intentions and behavior are favorably impacted by consumer trust. Researcher suggests that individuals with a strong sense of brand trust are more

inclined to make purchases from the respective brands (Sarin & Sharma, 2023).

In more recent research, antecedents and consequences of customer engagement are finally emerging from studies examining social media interactions. This demonstrates the obvious need to develop a theoretical understanding of the nature of interaction behavior according to marketing practices in the context of social media (Dolan et al., 2019).

Previous research has established a connection between consumer engagement and both loyalty and purchase intention. Moreover, extant literature has demonstrated the favourable influence of brand engagement on consumers' inclinations to adopt and utilize a brand's goods. The level of customer interaction has been found to have a favourable impact on both direct and indirect purchasing intention (Al-Haddad et al., 2022).

The preceding paragraph provides an elucidation of the conceptual framework including variables and dimensions that exert an influence on an individual's purchasing intention during the process of home acquisition. The variable that receives emphasis in this study is the relationship between social media marketing activities (SMMA) and brand trust, and their impact on customer engagement. The study also examines the strength of this customer engagement in influencing consumers' purchase intentions, particularly in the context of home buying. Thus the uniqueness of this study that can be used for a real estate marketing strategy is how information is gathered from social media activities that predispose to housing consumer purchase intention that is the originality to the best of the author's knowledge due to research limitations about the linkage of customer engagement with housing purchase intention (Sehra et al., 2022).

## LITERATURE REVIEW

According to the Theory of Planned Behaviour (TPB), an individual's intention is defined as their readiness to act or as their ability to make a certain decision. The theory of planned behaviour (TPB) is a theoretical framework that builds upon and expands the theory of reasoned action (TRA). Over the course of the past two decades, researchers have extensively utilized this method and have discovered its ability to accurately forecast a diverse array of intentions and behaviors. Despite the extensive study support for the Theory of Planned Behavior (TPB) paradigm, there still exists a fraction of unexplained variability. The inclusion of supplementary variables, supported by robust theoretical rationale, would enable the elucidation of distinct variances in intention (Masukujjaman et al., 2023). One of the robust rationales is whether consumers collect information and evaluate each choice based on personal information preferences, experiences, and the external environment for purchase intent. Purchase intent is the willingness of a person to plan or purchase a product in forthcoming (Njo & Sugeng, 2022). This study incorporated other variables to augment the range of diversity in intention, encompassing buying intention as well.

### Purchase Intention

The traditional definition of purchase intent is the consumer's decision to buy a good or service, which can be determined by their cognitive state. Purchase intent explains what consumers anticipate purchasing and is regarded as a reliable indicator of future behavior (Yeo et al., 2022). There are five roles a potential consumer makes a purchase decision, i.e. (1) takes the initiative (initiator): consumer, the person who wants to buy only certain items, or who has what consumer needs or wants but is unable to purchase; (2) influential people (influencers): consumers

who can influence the purchasing decisions of others whether there is an intentional element; (3) decision maker: consumers make choices what to buy, what not to buy, what products to buy, how to buy them, where and when to buy those products; (4) buyer: purchased consumer; (5) user: consumers who use or are using the products of bought (Erlangga et al., 2021). Previous researchers also said that intention to purchase or desire to purchase arises from a combination of trust in a product and the ability to purchase it. The pre-purchase stage is subject to the influence of social media. Additionally, the authors assert that social media advertisements, when shared by users, exert a direct impact on buy intent. Given the ongoing evolution of social media, it is anticipated that its impact will continue to expand in the forthcoming years (Karunasingha & Abeysekera, 2022).

The existing body of literature pertaining to brand trust has provided evidence of a trust transfer process that operates between brands and various sources and outlets of information, encompassing both the Internet and offline domains. Nevertheless, the majority of prior research only offers an incomplete perspective on this issue. Initially, the various online touch-points that can potentially affect brand trust and purchase intention are frequently examined individually, disregarding the fact that consumers may consult multiple sources simultaneously while forming brand trust and that these sources may have varying degrees of impact on brand trust. Trust transfer is a cognitive phenomenon in which individuals' trust in one entity or context can be inferred from another entity or context due to their association. The relevance of trust transfer in the context of digitalization has been demonstrated by the growing availability of touch points that customers can utilize to collect information about brands. The consequence of brand trust that is widely recognized is the intention to make a purchase, as it aids in

decision-making and serves as a predictor of future intentions (Nosi et al., 2022).

Besides brand trust, previous research has concurred with the notion posited that in order for engagement to manifest, it is imperative to establish a more intimate association with customers that beyond the mere act of product purchasing. It is essential to cultivate a connection that facilitates a deeper comprehension of the consumer's requirement that initially happens during the process of verifying the transaction of consumer engagement (Lilia Rodrigues de Matos et al., 2023). Literature suggests that active involvement leads to favorable results that impact customer decisions. Regularly engaging with a brand or product increases the likelihood of individuals making future purchases of that brand. This argument is additionally supported by the social impact theory, which posits that buyer intention is influenced by social interactions (Joshi & Srivastava, 2020).

