The Influence of Trust, Perceived Value and Service Quality on Purchase Intention for Metland Cikarang Housing with Customer Satisfaction as a Mediating Variable

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Article Info

Abstract

This study examines the effects of Trust, Perceived Value, and Service Quality on Purchase Intention for Metland Cikarang housing, with Customer Satisfaction as a mediating variable. Using a quantitative approach, data were collected through an online survey of 110 active leads during March–May 2025 and analyzed using PLS-SEM with SmartPLS. The proposed model suggests that Trust, Perceived Value, and Service Quality have significant positive effects on Customer Satisfaction and Purchase Intention, with Customer Satisfaction mediating these relationships and Trust acting as a foundational antecedent. The findings are expected to provide strategic insights for improving lead conversion by emphasizing brand trust, value communication, and service quality. This study contributes an integrated model highlighting the psychological pathway from trust to purchase intention in the Indonesian residential property market.

Abstrak

Penelitian ini mengkaji pengaruh Kepercayaan, Nilai yang Dipersepsikan, dan Kualitas Layanan terhadap Niat Beli pada perumahan Metland Cikarang, dengan Kepuasan Pelanggan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui survei daring terhadap 110 prospek aktif pada periode Maret–Mei 2025, yang dianalisis menggunakan PLS-SEM dengan SmartPLS. Model yang diusulkan menunjukkan bahwa Kepercayaan, Nilai yang Dipersepsikan, dan Kualitas Layanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dan Niat Beli, dengan Kepuasan Pelanggan memediasi hubungan tersebut serta Kepercayaan berperan sebagai antecedent utama. Hasil penelitian diharapkan memberikan wawasan strategis dalam meningkatkan konversi prospek melalui penguatan kepercayaan merek, komunikasi nilai, dan peningkatan kualitas layanan. Penelitian ini berkontribusi melalui model terintegrasi yang menyoroti jalur psikologis dari kepercayaan hingga niat beli dalam konteks pasar properti hunian di Indonesia.

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INTRODUCTION

The property industry, particularly the primary housing sector, operates within a high- involvement decision-making environment. Purchasing a home is one of the most significant financial and emotional investments an individual makes, characterized by long consideration cycles, complex evaluations, and substantial perceived risk (Kotler et al., 2021). In such a context, relational marketing strategies that build long-term psychological connections are paramount, yet they remain underexplored in property marketing compared to fast-moving consumer goods.

Internal data from Metland Cikarang (March-May 2025) highlights a critical business problem: a significant gap between lead generation and conversion. Out of 145 leads, only 17.9% progressed to "warm leads," with no site visits recorded. This indicates a failure to move prospects beyond initial awareness into serious consideration and purchase intent. Simply increasing the number of leads is insufficient; understanding the psychological drivers that convert interest into action is crucial.

Extant literature identifies Perceived Value and Service Quality as key drivers of purchase decisions (Zeithaml, 1988; Parasuraman et al., 1988). However, in a high-risk, high- involvement context like property, Trust in the developer is a fundamental prerequisite that underpins all other evaluations (Chaudhuri & Holbrook, 2001). Trust reduces perceived risk and creates a secure foundation for evaluating value and service. While previous studies have examined these constructs in isolation or in other sectors, an integrated model investigating their simultaneous influence in the property sector is lacking.

This study aims to fill this gap by developing and testing a comprehensive model that examines the influence of Trust, Perceived Value, and Service Quality on Purchase Intention, with Customer Satisfaction as a central mediating mechanism. The findings will provide both theoretical advancement and actionable insights for property developers seeking to improve marketing effectiveness.

LITERATURE REVIEW

1. Theoretical Foundation

This research is anchored in the Theory of Reasoned Action (TRA) (Ajzen, 1980) and the Expectancy-Value Theory (Fishbein & Ajzen, 1977). TRA posits that behavioral intention is determined by attitudes and subjective norms. In this model, Trust, Perceived Value, and Service Quality are key beliefs that shape attitudes toward purchasing from Metland Cikarang. Customer Satisfaction is positioned as an affective evaluation that strengthens this attitude. Expectancy-Value Theory complements this by suggesting that intention is based on the expectation of a positive outcome (influenced by Service Quality and Trust) and the value placed on that outcome (Perceived Value).

2. Hypothesis Development

The Influence of Trust: Trust is the confidence in a partner's reliability and integrity. In property, it mitigates the perceived risk of a major investment.

H1: Trust has a positive and significant effect on Customer Satisfaction. H2: Trust has a positive and significant effect on Purchase Intention.

H3: Trust has a positive and significant effect on Perceived Value. H4: Trust has a positive and significant effect on Service Quality.

The Influence of Perceived Value and Service Quality: Perceived Value is the consumer's overall assessment of a product's utility, while Service Quality is the evaluation of service excellence.

H5: Perceived Value has a positive and significant effect on Customer Satisfaction.

H6: Service Quality has a positive and significant effect on Customer Satisfaction.

H7: Perceived Value has a positive and significant effect on Purchase Intention.

H8: Service Quality has a positive and significant effect on Purchase Intention.

The Influence of Customer Satisfaction: Satisfaction is the evaluative judgment following a consumption experience.

H9: Customer Satisfaction has a positive and significant effect on Purchase Intention.

The Mediating Role of Customer Satisfaction:

H10: Customer Satisfaction mediates the effect of Trust on Purchase Intention.

H11: Customer Satisfaction mediates the effect of Perceived Value on Purchase Intention.

