The Impact of Digital Marketing and Electronic Word of Mouth on Property Purchase Decisions: The Mediating Role of Purchase Intention at Grand Wisata Housing

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Abstract:

This study aims to analyze the influence of Digital Marketing (X1) and Electronic Word of Mouth (X2) on Purchase Decisions (Y) with Purchase Intention (Z) as a mediating variable in the context of property sales at Grand Wisata housing. This research was conducted using a quantitative approach with data collected through a questionnaire and analyzed using SmartPLS. A total of seven hypotheses were tested to evaluate the direct and mediated effects of Digital Marketing and Electronic Word of Mouth on Purchase Decisions. The results showed that Digital Marketing (X1) and Electronic Word of Mouth (X2) have a significant positive effect on Purchase Intention (Z) and Purchase Decision (Y). Additionally, Purchase Intention (Z) plays a mediating role between both Digital Marketing and Electronic Word of Mouth and Purchase Decision. These findings suggest that Digital Marketing and Electronic Word of Mouth strategies can effectively enhance customer interest and purchasing decisions for property products. The study contributes to the marketing literature in the property sector and provides practical implications for property developers to optimize their digital marketing and eWOM strategies.

Keywords: *Digital Marketing, Electronic Word of Mouth, Purchase Intention, Purchase Decision, Property Marketing*

1. Introduction

The products and services available to consumers worldwide are becoming increasingly diverse, ranging from primary and secondary needs such as food, beverages, clothing, housing, to various services that support daily life. As the population grows, so does the number of providers or producers of these products and services, prompting consumers to be more selective in choosing and purchasing products that suit their needs. In making a purchasing decision, a consumer undergoes several stages, including gathering information about the product or service they intend to purchase, as well as considering alternatives or other options for those

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products and services (Philip Kotler & Keller, 2017). The need for housing encourages property developers to provide alternative housing solutions that are more suitable and affordable. Various efforts are made by housing developers to attract consumers and increase product sales. From models, types, prices, to various promotional activities, companies must intensify their promotional efforts to boost sales volume (Khodijah et al., 2023). As cited on the Sinarmas.com website, PT. Sinar Mas Land is a housing developer offering residences with various facilities such as toll road access, a clubhouse, a modern market, and more. One of the housing projects developed by PT. Sinar Mas Land is Grand Wisata Residential Area located in Bekasi Regency. PT. Sinar Mas Land is committed to developing the independent city of Grand Wisata. Beyond merely producing housing, the company strives to attract consumers and influence their behavior to purchase the offered products. The "Live, Work, and Play" concept of Grand Wisata ensures that all needs for residential, commercial, and recreational facilities are met within the integrated area of Grand Wisata Bekasi (Yessy, 2021).

Sales data at Grand Wisata show significant fluctuations between 2022 and 2023. There was a sharp increase in sales in March 2023, but it was followed by declines in other months, such as August and December 2023, compared to the previous year. This phenomenon shows that consumers' purchasing decisions are inconsistent. In some months, such as May to July, sales are very low, indicating that consumer buying interest in properties in Grand Wisata may be influenced by certain factors, including less than optimal marketing strategies. The development of the property sector in Bekasi Regency shows promising growth. The economic level in Bekasi Regency is relatively high compared to other regencies, resulting in strong purchasing power. Moreover, it remains unaffected by ongoing crises (Setia et al., 2024).

The rapid development of information technology has transformed many aspects of society, including marketing. Digital marketing has become one of the main tools in marketing strategies used by companies, including those in the property industry. The use of digital media allows companies to reach consumers more broadly and effectively compared to traditional marketing methods. Additionally, the growth of the internet has given rise to Electronic Word of Mouth (E-WOM), where consumers can share information and experiences about certain products or services through digital platforms. These two aspects—digital marketing and E-WOM—are crucial factors influencing consumer purchasing decisions in the modern era (Pebrianti et al., 2020).

In the digital business era 4.0, consumers are faced with the need to intelligently utilize technology to meet daily needs (Diana et al., 2023). The ability to quickly respond and adapt to technology has become essential for fulfilling needs and obtaining necessary information for daily life. This transformation towards the digital era has significantly influenced changes in lifestyle, shifting from conventional methods to more digital approaches, where time, energy, and cost efficiency become more achievable. Proficiency in using the internet has become a necessity for acquiring the information required to meet basic needs such as clothing, food, and housing,

particularly in relation to lifestyle and the demand for food and beverages (Judijanto et al., 2024).

