

Website Quality, Brand Awareness and Purchase Intention: Online Property Purchase Behaviour

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ABSTRACT

This paper aims to look at online property purchase behavior during the COVID-19 pandemic by consumers as seen from purchase intention on the influence of website quality, brand awareness, and smart lifestyle. Data were collected using a questionnaire through online survey. Data were analyzed using SmartPLS. The results show that the quality of websites (QW) has a significant and positive influence on smart lifestyle (SL) and purchase intention (PI). Brand awareness (BA) also has significant and positive influences on SL and PI. A positive influence and a significant influences were also found between SL and PI. This study has strengthened property purchase behavior theory is influenced by the quality of websites, brand awareness, and smart lifestyle during the COVID-19 pandemic. Based on this research, in line with the smart lifestyle in the community, the property marketplace company must improve the quality of the website by making it more accessible to anyone and increasing brand awareness, especially in the Generation X and Generation Y groups who are very connected online and are potential buyers or property tenants.

Keywords: property purchase behavior; website quality; brand awareness; smart lifestyle; purchase intention; COVID-19 pandemic

INTRODUCTION

Property is one of the basic human needs. In its level, property occupies the second level, namely Safety, because humans want a sense of security to be fulfilled (Maslow, 1943). In addition to being the primary need of the community, the property is a promising investment product, especially real estate properties such as houses, land and other buildings. Asset values that continue to increase, price fluctuations that rarely occur, plus relatively low risk make property one of the investment products chosen by the public.

In 2022, Ali Traghanda, CEO and Founder of Indonesia Property Watch (IPW), the surge in positive cases of the Omicron variant of Covid-19 that occurred in Indonesia could disrupt property price trends in the first quarter of 2022. In addition, the increase in cases of the Omicron variant caused many people to decide to postpone the plan to buy a property because people think that buying property cannot be done one hundred percent through digital media and must conduct a survey directly to the location. Meanwhile, the surge in Omicron positive cases hampers the physical mobility of the community.

The existence of the Covid-19 pandemic which has caused a decline in the property market in Indonesia has made property business players to innovate in order to survive in the pandemic conditions. According to Wiradinata, Dimas, the comparison of the ideal property business in ideal conditions and post new normal conditions is described as follows.

| Table 1. Comparison of Ideal And Post New Normal Conditions | |
|--|--|
| Ideal State | Post New Normal |
| The mobility of prospective buyers increases due to high demand and direct marketing processes such as exhibitions, events, etc. | The mobility of prospective buyers decreases, the marketing process is carried out using digital techniques. |
| Communication with prospective buyers by means of physical meetings. | Communication with prospective buyers online due to social distancing. |
| The design of a new property project is very easy due to the large supply of raw materials and high demand for property. | The availability of raw materials is minimal, so the process of building new property projects is hampered and property demand is declining. |
| Human resources are very stable and efficient. | Human resources are less efficient |

Source: Wiradinata, Dimas 2020

Based on the comparison of the picture of the state of the property business in ideal and post-new normal conditions, it can be seen that the role of marketing influences the property business. Prior to the Covid-19 pandemic, many marketing activities were carried out directly through exhibitions, events, and other activities. Meanwhile, during the Covid-19 pandemic, marketing activities shifted to digital marketing such as marketing through the property marketing marketplace and through social media significantly due to restrictions related to efforts to prevent the transmission of Covid-19. Therefore, shifting marketing activities carried out conventionally to digital requires property business entrepreneurs to create new strategies in digital marketing.

In addition, digital marketing is an important aspect of the property business strategy during the Covid-19 pandemic. One of the digital marketing in the property sector is property marketing by utilizing a marketplace that specifically markets property by observing the rapid development of internet technology.