### **Social Media Marketing Activities**

Most businesses adopt online marketing strategies like bloggers-endorsing, promoting and operating on social media sites, and controlling user-generated content for consumer brand awareness (Jamil et al., 2022). Both big companies and small enterprises need to have a social media presence. It is not enough to simply be present. By receiving the real-time input they require to determine future courses, today's marketers improve the implementation of their marketing strategy, generating positive synergies that pay off their efforts in this domain (Popescu & Tulbure, 2022). Social Media Marketing (SMM) is one of the mass media tools used by successful businesses that facilitate communication and collaboration between online consumers, and it is one of the mass media tools that facilitate communication and collaboration between online consumers. SMM activities consist of trendiness, customizability, interaction, enter-

tainment, and word of mouth (WOM). A Social Media Marketing Activity (SMMA) highlights the use of SMM tools, and it offers a different appeal than traditional marketing platforms (Sarin & Sharma, 2023).

Social media marketing activities (SMMA) are called effective marketing communications and capture the perceptions of consumers participating in social media activities (Firdaus & Kusdibyo, 2021). When compared to more conventional parts of the marketing mix, consumers have a higher level of trust in social media. This is probably due to the interactive communication, immediate feedback, and more objective user-generated content offered by social media (Tatar & Eren-Erdoğan, 2016). Brand-related information on various social media platforms has been proven to create strong trust in consumers' minds. Accordingly, SMM actions significantly affect customer trust in a company's products or services (Sarin & Sharma, 2023).

There also have been numerous discussions about the "engagement" in relation to SMMA, each with its own focus and meaning. "Engagements" are referred to as contracts in business. This is considered as an organizational activity involving internal stakeholders in management literature. Customer-brand engagement is the term used in marketing to describe a customer's behaviour towards a business (Pansari & Kumar, 2017). Researchers have defined customer engagement as a kind of emotional connection between a customer and a brand. In the literature, factors influencing customer retention on live streaming platforms include streamer personalization, responsiveness, entertainment, consumer reciprocity and perceived control over the machine, product visibility, and perceived value being investigated (Yu & Zheng, 2022). Consumers utilize social media to consume the most recent news and prevalent topics, thereby engaging in trending social media platforms. As a

result, there are numerous opportunities for marketers to interact with consumers in the digital environment (Kumar et al., 2022). Research has demonstrated that customer engagement with a brand extends beyond mere interaction between customers and businesses. Instead, it serves as a crucial mechanism for fostering more profound relationships and establishing trust between customers and brands (Sadek & Mehelmi, 2020).

*H<sub>1</sub>. Social media marketing activities positively influence brand trust.*

*H<sub>2</sub>. Social media marketing activities positively influence customer engagement.*

### **Brand Trust**

According to the literature, "trust" refers to a belief, feeling, or attitude that is significant in interpersonal and professional interactions. Consumers are liberated from difficult decisions and given security as a result. The conceptual idea that brand trust is a strong belief in a specific brand's dependability, goodness, and integrity has been supported by numerous researchers. Reliability is believed to be a technical or competence-based attribute that considers the brand's aptitude and propensity to fulfill its commitments to customers and satisfy their needs (Marmat, 2023). People think that trust is necessary for long-lasting consumer-brand connections, and customers believe brands are trustworthy because they won't be mistreated (Arachchi, 2022). In marketing literature, the effects of brand trust on other brand values have been well studied. For example, trust promotes brand equity by lowering customer risk perception, driving up buy intent, and increasing brand loyalty (Tong et al., 2023).

Because trust is a prerequisite for every encounter and transaction, customer-brand engagement is regarded as being founded on trust. Therefore, when a connection is based on trust, people are more likely to engage in cooperative interactions and

trades. As a result, trust can be seen as the key factor in customer-brand engagement since it fosters the collaboration and interaction necessary to build long-lasting client relationships (Agyei et al., 2020). Trust is vital in Internet-based consumer behavior, as face-to-face interactions do not enhance understanding in virtual networks. Many academics concentrate primarily on how trust affects consumer buying intentions (Wang et al., 2022). Customers who trust a brand generate positive feelings about the brand's goodness, honesty, and integrity. This strengthens the relationship between brands and consumers and increases their willingness to buy (Arachchi, 2022).