Previous research conducted by Wasiat & Eka (2022) found that digital marketing has a significant influence on purchase decisions. This aligns with the study by Daryani et al. (2024), which also reported that digital marketing significantly affects purchase decisions for MS.Glow. However, these findings are inconsistent with the studies by Hubbina (2023) and Ramadhan et al. (2023), which stated that digital marketing has no significant influence on purchase decisions. The research by Mustika & Kurniawati (2022), which concluded that digital marketing significantly influences purchase intention, is supported by the findings of Amalana & Nugroho (2022). However, a different result was presented by Siska Lifani (2022), who asserted that digital marketing has no partial positive and significant influence on purchase intention.

According to Ramadhan et al. (2023), Electronic Word of Mouth (e-WOM) positively and significantly affects purchase decisions. A similar finding was reported by Sudarmin (2023), who discovered that e-WOM communication has a positive and significant impact on purchase decisions. However, these results differ from the studies by Larasati & Chasanah (2022) and Pilipus et al. (2021), which stated that e-WOM has no significant influence on purchase decisions. Research by Muninggar & Rahmadini (2022) and Sinaga & Sulistiono (2020) found that e-WOM significantly affects purchase intention. This contradicts the findings of Pandelaki et al. (2023), whose research revealed that e-WOM does not have a partial influence on purchase intention.

2. Theoretical Background

Theory of Marketing : Marketing encompasses a variety of activities related to creating value in terms of place, time, and ownership. "Meeting needs profitably" implies that marketing is an effort to meet customer needs in a way that benefits all parties involved—not just one side but everyone participating in the company's activities (Kotler and Keller, 2016). According to (Kotler & Keller, 2022), marketing management is considered an art and science to attract, retain and increase customers by setting a target market and making customer value superior Meanwhile, according to (Sofjan Assauri, 2022), marketing management is the activity of analyzing, planning and implementing various programs designed for the formation, maintenance and development.

Digital Marketing: Digital business refers to a marketing strategy that utilizes digital technology to promote and sell a company's products or services. In digital marketing, various digital channels such as websites, social media, email, online advertisements, and search engines are used to reach potential consumers and increase business visibility. Entrepreneurs can leverage digital marketing to build their brand, attract visitors to their website or online store, boost sales, and expand market reach (Hanjaya et al., 2023). Digital marketing involves the use of digital technology and online

platforms to promote products or services to consumers (Az-Zahra & Sukmalengkawati, 2022). It is defined as the effort to promote products or services using digital media to reach a broader and more efficient audience (Kotler & Keller, 2016). Digital marketing is marketing with the use of digital technology. The role of digital marketing is important according to the development of digital technology and developing plans to attract customers and direct them to a combination of electronic and conventional communication (Utomo & Hidayah, 2023)

Electronic Word of Mouth: Electronic Word of Mouth (E-WOM) refers to the sharing of opinions, both positive and negative, by consumers about a company's product or service, which is disseminated to other consumers via the internet (Suarsa, 2020). E-WOM is conducted through social media by providing product reviews, giving recommendations to other consumers, or simply sharing personal experiences (testimonials) (Magdalena Welly Muskita & Ayunita, 2021). According to Kotler and Keller (2016:135), Electronic Word of Mouth (E-WOM) is marketing through the internet to generate a word-of-mouth effect that supports business and marketing objectives. Viral marketing, which spreads like a virus, is another form of word-of-mouth marketing or news shared from one click to the next, encouraging consumers to share information about a company's products and services in the form of audio, video, and written content with others online.

Purchase Intention: According to (Kotler & Keller, 2022), purchase intention is a consumer behavior that arises as a response to a product or object, reflecting the consumer's desire to buy. Business actors employ various methods and strategies to attract purchase intention, making their products appealing to consumers. Generally, the decision to purchase an item is often driven by personal instincts or interests. Irvanto and Sujana (2020:108) state that purchase intention arises after consumers are stimulated by a product they see, leading to a desire to purchase and own it, which subsequently drives the act of buying. Halim and Iskandar (2019:417) explain that purchase intention is shaped by the consumer's attitude toward a product, rooted in their belief in the product's quality. The lower the consumer's confidence in the product, the lower their purchase intention will be.