Currently, through the development of the internet and technology, customers can access information related to property on various property platforms or marketplaces. For example, Rumah123.com is a company that provides a property marketplace platform in Indonesia that is widely known by the public and in the national property industry. However, the emergence of the Covid-19 pandemic has created a devastating effect on businesses around the world, and the property industry has been hit hard. Property marketplace companies are also affected by all these phenomena. The bad impact of the pandemic has caused people's purchasing power to purchase property to decline. This creates a domino effect that can be seen from the decline in property prices which further worsens the performance of the property industry. The new problem that Rumah123.com faced during the Covid-19 pandemic was the significant decline in annual website traffic in 2020 when the Covid-19 pandemic emerged in Indonesia. Based on an analysis from Google Analytics accessed on June 8, 2022, from 2019 to 2020, Rumah123.com experienced a decrease in visitors by more than half in one year. From 2020 to 2021, Rumah123.com experienced a decline, although not as much as in the previous three year as shown in Table 2 below.

| Table 2. Number Of Website Visitors Of Rumah123.Com | | |
|---|----------------|-------------|
| Year | Session | User |
| 2019 | 58.226.124 | 36.321.266 |
| 2020 | 29.674.433 | 14.241.547 |
| 2021 | 28.129.062 | 11.927.442 |

Source: Google Analytics

According to the table 2, the number of sessions and user from 2019 to 2020 was significantly declined around fifty percent. Meanwhile, from 2020 to 2021, the number of sessions decreased but not significantly compared to the previous year.

In addition to the pandemic impact of the Covid-19 pandemic, there are other factors that affect the possibility of potential customers using Rumah123.com to make property-related transactions. This study was conducted to see the influence of the factors that have the potential to influence the purchase intention of customers through Rumah123.com and there are three variables used in this study, namely "website quality", "brand awareness", and "smart lifestyle" which were tested on the dependent variable of intention. buying customers during the Covid-19 pandemic.

Online Property Purchase Behaviour

According to George (2004), in this study, online buying behavior is defined as the frequency of consumer purchases via the Internet. While consumer intention is defined as the extent to which people are willing to perform certain behaviors, which

in this study will be translated as online buying behavior (Ajzen, 1991). Lack of intention to buy online is one of the first barriers to e-commerce development (He et al., 2008), and researchers Lim et al. (2016) noted that online purchase intentions and online buying behavior need to be explored further.

Based on the above, the first research hypothesis is to examine the effect of online purchase intentions on consumer buying behavior.

Website Quality (WQ)

Website quality is a very important factor in online sales and has its own value for consumers. Bavarsad and colleagues. (2013) explained that a good website with performance allows shoppers to carry out their online shopping activities easily and efficiently. Several aspects of website quality were discovered and discussed in different studies. Wan (2000) determined four website quality attributes: information, usability, responsiveness, and reliability. While five dimensions of service quality: reliability, responsiveness, assurance, empathy, and physical evidence (Parasuraman et al., 2005). However, in general, the quality of a website stands out in the quality of service.

As consumers browse the website, customers will collect the information they need. This will also affect the repurchase intention of consumers. If the quality of this information is not what consumers expect, likely, consumers will not make a purchase.

Brand Awareness (BA)

Brand awareness is the consumers ability to identify a brand under various conditions, as evidenced by their brand awareness or memory (Kotler and Keller, 2016: 36). According to Aaker, brand awareness is the consumers ability to recognize or remember brand that belongs to a certain type of product (Siahaan and Yuliati, 2016: 99). Brand awareness measures how many consumers in a market are able to recognize or remember the existence of a brand in a certain category, and the more consumers know about a brand, the easier it is to remember it. Therefore, everything that makes consumers observe and pay attention to a brand can increase brand awareness, at least in terms of brand recognition (Pradipta, Kadarisman and Sunarti, 2016: 10).

Meanwhile, according to Durianto, brand awareness is a very important component of corporate value because brand awareness can directly affect brand value (Asri and Rozy, 2018: 272). Businesses can use consumer brand awareness as a way to give consumers a deeper understanding of the brand. This perception leads to the tendency of consumers to buy well-known brands, because by buying well-known brands they feel safe and avoid many risks associated with using these brands. Brand awareness is defined as the ability of potential customers to recognize or remember a brand that is located in a product category (Kartajaya in Asri and Rozy Gaddafi, 2018: 272).

