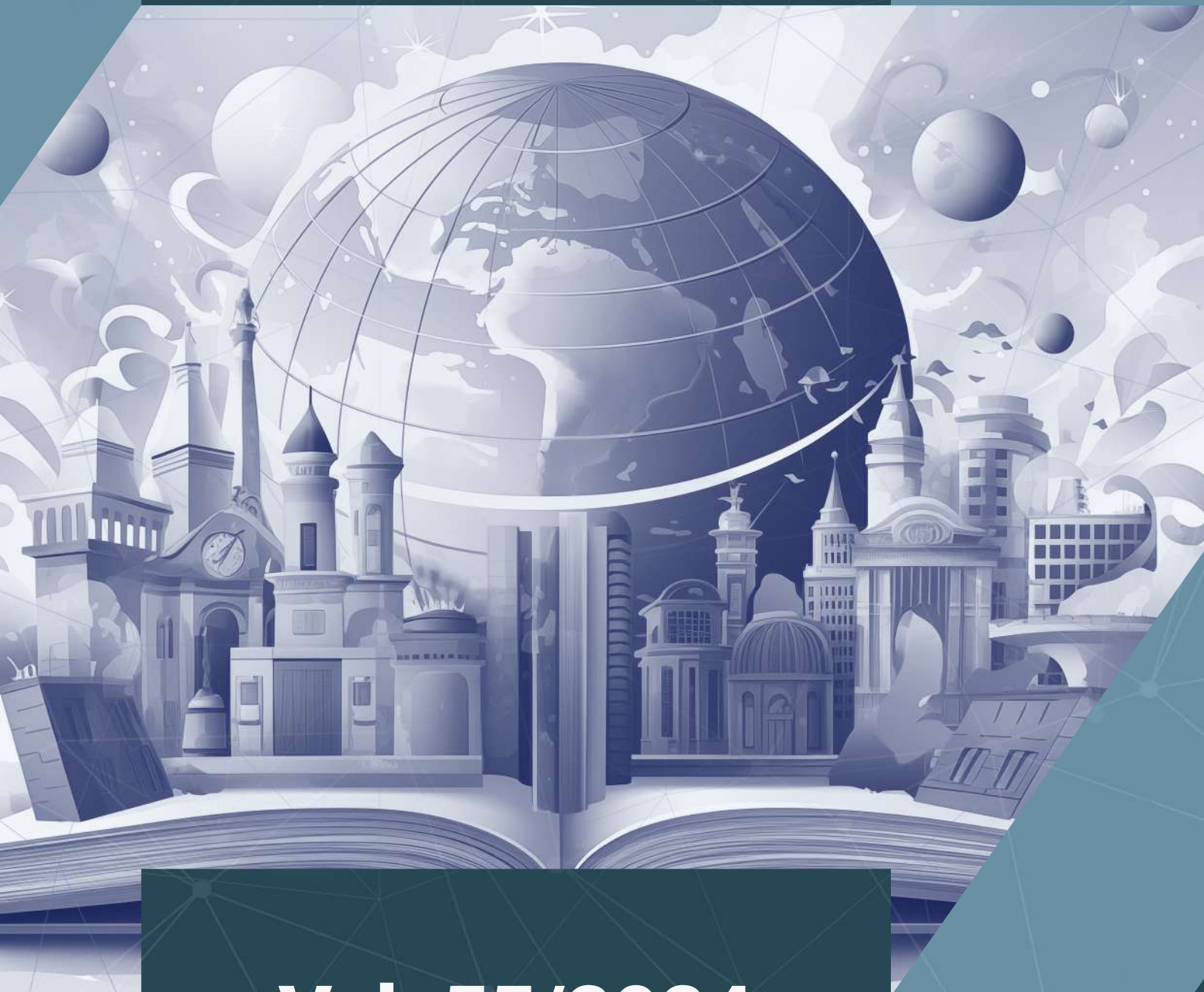




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Factors influencing the decision to buy houses in tangerang city, indonesia: an examination of property features, superior service, and buying intentions

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Abstract. This study delves into the complex factors influencing house-buying decisions in Tangerang City, Banten, Indonesia, mainly focusing on the unique challenges brought about by the COVID-19 pandemic. Employing R-Square (R²) and predictive relevance (Q²) analyses, the research seeks to thoroughly evaluate the impact of independent variables on dependent variables, illuminating the factors and consequences of buying decisions in these unprecedented times. The R-Square analysis, conducted using SmartPLS, reveals that ownership determinants (X1) and service excellence (X2) are together. This study enhances our knowledge of real estate market trends under the difficult circumstances of the COVID-19 pandemic. The practical findings offer valuable insights for improving marketing approaches, enhancing customer interactions, and adjusting to changing external conditions, thus aiding in developing more effective policy assistance.