*H<sub>3</sub>. Trust in products positively influence customer engagement.*

*H<sub>4</sub>. Brand trust positively influence purchase intention.*

### **Customer Engagement**

Compared to brands that do not guarantee social media involvement, customers who are connected with admired brands via social media tend to react to them more amicably. Positive social media behavior is generated by a high level of consumer engagement with a brand. Additionally, studies imply that brand-loyal customers will perceive brands favorably and will be willing to spend more to try to possess them (Kumar et al., 2022). According to prior research, customer engagement is crucial to creating long-lasting relationships between businesses and their clients. Creating "deeper and more meaningful connections between businesses and their customers" is how customer engagement is defined (Tran Xuan et al., 2023). Previous studies have acknowledged the crucial part that consumer engagement plays in development. Identifying, recording, and interacting are the three facets of consumer engagement. Identification refers to how strongly clients feel a part of a business. A

company's customer concentration and loyalty are measured by absorption. The term "interaction" refers to a variety of online or offline trade behaviors between a customer and a business or another customer (Tsaour et al., 2023). Customer engagement with brand-based touchpoints drives consumer purchase intent for brands. Customers who engage with their preferred brands through social media tend to receive a positive response from those brands as opposed to consumers who do not (Kumar et al., 2022). In the literature on customer engagement, one researcher's definition and conceptualization of the level of customer engagement within an organization, and another's definition, states that customer engagement is a psychological state that occurs in specific situations. is conceptualized differently (Pansari & Kumar, 2017). Observers noted that two aspects of customer engagement are consistently present in the relevant literature: (1) post-purchase customer behavior, and (2) proactive, engaged, and The customer's role as a co-creative agent (Ji et al., 2022). According to observers, it is suggested that customer involvement in sales promotion directly influences purchase intentions when consumers evaluate wins and losses separately, and indirectly influences wins and losses. It means influencing purchase intentions through perceived value, as in total evaluation (Kaveh et al., 2021).

*H<sub>5</sub>. Customer engagement positively influences brand purchase intentions.*

## Hypothesis Formulation

The hypothesis formulation is shown in Figure 1.

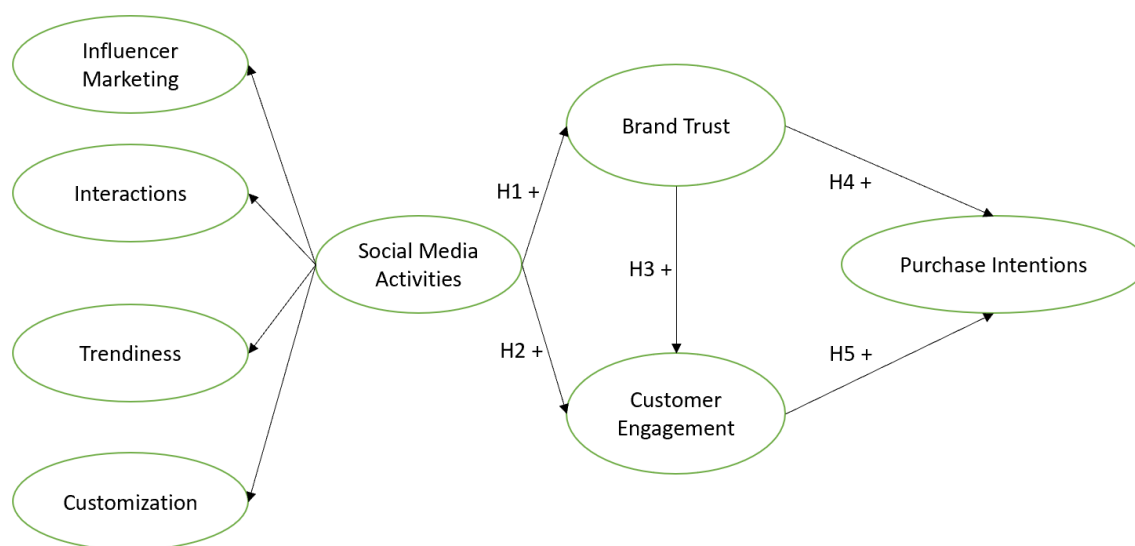
## RESEARCH METHODS

### Sample

A quantitative research method was used in this study. Quantitative research is the most appropriate approach for this research as it uses large-scale research

studies using questionnaires or structured interviews to generate statistics (Hoxha & Zeqiraj, 2020). Based on prior research, a research instrument measuring all concepts was developed. It was then slightly modified for the social media context, with a focus on how Social Media Marketing Activities (SMMA) influence Purchase Intention (PE) through its associations with Brand Trust (BT) and Customer Engagement (CE). The study area for this research encompasses property developers from the satellite cities surrounding the Jakarta Metropolitan Region, including the western, eastern, southern, and northern extensions of the region. The western region of the Jakarta Metropolitan Region includes the Serpong and Tangerang neighborhoods (Rahadi et al., 2015). The sampling technique employed in this study was purposive sampling, specifically targeting respondents who had purchased a residence during the past two years from property developers and actively using social media. Statistical Products and Services Solutions (SPSS) version 25 was utilized to do descriptive statistics, correlation analysis, Cronbach's alpha analysis, and hypotheses testing performed via Analysis of Moment Structure (AMOS) version 23 was used to implement two-level Structural Equation Modeling (SEM) (Hair et al., 2019).