Purchase Decision: Purchase decision is a process in which a consumer decides to buy from various available alternatives, influenced by factors such as location, quality, price, promotion, service, and others (Irwansyah et al., 2021:13). According to Kotler and Armstrong (2018:70), the indicators of a purchase decision include: confidence in making a purchase after obtaining product information, deciding to buy because the brand is the most preferred, purchasing out of need and desire, and buying based on recommendations from others. Purchase decision is also described as a problem-solving process that consists of analyzing needs and desires, searching for information, evaluating selection sources for purchase alternatives, making the purchase decision, and post-purchase behavior (Tjiptono & Diana, 2020). According to (Bancin, 2021), a purchase decision is a decision-making process that can be influenced by consumer or customer behavior. Meanwhile, (Nainggolan et al., 2020)

define a purchase decision as a behavior demonstrated by an individual or decision-making unit in purchasing or using goods or services.

Research Hypothesis
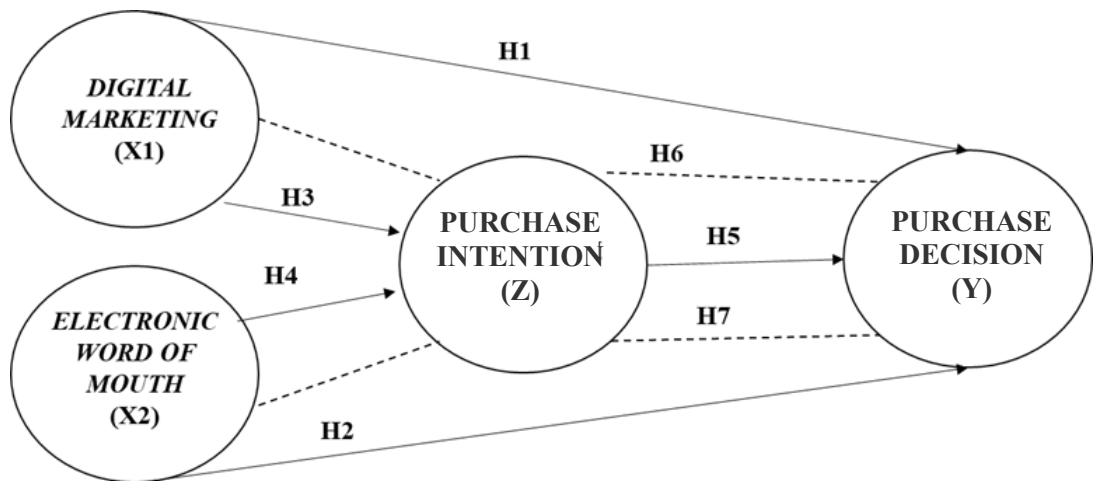
Figure 2. Conceptual Framework
Source: data analyzed by researchers (2024)

3. Methodology

The type of research conducted by the author is quantitative research aimed at testing hypotheses using variables with numerical data, which will produce conclusions that can be generalized. This approach begins with theory and hypotheses, develops an analytical model, identifies variables, constructs operational definitions, collects data from the population and samples, and conducts analysis. This study utilizes the SmartPLS 3.0 application (Hamid & Anwar, 2019). The population in this study consists of the residents of South Tambun Subdistrict, totaling 518,932 people (BPS, 2024). The sample size for this study was determined using the Slovin formula. The sampling method employed is Non-Random or Non-Probability Sampling using the Accidental Sampling technique. Non-Probability Sampling is a method in which each member of the population does not have a known probability of being selected for the sample. Based on the calculation results, the total sample size obtained is 100 people. The technique used for data collection in this study includes direct observation, conducted by observing the research subjects directly, namely visitors to Grand Wisata. Additionally, questionnaires were distributed to the research respondents, containing a series of questions related to the research variables.