Keywords. Service Excellence, Change in Purchase Intentions, Property Marketing, Purchase Intention.

1. Introduction

The real estate and housing sector is a crucial component of Indonesia's economy, contributing approximately 20% to the nation's housing industry. Over the past ten years, this sector has emerged as Indonesia's most rapidly expanding segment. As illustrated in Figure 1.1, there has been a significant rise in the number of residential units approved in the country. According to Roitman and Recio (2020), these approvals surged by 97.56%, and housing permits in Indonesia saw a 68.76% increase (Dvorak, 2021). Despite a downturn in 2020, the construction industry rebounded with a growth of 3.8% to 4.8% year-on-year between the second quarter of 2021 and the first quarter of 2022.

Furthermore, the real estate segment of the building industry recorded a positive growth of 2.8% to 3.9% year-on-year during the same period. Nonetheless, there has been a deceleration in the property market's performance starting from the second quarter of 2022. As

indicated in Figure 1, the growth rate for the real estate and construction sector in the third quarter of 2022 was only 0.63% year on year.

Despite a significant increase in housing demand across Indonesia and particularly in Tangerang, homeownership challenges persist due to housing supply shortages, primarily attributed to immigration and population growth, as highlighted by Pawar and Jha (2023). Zhang (2023) discusses that the Indonesian housing market, on the whole, is considered among the least affordable, with Tangerang's housing market specifically being extremely unaffordable. This suggests that housing in Tangerang has become inaccessible, primarily because the supply cannot keep up with the local demand.

Therefore, it is crucial to undertake specific and compelling measures to boost the housing supply in Indonesia. This effort demands the active participation of all parties involved in the housing sector to create an array of housing options that meet Indonesian homebuyers' varied needs and aspirations.

When this study was carried out, there had been no exploration in Indonesia's housing industry regarding the link between factors determining homeownership and service excellence, particularly about customer satisfaction and the decision-making process in purchasing homes during the COVID-19 era. Prior research primarily focused on the relationship between service quality and the purchasing behaviors of homebuyers (Bagwell & Kellerman, 2023). Nonetheless, only a handful of studies have examined the importance of homeownership determinants in buying a house (Bagwell & Kellerman, 2023).

Given Indonesia's housing market's complexity and rapid growth, which remains unaffordable for many, this research aims to delve into how homeowners make purchasing decisions, identifying specific attributes that satisfy their needs. This investigation is centered on the Tangerang housing market, which indicates Indonesia's most significant demographic and housing market. Consequently, the research question is defined as follows: There needs to be more knowledge on how homeownership determinants and service excellence influence the decision to purchase houses, mediated by the intention to purchase.

This research intends to develop guidelines to assist homeowners in their decision-making process when purchasing a property. Additionally, examining the consumer decision-making process will aid in forecasting future needs within the Indonesian housing industry. This research utilized a survey administered on a sample of a determined population. A set of questionnaires was used as the primary data collection tool to address the critical factors of homeownership determinants and service excellence in determining the purchase decisions of homeowners through the mediation of home purchase intentions. The study is a case study of housing in the city of Tangerang.

2. Literature review

This chapter examines consumer behavior, which is essential for grasping homeowner preferences. It then moves on to analyze the process involved in making purchase decisions. An exploration of consumer satisfaction and service excellence follows this. Lastly, the chapter delves into the factors influencing homeownership and other theories pertinent to the research problem.

2.1. Consumer Behavior

This segment elucidates the notion of consumer behavior as applied in this study. Comprehending consumer behavior is vital for understanding customer preferences. Initially, this section addresses the definition of consumers, various consumer categories, and those who are homeowners, followed by an examination of models related to consumer behavior.

Subsequently, the process through which consumers make decisions is discussed. The concluding part of this section focuses on the evaluation after purchase, encompassing topics such as consumer satisfaction, the quality of service, and the excellence of service provided by housing developers.