A total of 284 complete and valid questionnaires were obtained within a month of data collection (June 2023). Most participants represent female customers (51,8%), with over 60% aged 25-32 years old (64,4%). Reported income levels of respondents are varied, with approximately 90.2% ranging between IDR 9,000,001 and above IDR 13,000,001. The data revealed that 89.1% of respondents verified their social media on the same day that they provided feedback on the questionnaire, indicating that the respondents were active users and aware of the relationship between social media and its dimensions and effects.



**Figure 1.** Conceptual Framework

*Source:* (Guo et al., 2021; Kumar et al., 2022; Sarin & Sharma, 2023)

### Measure

The questionnaire for the SMMA variable was modified and consisted of four dimensions: influencer marketing, interactions, trendiness, and customization. Regarding the features of SMMA, there were three indicators for influencer marketing (IM), three for interactions (IN), four for trendiness (TR), and three for customization (CU). There are also three for brand trust (BT), eight for customer engagement (CE), and three for purchase intention (PI). The advent of social media platforms has facilitated the ability of individuals to cultivate appealing online personas, particularly in relation to certain areas of interest or expertise. These individuals possess the capacity to exert influence over the consumption choices of others through the creation and dissemination of engaging material. IM is a social media influencer that has emerged as a disruptive phenomenon in the field of marketing, garnering significant attention from both followers and marketers. Influencers are appealing to companies because of their distinct qualities, which differentiate them from conventional celebrities. Their popularity is derived from their extensive knowledge and relatability, resulting in followers per-

ceiving them as genuine, trustworthy, and authoritative figures, hence enhancing their appeal as providers of information. Moreover, these individuals enjoy the notable advantage of possessing a network of followers who freely engage with them on various social media platforms (Hugh et al., 2022). On social media platforms enables consumers to engage in two-way communication and exchange information, facilitating the sharing of ideas regarding specific items or brands among individuals who share similar interests. Consumer-brand interaction plays a crucial role in enhancing consumers' cognitive comprehension of product attributes and brand advantages. This interaction can be further strengthened by promoting the exchange and dissemination of brand-related information among consumers. This includes engaging in discussions about news, sharing usage experiences, and discussing new product development within the context of brands (Cheung et al., 2021). TR pertains to the degree to which a brand effectively conveys the most recent, current, and fashionable brand information, particularly in relation to popular and trending issues. Trendy information encompasses updates pertaining to brands

and innovative ideas regarding brands that are initiated by marketers and consumers. This information plays a significant role in enhancing customers' knowledge and fostering brand loyalty (Cheung et al., 2021). CU refers to the degree to which services are adapted to meet the individual tastes of consumers. Social media technology facilitates the customization of messages, enabling marketers to engage in personalized dialogues with consumers. Therefore, marketers employ customized messages and services that integrate customized marketing strategies in order to generate value for a particular segment of consumers. This approach facilitates customization and plays a role in fostering the development of consumer-brand relationships (Cheung et al., 2021).

### Data Analysis

The employed analytical approach commences by utilizing descriptive statistics to ascertain the respondents' responses to each utilized study variable. Descriptive statistics employ numerous indicators of factor loading, including Cronbach Alpha, Critical Ratio (C.R), p-value, and goodness of fit. The data processing is conducted utilizing the Statistical Package for the Social Sciences (SPSS) version 25. Hypothesis testing is performed via Analysis of Moment Structure (AMOS) version 23 was used to implement two-level Structural Equation Modeling (SEM).

## RESULT AND DISCUSSION

### Data Analysis

Independent and dependent variables were tested and analyzed using SPSS and AMOS. Proposed hypotheses are proven or disproved based on research and data analysis results. Table 1 contains the validity and reliability result test. Cronbach's Alpha Coefficient is the analytical instrument used to conduct reliability testing; if Cronbach's Alpha Coefficient is greater than 0.70 all statements in the question-

naire have been shown to be reliable or consistent. As seen in the table, every indicator indicates that the coefficient is more than 0.70, indicating the accuracy of all the data. It can be claimed that an indicator that measures a variable is legitimate if it can be determined through validity testing whether it measures the variable that it claims to. Factor loading is the statistical method employed in this study to assess validity. The size of the research sample is the criterion for deciding whether an indicator is valid or not. This study utilizes a sample size of 284, so the factor loading value that determines the validity of the sample is 0.35 which requires a minimum of 250 sample size for significance, and the test revealed that all indicators are greater than 0.35 (Hair et al., 2019).

Second-order structural equation modeling (SEM) is required for the analysis of social media marketing activities (SMMA). SMMA is constructed using four dimensions, and each dimension is assessed using several measurement indicators. The findings from the hypothesis testing indicate that there is a statistically significant beneficial impact of SMMA on brand trust. However, no meaningful evidence was found to support the notion that SMMA has an effect on customer engagement. According to the test results, it can be observed that among the four dimensions of SMMA, influencer marketing exhibits the highest contribution, as indicated by an estimated coefficient value of 0.994. Following this, the Interaction dimension demonstrates a slightly lower contribution with an estimated coefficient value of 0.975. Similarly, the trendiness dimension displays a slightly lower contribution with an estimated coefficient value of 0.967. Lastly, the customization dimension exhibits the lowest contribution among the four dimensions, as indicated by an estimated coefficient value of 0.938, as illustrated in Table 2.