Based on several explanations that have been described, it can be concluded that brand awareness is knowledge about a brand, recognition or memory of the existence of a brand.

Smart Lifestyle (SL)

Lifestyle is a way of life expressed by one's activities, interests and opinions in the world (Kotler & Keller, 2016). While the definition of lifestyle according to (Priansa, 2017) is a consumer's self-concept that has a correlation with the surrounding environment.

Based on the definition of lifestyle by experts, it can be concluded that lifestyle is the pattern of a person's life that is portrayed by activities, interests, and opinions along the changing times.

Associated with "smart" in the current era of the internet, this smart lifestyle can be concluded as a lifestyle based on the internet of things. This includes searching for and purchasing properties previously done conventionally, now through an online marketplace equipped with features that make it easier for customers to access them.

Purchase Intention (PI)

Purchase intention is a decision made by consumers who consider the reasons for buying a particular brand (Shah et al., 2012). In addition, purchase intention is also defined as a situation where consumers tend to buy certain products in certain times and conditions (Morinez et al., 2007).

This study examines the customer's purchase intention as a key variable. To find out consumer behavior, it is necessary to know the attitudes, judgments, and internal factors that drive customers' purchase intentions (Fishbein and Ajzen, 1977). In this study, in line with research conducted by Pavlou (2003), online purchase intention is defined as the extent to which a consumer is willing to buy a product through an online store or online marketplace.

QW, BA, SL, and PI

The higher the quality of an online shopping website or online store, the more customers will trust the offers and information on the website. After a customer visits an online store, he or she will show many differences of opinion in the hearts

of customers or consumers. This evaluation will determine the level of customer trust in the online store, which means that online store shopping website services affect customer loyalty when visiting online shopping websites.

H1. QW has a positive and significant influence on SL

H2. QW has a positive and significant influence on PI

Brand awareness, brand image and brand associations influence positively and significantly on purchase intention. This shows that the better the brand awareness, brand image and brand associations that consumers have for the certain brand, the higher the consumer's purchase intention for that product.

H2. BA has a positive and significant influence on SL

H3. BA has a positive and significant influence on SL

SL and PI

The customer's lifestyle variable has a positive and significant effect on the purchase intention of certain product and has the highest influence compared with the celebrity endorser and brand awareness variables.

H5. SL has a positive and significant influence on PI

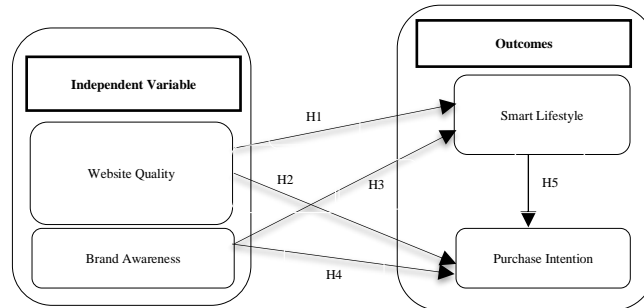


Figure 1. Research Model

METHODS

In this study, the primary data collection instrument used was an online questionnaire filled out by 206 respondents, which was then analyzed using the SmartPLS program. The data in the smartPLS analysis does not have to have a normal distribution because SmartPLS uses the bootstrapping method or random multiplication. Therefore, the assumption of normality will not be a problem for SmartPLS. In addition, SmartPLS does not require a minimum number of samples. Thus, the final sample size of 206 respondents will be deemed to have met the required number of samples indicated.

The target population is Indonesian people who have an internet connection who can access the Rumah123.com website during the Covid-19 pandemic and are domiciled throughout Indonesia. The particular sampling technique that will be utilized would be in the form of convenience sampling where data will be drawn from conveniently available individuals within the target population.