Moreover, consumers are defined as individuals who purchase and use goods and services available in the market, representing the focal point of all economic activities and social interactions (Dubuisson-Quellier, 2022). In simpler terms, a consumer is anyone who obtains goods and services for personal gratification (Wulandari, 2022). This encompasses any person or entity that purchases goods, services, ideas, or information for personal or business purposes (Rihfenti Ernayani et al., 2023). Additionally, consumers are characterized as those who procure or utilize any goods or services. In contrast, customers buy or use products from individuals or organizations (Rihfenti Ernayani et al., 2023). Consumer behavior examines the actions and decisions of individuals or groups when they select, buy, utilize, or discard products, services, ideas, or experiences to fulfil their needs and wants (Hoda & Naim, 2023; Sani, Rahman, Nawaningtyas, Budiyantera, & Wiliani, 2021). It encompasses a blend of marketing and other stimuli, along with consumers' psychological processes and characteristics, leading to decision-making and purchasing actions (Sharma, Ueno, Dennis, & Turan, 2023). Additionally, consumer behavior involves the study of how individuals, groups, or organizations engage in selecting, acquiring, and disposing of products, services, experiences, or ideas to meet their needs and how these activities affect both the consumers themselves and society as a whole (Maseeh et al., 2022; Sani, Waseso, Gunadi, & Haryanto, 2022).

Thus, consumer behavior is also understood as assessing consumer attitudes towards brands, influenced by psychological, economic, sociological, anthropological, and neuroscience perspectives (López & Monroy, 2023). Moreover, it investigates how consumers obtain, use, and discard goods, services, activities, and ideas to satisfy their needs and desires (Toha, 2023).

2.2. Housing Consumer

Within the realm of real estate, a housing consumer is identified as an individual who is either in the process of buying or has already acquired a house, and this definition extends to include those who inherit property ownership (Edwin, Glover, & Glover, 2023). Housing consumers are transitioning from traditional homes constructed by developers for the speculative market to prospective anonymous purchasers (Edwin et al., 2023). Put differently, housing clients are people, couples, or groups who allocate their savings and disposable income to invest in real estate that provides privacy, living space, and other facilities (Dubrovina, 2023). Moreover, the social status of housing consumers affects their capacity to make informed choices about housing demand and preferences in living environments (Pagani & Binder, 2023). This implies that the socioeconomic standing of housing consumers or homeowners plays a significant role in their housing decisions.

In the broader scope of consumer goods and services, categorizing consumers based on various criteria is crucial for marketers. This classification aids marketers in pinpointing their market position and thus formulating marketing strategies that resonate with their target audience for a specific product (Yuridis & Dewi, 2023).

2.3. Culture

Culture is characterized as a collection of fundamental values, perceptions, aspirations, and behaviors that individuals in society acquire through their families and other vital

institutions (Weisgrau, Rosman, & Rubel, 2023). It is also described as the aggregate of learned beliefs, values, and customs that shape the behavior of consumers within a particular community (Das, Saha, Jebarajakirthy, Kalai, & Debnath, 2022). Culture forms within a specific society and significantly influences consumer behavior, guided by core values, perceptions, desires, and feedback from family, friends, and other influential institutions. Moreover, the learning process associated with culture is categorized into three types: formal learning, where adults and older siblings instruct the younger members on appropriate behavior; informal learning, which involves mimicking the behaviors of family, friends, or others; and technical learning, where educators guide on what should be done, how to do it, and the reasons behind these actions (Shiffman, 2023).

2.4. Service Excellence

Service Excellence refers to delivering superior service that fulfils or surpasses customer expectations and requirements. This means providing a service that aligns with established quality benchmarks, as defined by Wulandari (2022). The significance of Service Excellence, as revealed through questionnaire responses and semi-structured interviews discussed in the prior chapter, is critical in affecting the purchase decisions of homeowners. Most participants in this research agree that the level of service housing developers provide plays a pivotal role in their decision-making process. Additionally, most customers are inclined to assess the service they receive against their expectations. Dissatisfaction arises when the service perceived by customers does not meet their expectations. In contrast, satisfaction occurs when the service meets or surpasses what it anticipated, according to Altalhi and Basiouni (2023).

2.5. Fulfilling Promise

Fulfilling promises is the most crucial attribute contributing positively to service excellence. The majority of respondents agree that housing developers should be able to fulfill their promises. By keeping these promises, they can provide better service to homeowners. Better service from a housing developer is essential in determining homeowner satisfaction and purchasing decisions. These findings align with previous research indicating that the availability of service mix in the retail industry can deliver an excellent customer experience, resulting in higher customer satisfaction and purchasing decisions (Olsson, Hellström, & Vakulenko, 2023).