After confirming the valid and reliable data, the test proceeds to the Structural Equation Modeling (SEM) analysis stage model depicted in Figure 2. SEM analysis also has to do the suitability and statistical tests that refer to the criteria of the fit model. A way to perform analysis and obtain results from the entire SEM model is to combine all confirmatory factor analysis (CFA) models for testing and analysis purposes.

Table 3 presents the processing outcomes for evaluating the adequacy of the model, utilizing the predetermined threshold values for each measurement standard as established by prior researchers (Hair et al., 2019). Based on the data presented in the table, it can be observed that out of the 8 model fit testing criteria, 6 criteria yield findings on the model fit. These criteria are RMSEA, NFI, IFI, TLI, CFI, and CMIN/DF. Additionally, one criterion indicates a marginal fit model, namely GFI with a value of 0.859. Lastly, there is one other criterion that gives a result, but further information regarding its nature is not provided. The conclusion drawn from the poor fit model is that the p-value of the chi-square test statistic is 0.000, which is less than the predetermined significance level of 0.05. Given that a significant portion of the model exhibits a satisfactory level of fit, it is appropriate to proceed with the theoretical hypothesis testing.

### Hypothesis Test

Hypothesis test was performed with the aim of testing five hypotheses that emerged from this study. Hypotheses are tested using t-values at the 0.05 significance level. The t-statistic value in the AMOS program is the critical ratio (C.R.) value of the regression weights from the fitting model.  $H_0$  is rejected (study hypothesis accepted) if the critical rate (C.R.)  $\geq 1.967$  or the probability value (P)  $\leq 0.05$  (Hair et al., 2019).

The primary objective of conducting hypothesis 1 was to examine the potential

positive impact of social media marketing endeavors on the establishment of brand trust. Based on the findings of the analysis in Table 4, it is observed that there is an estimated coefficient value of 1.376. This value indicates that an increase in social media marketing activities is associated with an increase in brand trust, while a decrease in such activities is linked to a reduction in brand trust. The t-value of 11.567 obtained through statistical analysis yields a p-value of 0.000, which is less than the conventional significance level of 0.05. Consequently, hypothesis 1 ( $H_1$ ) is accepted and provides evidence to support the premise that social media marketing efforts have a positive impact on brand trust. Hypothesis 2 was conducted in order to examine the potential positive impact of social media marketing activities on consumer involvement. The acquired processing results indicate that there is a positive relationship between social media marketing activities and customer engagement. Specifically, the estimated coefficient value of 16.987 suggests that an increase in social media marketing activities is associated with an increase in customer engagement. Conversely, a decrease in social media marketing activities is expected to result in a reduction in customer engagement. The t-value of 6.968 yields a p-value of 0.000, which is less than the significance level of 0.05. Consequently, hypothesis 2 ( $H_2$ ) is accepted, providing evidence to support the assertion that social media marketing activities have a positive impact on customer engagement. Hypothesis 3 ( $H_3$ ) was conducted in order to examine the potential positive impact of Trust in products on consumer involvement. The collected processing results yielded an estimated coefficient value of -11.316. This indicates that there is an inverse relationship between Trust in products and customer engagement. Specifically, an increase in Trust in goods is associated with a decrease in customer engagement, while a decrease in Trust in products is

associated with an increase in customer engagement. The present data indicate that the hypothesis positing a positive relationship between trust in products and customer engagement has not been substantiated. Hypothesis 4 seeks to examine the potential positive impact of brand trust on purchase intention. Based on the collected processing results, it is determined that there is an estimated coefficient value of 0.972. This value indicates that an increase in brand trust will result in a corresponding increase in purchase intention, while a decrease in brand trust will lead to a reduction in purchase intention. The t-value of 4.633 obtained through statistical analysis yields a p-value of 0.000, which is less than the predetermined significance level of 0.05. Consequently, hypothesis 4 (H<sub>4</sub>) is accepted, because it provides evidence to support the claim that Brand trust has a positive impact on purchase intention. Hypothesis 5 was conducted in order to examine the potential positive impact of consumer-brand engagement on brand

purchase intentions. The acquired processing findings indicate that there is a coefficient value of 0.009, suggesting that an increase in consumer-brand engagement is likely to result in higher brand purchase intentions. Conversely, a decrease in consumer-brand engagement is expected to lead to a reduction in brand buy intentions. The obtained statistical t-value of 0.049 yields a p-value of 0.480, which is greater than the predetermined significance level of 0.05. Hypothesis 5 (H<sub>5</sub>) is not accepted, leading to the conclusion that there is not enough evidence supporting the hypothesis that consumer-brand engagement has a positive impact on brand purchase intentions.