4. Empirical Findings/Result

Outer Model Analysis

The analysis method used in this study is the Partial Least Square (PLS) method, utilizing the SmartPLS 3.0 software. The design of the Path Outer Model functions to connect the independent, mediating, and dependent variables. The design and the table of the Path Outer Model in this study are as follows:

Table 2. Result of Outer Model

Digital Marketing (X1)		Electronic Word Of Mouth (X2)		Purchase Intention (Z)		Purchase Decisions (Y)	
X1.1	0,729	X2.1	0,729	Z1	0,827	Y1	0,894
X1.2	0,858	X2.2	0,707	Z2	0,885	Y2	0,859
X1.3	0,851	X2.3	0,776	Z3	0,882	Y3	0,810
X1.4	0,877	X2.4	0,701	Z4	0,900	Y4	0,863
X1.5	0,905	X2.5	0,826	Z5	0,842	Y5	0,883
X1.6	0,825	X2.6	0,619	Z6	0,818	Y6	0,914
X1.7	0,881	X2.7	0,808	Z7	0,840	Y7	0,818
X1.8	0,902	X2.8	0,831	Z8	0,865	Y8	0,896
X1.9	0,729			Z9	0,799		
X1.10	0,824			Z10	0,731		

Source: data analyzed by researchers (2024)

The results of the outer model show that all the indicators used meet the criteria for convergent validity (outer loading > 0.7), meaning that all indicators are suitable for measuring their respective variables.

Discriminant Validity Test

Discriminant Validity value is the cross-loading value used to determine whether a construct has adequate discriminant. Discriminant Validity can be assessed from the square value of Average Variance Extracted (AVE). Discriminant Validity, or correlation value, is considered achieved or valid if the AVE value is > 0.5, and the correlation value is considered invalid if the AVE value is < 0.5 (Hamid & Anwar, 2019).

Table 3. Result of Average Variance Extracted (AVE)

Variable	*Average Variance Extracted (AVE)*
Digital Marketing (X1)	0,706
Electronic Word Of Mouth (X2)	0,567
Purchase Intention (Z)	0,706
Purchase Decision (Y)	0,753

Source: data analyzed by researchers (2024)

Overall, all variables have an AVE value above 0.50, indicating that each construct possesses adequate convergent validity and is suitable for further analysis.

Cronbach's Alpha Reliability Test

Reliability is assessed using two methods: Cronbach's Alpha and Composite Reliability. A variable is considered to have good reliability if the Cronbach's Alpha value is > 0.6 (Hamid & Anwar, 2019).

Table 4. Result of Cronbach's Alpha

Variable	*Cronbach's Alpha*
Digital Marketing (X1)	0,953
Electronic Word Of Mouth (X2)	0,891
Purchase Intention (Z)	0,953
Purchase Decision (Y)	0,953

Source: data analyzed by researchers (2024)

It can be concluded that the Cronbach's Alpha values for all constructs are > 0.6, indicating that all constructs meet the Cronbach's Alpha criteria and that each construct in this study demonstrates good reliability (Hamid & Anwar, 2019).

Composite Reliability Test

Reliability is assessed using two methods: Cronbach's Alpha and Composite Reliability. A variable is considered to have good reliability if the Composite Reliability value is > 0.7.

Table 5. Result of Composite Reliability

Variable	*Composite Reliability*
Digital Marketing (X1)	0,960
Electronic Word Of Mouth (X2)	0,912
Purchase Intention (Z)	0,960
Purchase Decision (Y)	0,961

Source: data analyzed by researchers (2024)

The Digital Marketing variable (X1) and Purchase Intention (Z) each have a Composite Reliability value of 0.960, indicating a very high level of reliability. This suggests that the indicators within these variables consistently measure their constructs exceptionally well. The Electronic Word of Mouth variable (X2) has a Composite Reliability value of 0.912, also demonstrating good reliability and high internal consistency. Meanwhile, the Purchase Decision variable (Y) has the highest Composite Reliability value at 0.961, indicating that this construct is highly reliable, with indicators consistently measuring the variance of the construct. Overall, all four variables in this study have Composite Reliability values above 0.70. Thus, it can be concluded that all variables exhibit an excellent level of reliability and are suitable for further analysis in this research.