The measurement method in this study using a Likert scale consisting of 5 points will be applied which requires respondents to determine their level of agreement or disagreement with a series of statements for each questionnaire item, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

The survey data will be compiled and categorized for further interpretation using SmartPLS software (v3.2.9) to test the relationship between variables using the Partial Least Square - Structural Equation Model (PLS-SEM) data analysis method.

RESULT AND DISCUSSION

Profile of Respondents

Based on the statistics collected, respondents were almost evenly distributed between genders with 62.6% of respondents identifying themselves as “Male” and another 37.4% as “Female”. Most of the respondents belonged to the age group “<19” (1%), followed by “20-29” at 73.8%, followed by “30-39” at 20.4%, followed by “40-49” at 2.4%, and followed by “>50” at 2.4%. Generally, 67% of respondents live in Greater Jakarta, 18.4% of respondents from Java other than Jabodetabek and the rest are spread across Sumatra, Kalimantan, Bali, Nusa Tenggara, Maluku, and Papua.

Based on the survey data, respondent's last education for bachelor/Diploma IV degree are 50.5%, then 28.6% are Diploma III, 10.2% for magister, 0.97% for doctoral, and the rest 5.34% are Diploma I, elementary, junior high, senior high, and do not have any education. Table 3 shows the profile of respondents.

| Variable | Description | Frequency | Percentage |
|----------------|------------------------------|-----------|------------|
| Gender | Male | 77 | 37.38% |
| | Female | 129 | 62.62% |
| Age | < 19 YO | 2 | 0.97% |
| | >50 YO | 5 | 2.43% |
| | 20-29 YO | 152 | 73.79% |
| | 30-39 YO | 42 | 20.39% |
| | 40-49 YO | 5 | 2.43% |
| | | | |
| Domicile | Bali & Nusa Tenggara | 6 | 2.91% |
| | Jabodetabek | 138 | 66.99% |
| | Kalimantan | 7 | 3.40% |
| | Maluku & Papua | 1 | 0.49% |
| | Pulau Jawa (Non Jabodetabek) | 38 | 18.45% |
| | Sumatera | 16 | 7.77% |
| | | | |
| Last Education | Diploma I | 9 | 4.37% |
| | Diploma III | 59 | 28.64% |
| | Bachelor/Diploma IV | 104 | 50.49% |
| | Magister | 21 | 10.19% |
| | Doctoral | 2 | 0.97% |
| | Others | 11 | 5.34% |
| | | | |

Construct Reliability

Reliability test is prove the instrument's accuracy, consistency and accuracy in measuring variables. In this research, the reference value used to measure the consistency of the latent variable is above 0.6–0.7. Measuring the consistency of the variables can be examined from the Cronbach's alpha value, if the Cronbach alpha value is above 0.6-0.7 then the latent variable is consistent. In Table 4, it can be seen that Cronbach's alpha and composite reliability values of all variables are above 0.6–0.7. It can be conclude that the latent variables in this study are accurate, consistent, and precise. It indicates each variable passes the reliability assessment.

| | Cronbach's Alpha | Composite Reliability |
|-------------------------|------------------|-----------------------|
| Website Quality (WL) | 0,960 | 0,965 |
| Brand Awareness (BA) | 0,979 | 0,981 |
| Smart Lifestyle (SL) | 0,957 | 0,963 |
| Purchase Intention (PI) | 0,900 | 0,926 |