**Table 2.** Second-Order SEM

Dimension	Estimate
Influencer Marketing	0.994
Interaction	0.975
Trendiness	0.967
Customization	0.938

**Table 1.** Validity and Reliability Tests

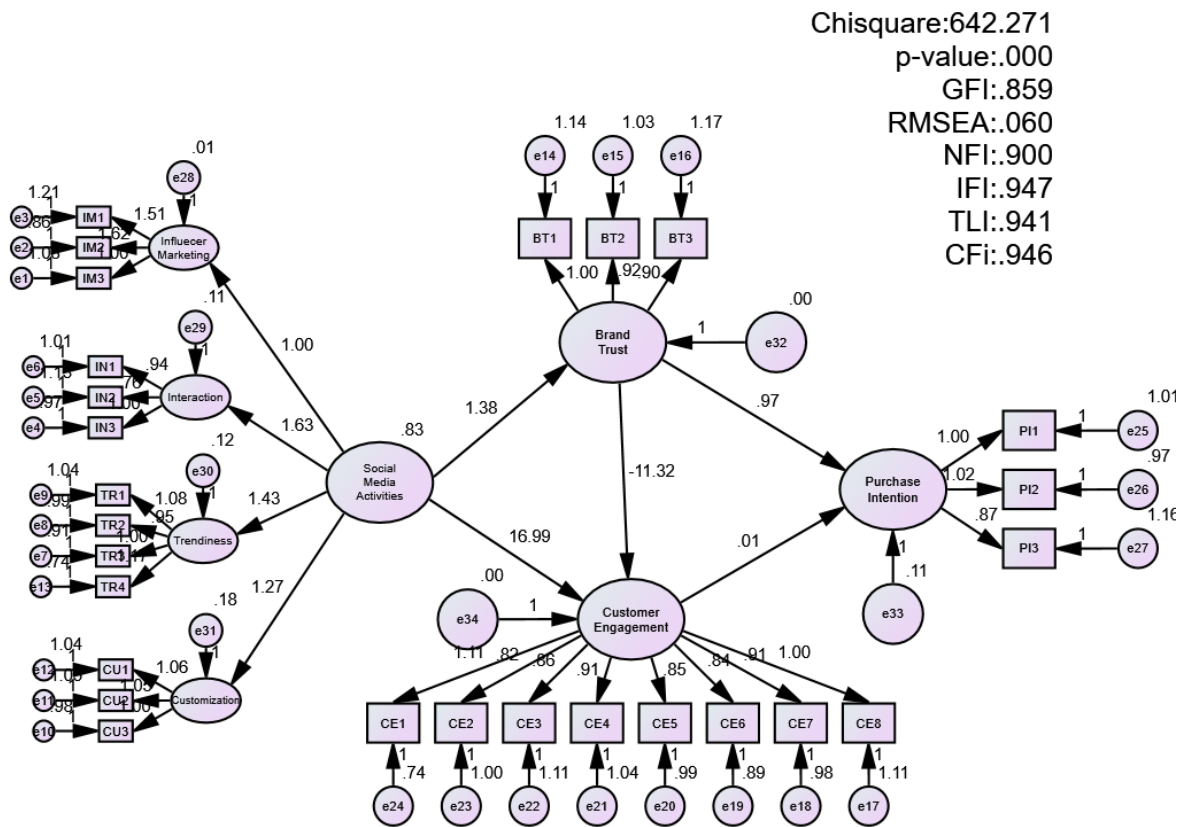
Indicators	Factor Loading	Cronbach Alpha
<b>Influencer Marketing</b>		0.808
IM1-Bloggers and other social media influencers inspired my home purchase.	0.873	
IM2-Product and service reviews from bloggers and influencers are more honest than ads.	0.863	
IM3-Most influencer content contains exclusive discount vouchers that entice me to buy.	0.820	
<b>Interaction</b>		0.845
IN1-Social media influenced my house purchase because it allows knowledge exchange.	0.874	
IN2-Social media allowed me to communicate with and remark on the product, which influenced my housing purchase.	0.886	
IN3-I bought a house because social media helped me distribute information about it.	0.867	
<b>Trendiness</b>		0.897
TR1-I decided to buy a house since social media always displays current product information.	0.850	
TR2-Social media content can provide product updates.	0.879	
TR3-Property developers use social media modishly.	0.888	
TR4-Property Developer social media posts the latest information.	0.882	