Inner Model Analysis

After conducting validity and reliability tests, the next step is to assess the structural model or inner model. The Inner Model analysis can be evaluated using the R-Square test. Below are the R-Square values from this study:

Table 6. Reliability Test Results

Variable	R Square	R Square Adjusted
Purchase Intention (Z)	0,791	0,787
Purchase Decision (Y)	0,849	0,845

Source: data analyzed by researchers (2024)

Based on Table 6, the R-Square value for Purchase Decision (Y) is 0.849, indicating that the influence of Digital Marketing (X1) and Electronic Word of Mouth (X2) on Purchase Decision (Y) accounts for 84.9%. This means that 84.9% of the variance in Purchase Decision is explained by Digital Marketing and Electronic Word of Mouth, while the remaining percentage is explained by other variables outside this study. The R-Square value for Purchase Intention (Z) is 0.791, which means that the influence of Digital Marketing (X1) and Electronic Word of Mouth (X2) on Purchase Intention (Z) accounts for 79.1%. Thus, 79.1% of the variance in Purchase Intention is explained by these variables, with the rest attributed to factors not included in this study.

Hypothesis Analysis

The hypothesis testing in this study is presented in the Path Coefficient Table, which evaluates whether a hypothesis is accepted or rejected. The Path Coefficient criterion is 5% significance level with t=1.66. If the t-statistic value exceeds 1.66, the hypothesis is significant, meaning H0 is rejected and Ha is accepted.

Table 7. Path Coefficient

| Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Purchase Decision (Y)	0,597	0,602	0,122	4,907	0,000
Electronic Word Of Mouth (X2) -> Purchase Decision (Y)	0,176	0,171	0,103	1,731	0,046
Digital Marketing (X1) -> Purchase Intention (Z)	0,336	0,339	0,125	2,684	0,008
Electronic Word Of Mouth (X2) -> Purchase Intention (Z)	0,575	0,573	0,114	5,050	0,000
Purchase Intention (Z) -> Purchase Decision (Y)	0,431	0,422	0,097	4,443	0,000

Source: data analyzed by researchers (2024)

Here is the interpretation of the results of the variable influence test presented:

The results show that Digital Marketing (X1) has a significant influence on Purchase Decision (Y) with a coefficient value of 0.597 and a T-statistic value of 4.907. The P-value obtained is 0.000, which is less than 0.05, indicating a significant influence. This means that the better the digital marketing strategy implemented, the higher the consumers' purchase decision. Electronic Word of Mouth (X2) has a positive influence on Purchase Decision (Y) with a coefficient value of 0.176 and a T-statistic

value of 1.731. The P-value of 0.046 indicates a significant influence at the 5% significance level (as it is less than 0.05). This means that the more positive the Electronic Word of Mouth, the more likely the purchase decision will increase. Digital Marketing (X1) significantly influences Purchase Intention (Z) with a coefficient value of 0.336 and a T-statistic value of 2.684 (greater than 1.96). The P-value obtained is 0.008, which is less than 0.05, indicating a significant influence. The interpretation is that an effective digital marketing strategy can increase consumers' purchase intention. The results also show that Electronic Word of Mouth (X2) has a significant positive influence on Purchase Intention (Z) with a coefficient value of 0.575 and a T-statistic value of 5.050. The P-value of 0.000 (less than 0.05) also indicates a significant influence. In other words, the better the Electronic Word of Mouth, the greater the consumers' purchase intention. Finally, Purchase Intention (Z) significantly influences Purchase Decision (Y) with a coefficient value of 0.431 and a T-statistic value of 4.443. The P-value of 0.000 indicates a significant influence (less than 0.05). This suggests that higher purchase intention will drive consumers to make purchase decisions.
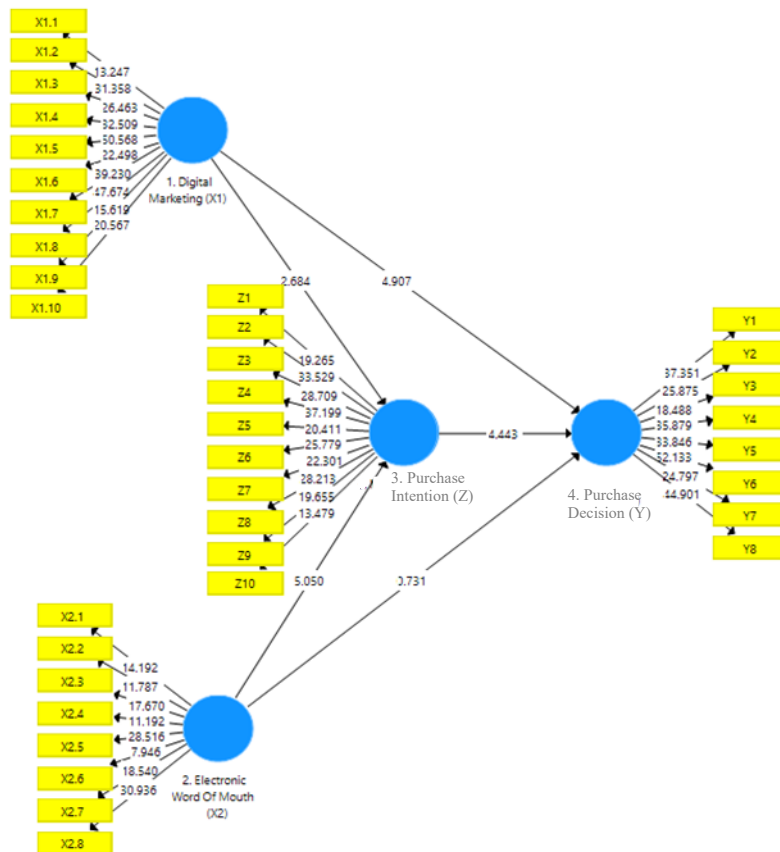
Figure 3. Results of Bootstrapping Outer Model
Source: SmartPLS 3.0 output (2024)