2.6. Handling Problems

The ability of housing developers to address issues is an important factor in this study. Most respondents agree that developers should be able to provide effective solutions to homeowners for any problems that arise during the construction process. This creates a positive influence of service excellence on homeowner satisfaction and purchase decisions. Furthermore, these findings align with previous research that found the ability to handle complaints effectively and recover customers should be the foundation of customer satisfaction (J. Zhang, Zhu, Wu, & Yu-Buck, 2023). Therefore, the ability to handle problems and inquiries effectively creates customer loyalty and triggers customer purchase decision (Kurdi et al., 2022).

2.7. Personal Touch

Based on the analysis of questionnaires and semi-structured interviews, providing a personal touch is one of the critical factors positively influencing service excellence. Most respondents in this study agree that housing developers should be able to develop a personal relationship with homeowners to enhance customer satisfaction and determine customer purchasing decisions. The positive relationship between personal touch and customer satisfaction is consistent with previous research stating that overall responsiveness and behavioral attributes, including providing a personal touch, contribute to better customer satisfaction (Hui, Khan, Chenglong, & Khan, 2023). These findings are also in line with previous research suggesting that service providers who provide a personal touch in sales situations develop creative solutions in purchasing decisions (Wirtz & Kowalkowski, 2023).

2.8. GTEM

GTEM allows a person to engage in trading after regular working hours, and this is considered a positive service attribute for this research. GTEM is a critical factor that influences customer satisfaction and homeowners' purchase decisions. Most respondents in this study agree that GTEM is needed by housing developers to provide better service to their customers. By implementing GTEM, developers can anticipate changes in customer expectations. These findings previous research that has recognized GTEM as one of the crucial factors used by Ritz-Carlton to satisfy its guests. A recent study also noted that statements related to GTEM such as "I go beyond what is required" indicate high satisfaction (Frost, 2017). Furthermore, these results are in line with other studies that found GTEM to be one of the relationship-prone characteristics affecting choices to buy at the same retailer.

2.9. Purchase Decision

A purchasing decision can be defined as an ongoing process that involves careful and consistent actions taken to satisfy needs (Syahnur, Bahari, & Business, 2023). Consumer purchasing decisions can be tailored to the consumer's consumption situation, which stems from vendor quality characteristics. Furthermore, purchasing decisions can also be described as perceived personal phenomena, situational phenomena, social phenomena, and contextual phenomena (Werneck, 2023). Additionally, two factors emerge between purchase intention and purchasing decisions, consisting of others' attitudes and unforeseen situational factors (Sari, Karsono, & Business, 2023). Essentially, there are three types of purchases: trial purchases, repeat purchases, and long-term commitment purchases (McDonald, Dunn, Schreyer, & Sharp, 2023)

3. Conceptual Framework & Hypothesis

The purpose of this research is to examine the relationship between the service excellence model and housing ownership attributes on housing purchase decisions and consumer satisfaction. From epistemological point of view, all potential variables are measured and observed objectively with a focus on causality. This is relevant to the theory stated by Strauss & Corbin, a well-developed set of categories (themes or concepts) systematically interrelated through statements of relationships to form a theoretical framework explaining various relevant phenomena. Furthermore, as a study that is looking at cause-and-effect, the reduction of specific variable (Hindardjo et al., 2021).