**Table 1.** Continue

Indicators	Factor loading	Cronbach Alpha
<b>Customization</b>		0.827
CU1-Social Media's personalized information searches help with home purchases.	0.864	
CU2-Personal attention on Social Media influences home-buying.	0.866	
CU3-I uncover intriguing facts on social media.	0.856	
<b>Brand Trust</b>		0.810
BT1-To simplify future transactions, I will give the Property Developer my personal information.	0.849	
BT2- I trust the Property Developer of my choice's housing recommendations.	0.861	
BT3-I believe the Property Developer's representations about this home.	0.846	
<b>Customer Engagement</b>		0.923
CE1- I observed property developer social media images.	0.857	
CE2-I read property developer social media posts and reviews.	0.793	
CE3-I watched property developer social media videos.	0.796	
CE4-I follow property developers on social media.	0.814	
CE5-I participated in property developer social media discussions.	0.799	
CE6- Property developer social media content is on my personal accounts.	0.800	
CE7-I recommend property developer social media to my connections.	0.817	
CE8-I post films, audios, and photos of my new home.	0.785	
<b>Purchase Intention</b>		0.811
PI1-Using social media to interact with brands I buy at helps me make better purchases.	0.860	
PI2- I tend to buy houses from social media.	0.856	
PI3-Social networking will make me consider buying a property.	0.841	

**Table 3.** Table of Goodness of Fit Index

Type of Measure	Goodness of Fit Index	Cut-off Value	Result	Goodness of Fit
<i>Absolute fit measures</i>	<i>Chi-square</i>	low Chi-Square	642.271	Poor fit
	<i>p-value Chi-Square</i>	$\geq 0.05$	0.000	Poor fit
	GFI	$\geq 0.90$	0.859	Marginal fit
	RMSEA	$\leq 0.10$	0.060	Model fit
	NFI	$\geq 0.90$	0.900	Model fit
	IFI	$\geq 0.90$	0.947	Model fit
	TLI	$\geq 0.90$	0.941	Model fit
	CFI	$\geq 0.90$	0.946	Model fit
<i>Parsimonious fit measure</i>	CMIN/DF	Between 1 to 5	2.026	Model fit



**Figure 2.** Structural Result  
 (Source: processed data AMOS)

**Table 4.** Standardized Regression Weight and P-value

Hypothesis	Relationship	Estimate	C.R.	P-Value	Decision
H <sub>1</sub>	Social media marketing activities positively influence brand trust.	1.389	11.544	0.000	Supported
H <sub>2</sub>	Social media marketing activities positively influence customer engagement.	16.987	6.968	0.000	Supported
H <sub>3</sub>	Trust in products positively influence customer engagement.	-11.316	-7.969	0.000	Not Supported
H <sub>4</sub>	Brand trust positively influence purchase intention.	0.972	4.633	0.000	Supported
H <sub>5</sub>	Customer engagement positively influences brand purchase intentions.	0.009	0.049	0.480	Not Supported

**Discussion**

Before going any further, it is important to reiterate that the purpose of this study is to examine the relationship between CE and the intention to purchase a house as a result of SMMA performed by property

developers. Based on the conducted hypothesis testing, the findings indicate a negative correlation between CE and PI in the context of real estate transactions. This study might address previous research that refuted the notion that customer engage-

ment is motivated by incentives, which subsequently impact purchase decisions (Yang et al., 2023). The results of the research also show that existing buyers are positively influenced by SMMA before deciding to acquire a house. In line with the results, of this study SMMA did have a positive effect on customer engagement, with a P-value of 0.00 which is far from the maximum threshold of 0.05 (Hair et al., 2019). SMMA has garnered growing interest in the field of marketing research. However, this attention has been rather limited, resulting in a subsequent improvement in customer engagement. Businesses have the ability to employ various strategies to implement SMMA as a means to enhance their interactions with clients, hence leading to an increased degree of engagement with the brand (Aljuhmani et al., 2023).

The outcome and conclusions of the study indicated that BT was unable to offer favorable evidence for CE. This finding indicates the inconsistency with previous studies that based on the level of understanding and trust that customers have in the products, it is possible that customers will be able to answer the questions of other customers or assist other customers in making decisions, so making it easier for those customers to engage with other customers (Guo et al., 2021). As it sets expectations, trust has been noted as a driving force in consumer-marketer relationships. A lack of trust has been cited as one of the main causes of customers' disengagement. People in a relationship are therefore more inclined to engage in cooperative activities or exchanges if trust has been developed in that relationship. As a result, trust may be seen as a driving force behind CE because it encourages cooperation and interactions, both of which are essential for cultivating long-term relationships with customers. These explanations indicate numerous studies have revealed that trust is a multidimensional construct (Agyei et al., 2020). It may be related to the issue of this study confirming

that BT is not supporting CE since the various constructs of BT were not examined in this study, especially when it comes to the trust that motivates engagement in purchasing a house, such as whether the procedure of initiating the purchase is extensive or brief, and also other variables that might affect customer engagement, such as customer satisfaction and loyalty.