Test of Multicollinearity

Ghozali (2018) clarifies that the aim of the multicollinearity test is to assess whether there is a correlation among the independent variables within the regression model. A well-functioning regression model should not display any correlation between these variables. Multicollinearity can be evaluated using the tolerance value and the variance inflation factor (VIF). It is considered that multicollinearity is absent if the VIF value is under 10 and the tolerance value is above 0.10. The results of the multicollinearity test are presented in the following table:

Table 8. Results of Specific Indirect Effects

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	0,145	0,140	0,055	2,612	0,009
Electronic Word Of Mouth (X2) -> Purchase Intention (Z) -> Purchase Decision (Y)	0,248	0,245	0,081	3,075	0,002

Source: data analyzed by researchers (2024)

Here is the interpretation of the mediation effect analysis between variables presented in the table:

The analysis results indicate that Purchase Intention (Z) mediates the relationship between Digital Marketing (X1) and Purchase Decision (Y) with a coefficient value of 0.145 and a T-statistic value of 2.612. The P-value of 0.009, which is less than 0.05, demonstrates a significant influence. This means that Digital Marketing indirectly affects Purchase Decision through an increase in Purchase Intention. In other words, implementing an effective digital marketing strategy can enhance consumers' purchase intention, which ultimately leads to a purchase decision. The results also show that Purchase Intention (Z) mediates the relationship between Electronic Word of Mouth (X2) and Purchase Decision (Y) with a coefficient value of 0.248 and a T-statistic value of 3.075. The P-value of 0.002 (less than 0.05) indicates a significant influence. This suggests that positive Electronic Word of Mouth can increase consumers' purchase intention, which in turn impacts their purchase decision. Thus, the influence of Electronic Word of Mouth on Purchase Decision becomes stronger through Purchase Intention as a mediating variable.

5. Discussion

The Effect of Digital Marketing (X1) on Purchase Decision (Y)

Digital Marketing is defined as the effort to promote products or services using digital media to reach a broader and more efficient consumer base (Kotler & Keller, 2016). It includes various activities, such as online advertising, social media, and digital marketing campaigns, aimed at attracting consumer interest and influencing purchase decisions. Digital business refers to marketing strategies utilizing digital technology

to promote and sell business products or services. Digital channels like websites, social media, email, online ads, and search engines are used to reach potential customers and enhance business visibility. Digital marketing can be leveraged to build brands, attract visitors to websites or online stores, boost sales, and expand market reach (Hanjaya et al., 2023).