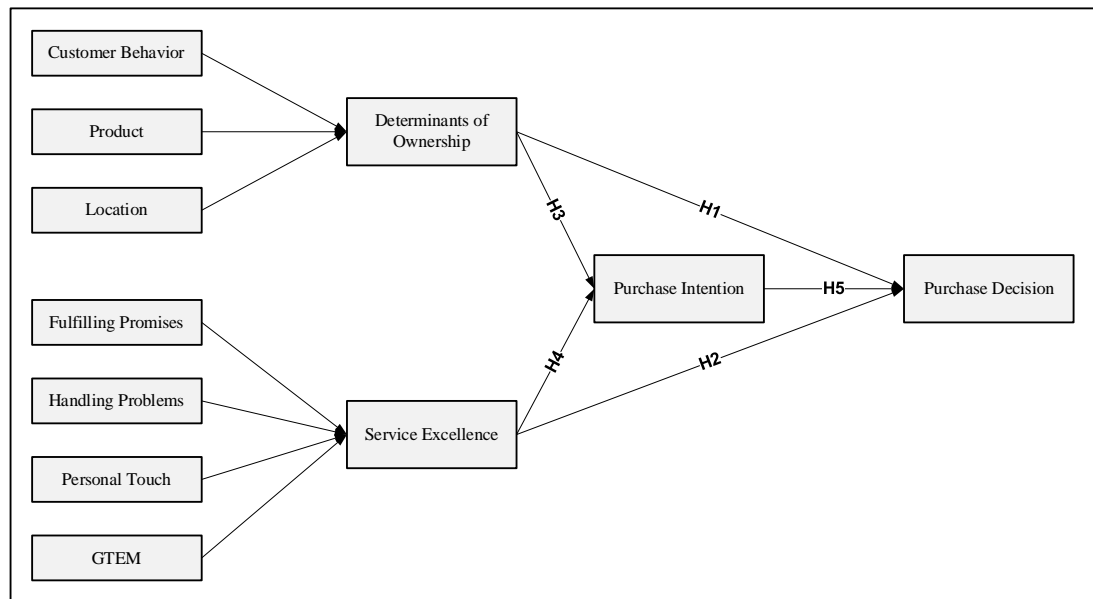


Figure 1. Conceptual Research Framework

Based on the data collected, the researcher will determine whether the formulated hypotheses can be tested, or remain as hypotheses. Researchers can act in two ways in response to the developed hypotheses: (1) If the hypothesis is not supported, accept the result as it is (at the end of the research). (2) Modify the hypothesis if there is evidence that the collected data does not support the hypothesis (during the research).

If all three of these can be established, then the hypothesis will have a strong standing in the research. Hoda and Naim (2023) have examined the buying behaviour of houses where attitude, subjective norms, and perceived behavioural control significantly influence the intention to buy a house. Subiyakto et al. (2021) also conducted research to examine individual factors as antecedents to the intention to buy a house. The results of the research indicate that individual factors have a significant influence on the intention to buy a house. The same results also occurred in the research of Haji-Othman, Alwi, Sheh Yusuff, and Mohd Saufi (2017) in Malaysia. Therefore, in this research, the hypothesis for individual factors is as follows:

Table 1. Research Hypotheses.

Hypotheses	Column Header Goes Here
H1	Determining factors of home ownership to determine purchasing decisions
H2	Service excellence factors to determine purchasing decisions
H3	The determining factors of homeownership for making purchasing decisions through the intention to buy a house
H4	Service excellence factors to determine purchasing decisions through purchase intention
H5	Factors of intention to buy a house to determine purchasing decisions

This research is data was collected using questionnaires given to each member from a group of respondents. The questionnaire consisted of several questions that were arranged using a Likert scale of 1-5. A set of questionnaire or data collection through a structured list of written questions or statements addressed is a closed type questionnaire where respondents choose one of the five alternative answers. Next, interviews were conducted where the researcher engages in direct communication by presenting a series of questions to the respondents. These interview questions were confirmed to not be part of those

already present in the questionnaire. The purpose of the interviews is to complement the data and cross-check the data collected through the questionnaire.

3.1. Population and Sample

Samples are defined as part of the target population, carefully chosen to represent the total population (Cooper & Schindler, 2014). According to Malhotra et al. (2017), The sample is a subgroup of population elements selected to participate in the study. Samples are part of the population taken through certain ways that represent the population.

The sampling process uses a purposive sampling technique where the target population is prospective buyers. The number of prospective buyers in Indonesia is unknown, and there is no official data on this matter. Therefore, the number of samples we take refers to the opinion of Sekaran & Bougie (2016), that the number of samples taken is ten times the number of variables. There are ten variables in this study. Then the number of samples we take is 100 samples. These samples are confirmed by Hair et al. (2010) which recommends the sample size that is suitable for estimating the model is the size between 100 and 200.

3.2. Questionnaire design and data collection

The questionnaire is divided into two parts. The first part is the question section of the respondents' profile by asking for demographic data. The second part is the question section of respondents' attitudes to questions related to housing buyers. The scale used is the Likert scale. The questionnaire was distributed online via Google Form with a minimum target of 100 respondents. This study used Structural Equation Modelling (SEM) for data analysis. According to Hair, Hult, Ringle, Sarstedt, and Thiele (2017), SEM analysis progresses methodically through five key stages. The first stage precisely defines the structural model and details the connections between latent variables and their observable indicators. This foundational step is crucial for the following analysis, involving a detailed examination of the model's theoretical basis and the hypothesized relationships among variables. It critically aligns the model with the research goals.