Construct Validity

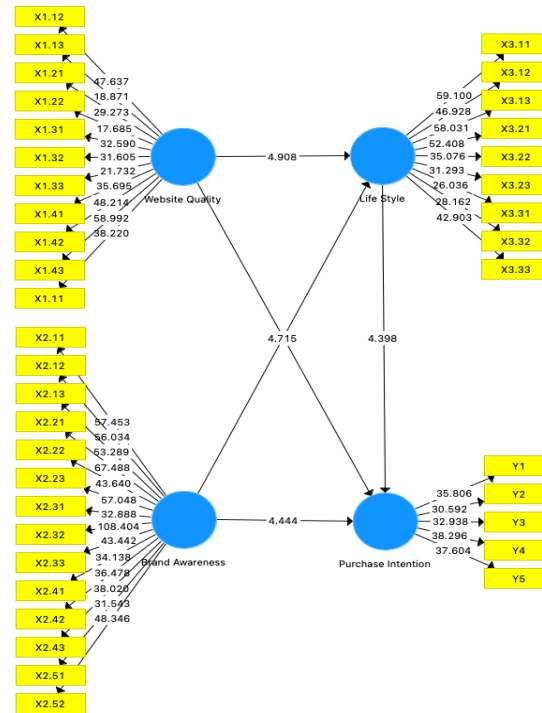


Figure 2. Convergent Validity Test Results

The second step of assessing the outer model involves assessing the validity of the structural model. In evaluating the validity of the indicators, the Convergent Validity and Discriminant Validity will be tested. Convergent validity testing using SmartPls 3.2.9 can be seen from the loading factor value of the indicators that measure these variables. This study examines the factors that influence the buying interest of Rumah123.com customers. However, Exploratory Factor Analysis is an approach that aims to investigate the factors contained in the observed variables (Hair et al, 2010). This research is exploratory so that the criteria for the loading factor value for research must be greater than 0.6–0.7. Figure 2 shows Convergent validity parameters.

In summary, Convergent Validity is supported only when each item has an Average Variance Extracted (AVE) of 0.50 or higher along with an outside loading value above 0.70 (Hair et al., 2018).

As illustrated in Table 5 below, each construct yielded a satisfactory AVE value all falling above 0.50, indicating that each construct explained more than half the variance of its items. When looking at the outer loading of each item, each of these items exceeds the minimum threshold of 0.70. Therefore, each item and dimension has passed the convergent validity and reliability test which is indicated by the fact that each construct has met the requirements of CR (Table 4) and AVE.

Table 5. Assessment of Research Constructs

| Construct | Item | Loadings | AVE |
|-----------------|------|----------|-------|
| Website Quality | WQ1 | 0,859 | 0,715 |
| | WQ2 | 0,877 | |
| | WQ3 | 0,807 | |
| | WQ4 | 0,818 | |
| | WQ5 | 0,768 | |
| | WQ6 | 0,848 | |
| | WQ7 | 0,868 | |
| | WQ8 | 0,816 | |
| | WQ9 | 0,842 | |
| | WQ10 | 0,879 | |
| | WQ11 | 0,911 | |
| Brand Awareness | BA1 | 0,906 | 0,788 |
| | BA2 | 0,896 | |
| | BA3 | 0,915 | |
| | BA4 | 0,897 | |
| | BA5 | 0,869 | |
| | BA6 | 0,895 | |
| | BA7 | 0,848 | |

| | | | |
|--------------------|------|-------|-------|
| Smart Lifestyle | BA8 | 0,938 | 0,746 |
| | BA9 | 0,887 | |
| | BA10 | 0,871 | |
| | BA11 | 0,867 | |
| | BA12 | 0,865 | |
| | BA13 | 0,871 | |
| | BA14 | 0,902 | |
| | SL1 | 0,894 | |
| | SL2 | 0,885 | |
| | SL3 | 0,889 | |
| | SL4 | 0,881 | |
| | SL5 | 0,878 | |
| | SL6 | 0,822 | |
| | SL7 | 0,830 | |
| | SL8 | 0,821 | |
| Purchase Intention | SL9 | 0,868 | 0,713 |
| | PI | 0,841 | |
| | PI2 | 0,828 | |
| | PI3 | 0,839 | |
| | PI4 | 0,841 | |
| | PI5 | 0,873 | |

Discriminant Validity

The cross loading value of each question indicator on the variable shows the discriminant validity test. In this study, the reference value used is above 0.7. Based on the test results in Table 4, all cross-loading values (grey) for each indicator are above 0.7. In addition, the discriminant validity test can be seen from the value of the cross loading indicator of a construct which is greater than the value of the cross loading indicator of the construct to other constructs.