The research results show that Digital Marketing has a positive and significant effect on Purchase Decision. This indicates that a well-executed digital marketing strategy can drive consumers to make purchases. This study aligns with findings by Sari & Lestari (2021), who discovered that Digital Marketing plays a crucial role in enhancing purchase decisions on e-commerce platforms. Furthermore, a study by Widyarini (2020) also highlighted that effective digital marketing positively impacts consumer purchase decisions in the online fashion industry. Based on this study, it can be concluded that Digital Marketing influences purchase decisions for property in the Grand Wisata Housing Estate.

The Effect of Electronic Word Of Mouth (X2) on Purchase Decision (Y)

Electronic Word Of Mouth (e-WOM) is a form of consumer communication through digital media, such as online reviews and social media comments, serving as a reference for potential buyers (Kioek et al., 2022). E-WOM is regarded as a key factor influencing consumer perceptions and purchase decisions. According to Kotler & Keller (2016), e-WOM involves using the internet to create a word-of-mouth effect to support marketing goals. Viral marketing, which spreads like a virus, is another form of word-of-mouth where consumers share their experiences about a company's products or services through audio, video, or written content online (Octavian & Sari, 2021).

e-WOM entails a dynamic and continuous exchange of information between current and potential consumers regarding products, services, brands, or companies. This process allows the participation of numerous individuals and institutions through internet platforms. The research found that e-WOM positively and significantly affects Purchase Decision. This suggests that positive recommendations and reviews from other consumers can influence individuals to make purchases. These findings are consistent with research by (Pandelaki et al., 2023), which highlights the critical role of e-WOM in shaping consumer purchase decisions. A study by Prasetyo (2022) also found that e-WOM significantly affects purchase decisions in the technology product sector. Thus, it can be concluded that e-WOM influences purchase decisions for property in the Grand Wisata Housing Estate.

The Effect of Digital Marketing (X1) on Purchase Intention (Z)

Purchase Intention is defined as a consumer's tendency to purchase a particular product that arises after receiving information about the product (Assael, 1995). Effective Digital Marketing can capture consumers' attention, enhance their knowledge about products, and ultimately increase their purchase intention. A study

by (Apriansyah et al., 2024) also emphasized that creative and engaging digital content can enhance consumer purchase intention by strengthening their engagement with the brand. Additionally, (Masyithoh & Novitaningtyas, 2021) showed that social media advertising effectively increases purchase intention by directing consumer attention and influencing their perception of brands and products.

This research found that Digital Marketing positively and significantly affects Purchase Intention, indicating that proper digital strategies can increase consumer interest in a product. This aligns with research by Wang et al. (2021), which found that Digital Marketing contributes to increased purchase intention for cosmetic products among young consumers. Furthermore, Sugiharto (2020) revealed that attractive digital campaigns can boost consumer purchase intention in the retail sector. Therefore, this study concludes that Digital Marketing influences Purchase Intention for property in the Grand Wisata Housing Estate.

The Effect of Electronic Word Of Mouth (X2) on Purchase Intention (Z)

Positive Electronic Word Of Mouth plays a role in increasing consumer purchase intention. Positive reviews and recommendations can attract consumers to try the recommended product. E-WOM involves consumer recommendations, reviews, or comments about products or services shared on digital platforms. Purchase intention reflects consumer interest in a specific product or service, often serving as the initial step before making a purchase decision (Luthfiyatillah et al., 2020).

The relationship between E-WOM and purchase intention arises because e-WOM provides information from other users' perspectives, which strengthens consumer confidence and positive perceptions of the product. Research by (Mehyar et al., 2020) found that positive e-WOM enhances purchase intention by improving product quality perception and value. (Pandelaki et al., 2023) also concluded that e-WOM on platforms such as social media, forums, and blogs strengthens consumer purchase intention by providing relevant information and first-hand experiences.

This research demonstrates that e-WOM positively and significantly affects Purchase Intention, showing that positive reviews from other consumers can drive purchase intention among potential buyers. These findings are supported by (Rakhmawati et al., 2019), who found that e-WOM has a strong influence on purchase intention in the hospitality industry. Yunita (2023) also found that e-WOM enhances consumer purchase intention for food and beverage products. Therefore, it can be concluded that e-WOM influences Purchase Intention for property in the Grand Wisata Housing Estate.