Statistical methods are applied to calculate the structural model's parameters during the model estimation phase. This involves analysing the data to understand the relationships' strength and direction between latent and observed variables. The model's fit is thoroughly assessed to ensure it accurately reflects the data, using various fit indices and statistical tests to evaluate its representation of the underlying dynamics. The model may undergo adjustments or modifications based on the evaluation, marking an essential iterative process for model refinement. This step aims to improve the model's fit with the data and explanatory capacity. SEM's structured approach is pivotal for revealing complex variable interactions, offering a comprehensive framework for analysing the structures that impact the studied phenomenon.

The iterative nature of model refinement highlights the dynamic aspect of scientific research, emphasizing the importance of empirical feedback in enhancing the model's accuracy in depicting complex relationships within the system. This process improves the model's fit and contributes significantly to the field's knowledge growth. In conclusion, the continual refinement of the model in light of evaluation feedback underscores a commitment to methodological precision and a deep understanding of the phenomena under study. This iterative improvement process establishes SEM as an invaluable tool for dissecting complex relationships and aiding the ongoing development of scientific knowledge.

4. Results and Discussion

To assess the model developed in this study, various tests were executed to verify the accurate and consistent explanation of latent variables - Determinants of Ownership (X1),

Service Excellence (X2), Purchase Intention (X3), and Purchase Decision (Y) - by their indicators. This evaluation involved two phases: testing the measurement model (also known as the Outer Model) and testing the structural model (referred to as the Inner Model). The Partial Least Square (PLS) method, a SEM technique, was utilized for data analysis, with SmartPLS 3.2.9 software facilitating the data processing. The application of PLS aimed to uncover the most effective predictive linear relationships among the data points.

4.1. Convergent Validity and Reliability

In assessing each construct, the evaluation of constructs was based on the loading factor. The loading factor was measured using the outer loading parameter. Individual reflexive measures were considered correlated when their values exceeded 0 with the construct to be measured. Below are the results of the outer model showing the outer loading values

Table 2. Validity Test Results.

Latent Variable	Indicator	Factor Loading	Cronbach Alpha	AVE
Determinant of Ownership (X1)	X1.1.2	0.737	0.889	0.574
Customer Behavior	X1.1.3	0.863	0.814	0.595
	X1.1.5	0.829		
Product	X1.2.3	0.768	0.856	0.636
	X1.2.4	0.773		
	X1.2.5	0.843		
	X1.2.6	0.926		
Location	X1.3.2	0.837	0.840	0.676
	X1.3.3	0.871		
	X1.3.4	0.842		
	X1.3.5	0.814		
Service Excellence (X2)	X2.1.1	0.732	0.924	0.596
Fulfilling Promises	X2.1.2	0.869	0.938	0.637
	X2.2.1	0.707		
Handling Problems	X2.2.2	0.907	0.885	0.897
	X2.2.3	0.927		
	X2.3.1	0.894		
Personal Touch	X2.3.2	0.942	0.919	0.806
	X2.3.3	0.879		
	X2.3.4	0.860		
GTEM	X2.4.1	0.941	0.845	0.865
	X2.4.2	0.921		
Purchase Intention (X3)	X3.1.2	0.952	0.730	0.643
	X3.1.3	0.946		
Purchase Decision (Y)	Y1.3	0.792	0.809	0.607
	Y1.4	0.901		

The analysis conducted with SmartPLS version 3.3.3 revealed that the indicators for product variables, pricing, target market shifts, online promotions, and business sustainability all have loading values exceeding 0.7. This suggests a high level of validity in the correlations between the constructs. Parveen and Alshehri (2023) state that composite reliability, which assesses a construct's measurement accuracy, can be gauged through internal consistency and Cronbach's alpha. The purpose of conducting Cronbach's alpha and composite reliability tests is to evaluate the dependability of the variables. For an instrument to be considered reliable in a research model or in measuring internal consistency, its value should be 0.70 or higher. This

reliability testing of latent variables is crucial for ensuring measurement consistency across all indicator items linked to latent variables highlighted.