H12: Customer Satisfaction mediates the effect of Service Quality on Purchase Intention.
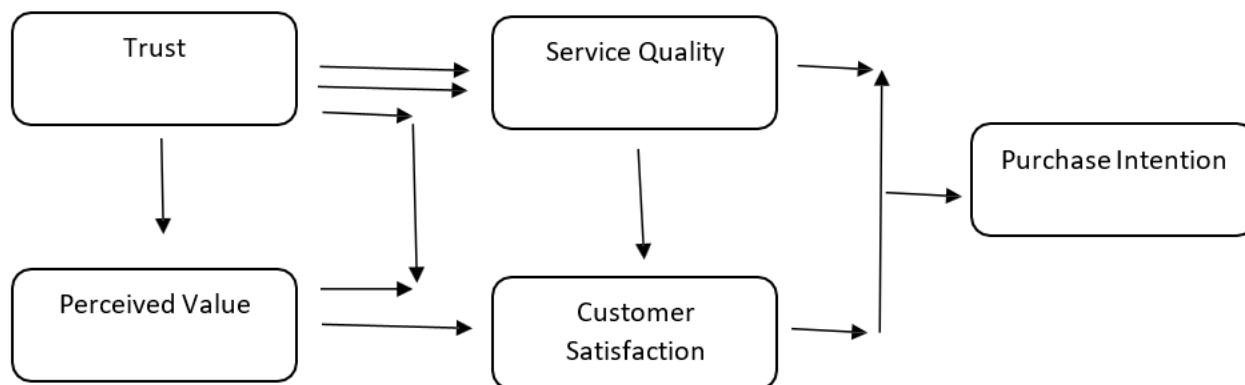

Figure 1. The Proposed Conceptual Model

METHOD

a. Research Design and Population

This study employs a quantitative, descriptive-explanatory design. The population is all 145 active leads for Metland Cikarang housing recorded between March and May 2025. A purposive sampling technique is used, with a target sample of 110 respondents, meeting the 10-times rule for PLS-SEM analysis (Hair et al., 2021).

b. Research Instrument and Data Collection

Data will be collected via an online survey using a structured questionnaire with a 5- point Likert scale. The constructs and their measurement indicators are adapted from established literature:

- Trust (TR): 4 indicators (e.g., "Metland Cikarang is a trustworthy developer") adapted from Chaudhuri & Holbrook (2001).

- Perceived Value (PV): 4 indicators across functional and emotional dimensions adapted from Sweeney & Soutar (2001).

- Service Quality (SQ): 5 indicators based on the SERVQUAL dimensions adapted from Parasuraman et al. (1988).

- Customer Satisfaction (CS): 4 indicators (e.g., "Overall, I am satisfied with the product and service") adapted from Oliver (1997).

- Purchase Intention (PI): 4 indicators (e.g., "I intend to buy this housing product") adapted from Morwitz et al. (2007).

c. Data Analysis

Data analysis will use Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis follows a two-stage approach:

- Measurement Model (Outer Model) Assessment: Evaluating convergent validity (factor loadings > 0.7, AVE > 0.5), discriminant validity (Fornell-Larcker criterion), and reliability (Cronbach's Alpha & Composite Reliability > 0.7).

- Structural Model (Inner Model) Assessment: Testing the hypotheses through path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and mediating effects using bootstrapping with 5000

subsamples.

RESULTS AND DISCUSSION

a. Expected Results

The measurement model is expected to demonstrate strong validity and reliability for all five constructs. For the structural model, the path coefficients for H1 through H9 are anticipated to be positive and statistically significant ($p < 0.05$). The R^2 values for Customer Satisfaction and Purchase Intention are expected to be at a moderate to substantial level, indicating the model's strong explanatory power. Bootstrapping analysis is expected to confirm the significant mediating effects of Customer Satisfaction (H10- H12).

b. Discussion of Expected Findings

The confirmation of H1 and H2 would underscore the foundational role of Trust, not just as a direct driver of purchase intention but as a critical element that reduces the perceived risk of a high-stakes decision. The support for H3 and H4 would reveal that Trust fundamentally shapes how customers perceive the value of the offering and the quality of the service interaction. This positions Trust as a critical antecedent in the property consumer's psychological journey.

The expected significance of H5-H8 would reaffirm the established roles of Perceived Value and Service Quality but within a more robust framework. The strong mediating role of Customer Satisfaction (H10-H12) would highlight that while Trust, Value, and Service directly influence purchase decisions, their most powerful effect is often channeled through the creation of a satisfied customer. This provides a clear pathway for Metland Cikarang: building trust is the first step, which then enhances perceptions of value and service, leading to satisfaction, and ultimately, a firm purchase intention.

CONCLUSIONS AND SUGGESTION

a. Conclusion

This study proposes that Purchase Intention for Metland Cikarang housing is not merely a function of rational value assessment or service quality but is deeply rooted in the psychological construct of Trust. The integrated model demonstrates that Trust, Perceived Value, and Service Quality collectively influence Purchase Intention both directly and indirectly through the pivotal mechanism of Customer Satisfaction. For property developers, competing on price and product alone is insufficient; building a trustworthy brand is the cornerstone of successful marketing.

b. Suggestion

For Management: Metland Cikarang should prioritize trust-building activities, such as transparent communication about project progress, showcasing third-party certifications and testimonials, and ensuring sales team integrity. Marketing messages should consistently reinforce the developer's credibility and track record. Simultaneously, strategies to enhance perceived value (e.g., emphasizing unique features, investment potential) and service quality (e.g., sales team training, responsive communication) must be implemented in a way that is consistent with the brand's promise of trust.

For Future Research: Future studies could validate this model with actual data post- survey. Researchers could also explore the antecedents of Trust in the property sector or introduce moderating variables such as consumer knowledge or price sensitivity to provide a more nuanced understanding.

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