The Effect of Purchase Intention (Z) on Purchase Decision (Y)

Purchase Intention often influences Purchase Decision, as consumers with a high level of purchase intention tend to decide to buy the product (Meli et al., 2022). According

to (Kotler & Keller, 2022), purchase intention is a consumer behavior arising in response to a product or object, reflecting the consumer's desire to purchase. Businesses employ various strategies to attract purchase intention and make their products appealing to consumers.

This research found that Purchase Intention positively and significantly affects Purchase Decision, indicating that higher consumer purchase intention increases the likelihood of making a purchase. This study aligns with Kotler et al. (2019), which demonstrated that Purchase Intention plays a crucial role in purchase decisions for technology products. Indriani (2021) also supported that purchase intention is a key determinant of consumer purchase decisions. Thus, this study concludes that Purchase Intention influences Purchase Decisions for property in the Grand Wisata Housing Estate.

The Mediating Effect of Purchase Intention (Z) in the Relationship between Digital Marketing (X1) and Purchase Decision (Y)

Digital Marketing uses digital platforms to promote and market products to consumers. Purchase Intention reflects consumers' interest in offered products, influencing their Purchase Decisions. The relationship between Digital Marketing and Purchase Decision through Purchase Intention suggests that effective digital marketing enhances purchase intention, which subsequently impacts the final decision to purchase (Az-Zahra & Sukmalengkawati, 2022).

This study demonstrates that Purchase Intention mediates the relationship between Digital Marketing and Purchase Decision, indicating that Digital Marketing affects Purchase Decision not only directly but also through increased Purchase Intention. This finding aligns with Wijaya (2020), who discovered that Purchase Intention significantly mediates the relationship between Digital Marketing and Purchase Decision in the fashion industry. Dewi (2022) also found a mediating role of Purchase Intention in the relationship between digital marketing and purchase decisions in the e-commerce sector. Hence, it is concluded that Digital Marketing influences Purchase Decision through Purchase Intention for property in the Grand Wisata Housing Estate.

The Mediating Effect of Purchase Intention (Z) in the Relationship between Electronic Word Of Mouth (X2) and Purchase Decision (Y)

E-WOM represents online information exchanges among consumers, including reviews, recommendations, and comments. Purchase Intention reflects consumer interest or desire to purchase products, arising after receiving information (Marcella et al., 2023). Purchase Decision is the act of purchasing a product following various considerations.

The relationship between E-WOM and Purchase Decision through Purchase Intention suggests that positive e-WOM enhances purchase intention, which eventually drives purchasing decisions (Muninggar & Rahmadini, 2022). Positive e-WOM strengthens

consumer purchase intention, ultimately leading to the decision to purchase the product.

This research indicates that Purchase Intention mediates the influence of e-WOM on Purchase Decision, showing that e-WOM affects Purchase Decision not only directly but also through Purchase Intention. These findings align with Setiawan (2021), who discovered that Purchase Intention strengthens the relationship between e-WOM and Purchase Decision for beauty products. Pratama (2023) also supported these findings, revealing a mediating role of Purchase Intention in the relationship between e-WOM and Purchase Decision in the culinary industry. Thus, it is concluded that e-WOM influences Purchase Decision through Purchase Intention for property in the Grand Wisata Housing Estate.

6. Conclusions

The conclusion of this study is that Digital Marketing has a positive and significant effect on the property purchase decision at Grand Wisata Housing. Electronic Word Of Mouth has a positive and significant effect on the property purchase decision at Grand Wisata Housing. Digital Marketing has a positive and significant effect on the purchase interest of property at Grand Wisata Housing. Electronic Word Of Mouth has a positive and significant effect on the purchase interest of property at Grand Wisata Housing. Purchase interest has a positive and significant effect on the property purchase decision at Grand Wisata Housing. Digital Marketing has a positive and significant effect on the property purchase decision through the mediation of purchase interest at Grand Wisata Housing. Electronic Word Of Mouth has a positive and significant effect on the property purchase decision through the mediation of purchase interest at Grand Wisata Housing.

The future research is recommended to involve a more diverse group of respondents, both in terms of regions and demographics, for example, by expanding the study to various areas outside of Grand Wisata or involving consumers from different income levels. This could help to understand the property buyers' preferences in different locations and market segments.

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