According to Sarstedt and Cheah (2019), a variable can be considered reliable if it yields a Cronbach's alpha (α) value > 0.6 . From Table 3.6, it can be seen that the Cronbach's alpha values for each statement are > 0.60 . Therefore, it can be concluded that each statement in the questionnaire is reliable. High construct reliability indicates internal consistency, meaning that all measures consistently represent the same latent construct. Thus, it can be concluded that the variable 'fulfilling promises and customer behavior' in this research is considered unreliable, while the other research variables are reliable. The average variable values show that the AVE values are greater than 0.50. However, there is one variable with an AVE value below 0.50, which is the Ownership Determinant (X1) variable with an AVE value of 0.374. However, the other variables meet the requirements as they have AVE values above the minimum threshold of 0.50.

4.2. Hypothesis Result

In proving this hypothesis, testing is done based on the values in the T Stat table, as seen in the table below:

Table 3. Hypothesis Result.

Hypothesis	Independent Variable	Dependent Variable	T Statistic	P-Value	Hypotheses Result
H1	Determinant of Ownership	Purchase Decision	3.817	0.000	H1 Accepted
H2	Service Excellence	Purchase Decision	1.445	0.194	H2 Rejected
H3	Determinant of Ownership	Purchase Intention	2.094	0.037	H3 Accepted
H4	Service Excellence	Purchase Intention	3.765	0.000	H4 Accepted
H5	Purchase Intention	Purchase Decision	1.024	0.306	H5 Rejected

*Significant at P-Value < 0.05

Hypothesis 1: Impact Determinants of Ownership on Purchase Decision

The table analysis indicates, a T Statistic of 3.817, more significant than 1.96, and a P-Value of 0.000, less than 0.05. This suggests a significant Determinants of Ownership on Purchase Decisions the accepted of the first hypothesis (H1).

Hypothesis 2: Service Excellence on Purchase Decision

The table analysis indicates, a T Statistic of 1.445, smaller than 1.96, and a P-Value of 0.194, greater than 0.05. This suggests a Service Excellence on Purchase Decision is rejected of the second hypothesis (H2).

Hypothesis 3: Impact of Determinants of Ownership on Purchase Intention

The table analysis indicates, a T Statistic of 2.094, more significant than 1.96, and a P-Value of 0.037, less than 0.05. This suggests a significant Determinants of Ownership on Purchase Intention is accepted of the third hypothesis (H3).

Hypothesis 4: Impact of Service Excellence on Purchase Intention

The table data shows, a T Statistic of 3.765, above 1.96, and a P-value of 0.000, less than 0.05. This suggests a significant Service Excellence on Purchase Intention is accepted of the fourth hypothesis (H3).

Hypothesis 5: Influence of Purchase Intentions on Purchase Decisions

The analysis indicates a T Statistic of 1.024, below 1.96, and a P-value of 0.306, above 0.05. This suggests that Purchase Intentions do not significantly impact Purchase Decisions, leading to the rejection of the third research assumption (H5).

5. Conclusion

Within a practical framework, the impact of ownership determinants (X1) (such as customer behavior, product features, and location) and service excellence (X2) (encompassing promise fulfilment, effective issue resolution, a personal touch, and GTEM standards) on purchase intentions (X3) and the ultimate purchase decisions (Y) is explored, with a particular focus on how these factors drive home buying choices.

Refining Marketing Approaches: This study offers actionable insights for real estate professionals, including developers and agents, on crafting impactful marketing strategies. Real estate professionals can fine-tune their offerings, improve service levels, and choose locations that resonate with potential buyers by grasping how ownership determinants and service quality influence buying intentions and decisions.

Improving Customer Service: In the COVID-19 era, characterized by social distancing and limited mobility, delivering an exceptional customer experience has never been more critical. Prioritizing customer behavior and service excellence allows those in the housing market to elevate the buying experience by providing tailored services, swift resolution of issues, and clear communication.

Although the model demonstrates strengths, its lower R-square value hints at additional factors that might affect purchasing choices. This suggests that businesses should explore further variables that sway buyer decisions. The model's positive Q2 value indicates its predictive capability, affirming its practicality for forecasting purchase decisions.

Adapting to New Dynamics: The pandemic has significantly altered homebuyer preferences and needs. This research is pivotal for real estate professionals aiming to comprehend these shifts and modify their strategies accordingly. By focusing on locational preferences, they can pinpoint desirable areas for homebuyers in a pandemic-affected world and adapt home features and designs to cater to evolving demands.

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