Trust is a vital factor in Internet marketing that significantly impacts client Purchase Intention. Defining trust with precision is challenging due to its intricate and highly subjective nature. Trust, in a broad context, refers to the consumer's inclination to have faith in the actions and commitments of the seller, driven by the consumer's anticipations (Moslehpour et al., 2021). Previous studies have demonstrated that there is a significant relationship between brand trust and purchase intention. The establishment of trust in a company's brand is closely associated with its legitimacy, capacity to fulfill consumer expectations, and dedication to them. This factor holds significant importance in the development of successful business-to-consumer relationships. When the level of consumer trust in a business is diminished, consumers prefer to seek out alternative options, resulting in a notably reduced inclination to make purchases. In contrast, elevated levels of trust are correlated with a sense of assurance in the company's dependability, credibility, ethical standards, and superior standards; hence, the inclination to make a purchase is substantially heightened (Gkouna et al., 2023). This finding corroborates the research findings, specifically indicating that brand trust has a beneficial impact on the intention to purchase a house. Consequently, property developers should prioritize marketing strategies that focus on cultivating customer trust, since this factor holds significant importance.

Other previous studies have substantiated the significance of brand engage-

ment in shaping consumer purchase intention. Customers who are actively involved with a company are inclined to allocate a greater amount of time to researching the products and services offered by said company. Furthermore, these engaged customers are more prone to sharing their viewpoints and feedback on the social media platforms associated with the companies they choose to follow. When evaluating performance results in the field of marketing, the measurement of customer behavior performance has predominantly centered around retention, with acquisition receiving very limited attention until recently. Nevertheless, in the realm of social media, it has been observed that the consequences of involvement are significantly associated with the seller's objective success, particularly in terms of sales and sales leads. Various engagement measures, such as comments, emoticon reactions, and shares, were also detected. Besides, the number of comments in media can be attributed to the instantaneous nature of the interactions, including demands for action, inquiries and responses to products and sellers, and reservations of items, all of which are intimately linked to purchasing behavior (Zheng et al., 2022), hence, uncertainty exists regarding the impact of their customers' participation in social media on the development of desirable consumer purchase behaviors (Yoong & Lian, 2019). Similarly, within the scope of this study, it is seen that the customer engagement variable alone does not possess a substantial impact on customers' decisions to purchase a property. Additional investigation is warranted to explore additional facets of customer involvement that may impact consumers' intentions to make purchases or are potentially influenced by other variables. The hypothesis that customer engagement positively increases purchase intention is not supported by the result of this study.

## CONCLUSION AND RECOMMENDATION

Today's real estate marketing strategies rely on an overabundance of data combined with inventiveness and the use of numerous social media channels to draw in prospective buyers. The Social Media Marketing Activities dimensions, which include influencer marketing, interaction, trendiness, and customization, explore the connection between these elements and real estate purchasing decisions. The experimental investigation gathered 284 valid responses. In this study, the effectiveness of SMMA, customer engagement, and brand trust were assessed in relation to house purchase intention.

The findings of this study confirm that people's trust in the brand names of real estate developers also promotes their intention to purchase a house. The result of the hypothesis test demonstrates that SMMA has a favorable impact on brand trust, which in turn has an impact on purchase intention. According to this paradigm, it makes sense and serves as information for real estate developers that consumer confidence in a developer's brand is a reliable indicator of how likely a buyer will be to make a purchase. This must, of course, be based on the scope of the research on the SMMA dimensions and variables indicated before. Each social media platform has something special to offer, and users who prefer one over the other may behave differently and respond to the same advertising in various ways. Therefore, it will be relevant to investigate in the future how well customers connect with SMMA through various well-known social media platforms. The managerial implication is that this may be a strategy as well as a specific consideration for marketing property developer managers with regard to the significance of SMMA in promotional and marketing activities. In practical application, it is imperative for a marketing manager to exhibit heightened attentiveness and responsiveness in com-

prehending various market circumstances, as the market is characterized by rapid and dynamic fluctuations. Through a thorough analysis of the market, it is anticipated that property developers will be able to offer solutions in accordance with the official strategies and objectives of the SMMA. Repeatedly implementing this practice has the potential to cultivate favourable impressions among consumers and foster positive engagement from customers. This study aims to investigate the potential correlation between customer engagement, as facilitated by property developers, and consumers' intention to purchase a house. Specifically, it seeks to address a gap in existing research by exploring this relationship, which has not been previously examined. Nevertheless, further development of this theory is needed in light of the constraints posed by dimensions, variables, and respondents.

Due to the lack of influence of the customer engagement variable on purchase intention in this study, more investigation is warranted to explore additional elements or dimensions that were not considered in the current research. Furthermore, there are other aspects that are commonly taken into account when assessing this relationship, including price, location, and amenities. Additionally, the perception generated by the SMMA can also play a significant role in influencing this dynamic. This research study acknowledges the presence of additional dimensions and characteristics, such as customer loyalty and satisfaction, which may serve as limits. Further investigation into these aspects is recommended for future research endeavors. In addition to that, since brand trust is a variable with a multidimensional construct, this may also be a limitation of the research because it does not support the hypothesis that brand trust positively affects customer engagement. Future research can, however, improve the construct of brand trust so that it might have a significant positive impact on customer engagement. The indicators on the brand trust variable, which must be

constructed from existing hypotheses to be able to sharpen the processing of research data, are another example of the study's limitations.

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