Table 6 shows the cross loading indicator value of a construct is greater than the cross loading indicator value of a construct to other constructs. The results of this test show that the discriminant validity of each indicator on the variable has been fulfilled.

Table 6. Cross Loadings

| | Website Quality | Brand Awareness | Smart Lifestyle | Purchase Intention |
|------|-----------------|-----------------|-----------------|--------------------|
| WQ1 | 0,859 | 0,800 | 0,778 | 0,346 |
| WQ2 | 0,877 | 0,840 | 0,818 | 0,369 |
| WQ3 | 0,807 | 0,775 | 0,752 | 0,338 |
| WQ4 | 0,818 | 0,768 | 0,759 | 0,356 |
| WQ5 | 0,768 | 0,737 | 0,715 | 0,300 |
| WQ6 | 0,848 | 0,838 | 0,791 | 0,252 |
| WQ7 | 0,868 | 0,829 | 0,795 | 0,282 |
| WQ8 | 0,816 | 0,776 | 0,738 | 0,335 |
| WQ9 | 0,842 | 0,831 | 0,753 | 0,271 |
| WQ10 | 0,879 | 0,848 | 0,843 | 0,320 |
| WQ11 | 0,911 | 0,854 | 0,830 | 0,377 |
| BA1 | 0,851 | 0,906 | 0,857 | 0,301 |
| BA2 | 0,859 | 0,896 | 0,856 | 0,293 |
| BA3 | 0,894 | 0,915 | 0,825 | 0,269 |
| BA4 | 0,865 | 0,897 | 0,843 | 0,315 |
| BA5 | 0,828 | 0,869 | 0,789 | 0,192 |
| BA6 | 0,855 | 0,895 | 0,846 | 0,280 |
| BA7 | 0,813 | 0,848 | 0,767 | 0,258 |
| BA8 | 0,897 | 0,938 | 0,851 | 0,311 |
| BA9 | 0,844 | 0,887 | 0,818 | 0,296 |
| BA10 | 0,833 | 0,871 | 0,809 | 0,239 |
| BA11 | 0,835 | 0,867 | 0,798 | 0,311 |
| BA12 | 0,812 | 0,865 | 0,780 | 0,270 |
| BA13 | 0,839 | 0,871 | 0,779 | 0,243 |
| BA14 | 0,867 | 0,902 | 0,831 | 0,307 |
| SL1 | 0,848 | 0,861 | 0,894 | 0,315 |

| | | | | |
|-----|-------|-------|-------|-------|
| SL2 | 0,866 | 0,875 | 0,885 | 0,264 |
| SL3 | 0,866 | 0,900 | 0,889 | 0,244 |
| SL4 | 0,800 | 0,807 | 0,881 | 0,427 |
| SL5 | 0,790 | 0,790 | 0,878 | 0,407 |
| SL6 | 0,743 | 0,720 | 0,822 | 0,418 |
| SL7 | 0,740 | 0,707 | 0,830 | 0,440 |
| SL8 | 0,743 | 0,701 | 0,821 | 0,387 |
| SL9 | 0,763 | 0,787 | 0,868 | 0,448 |
| PI1 | 0,323 | 0,273 | 0,383 | 0,841 |
| PI2 | 0,285 | 0,226 | 0,323 | 0,828 |
| PI3 | 0,375 | 0,315 | 0,386 | 0,839 |
| PI4 | 0,346 | 0,281 | 0,390 | 0,841 |
| PI5 | 0,275 | 0,221 | 0,320 | 0,873 |

Table VI shows that each of an item's loadings on its latent variable was greater than those on other latent variables.

Hypothesis Testing

R-square used to examined the structural model. According to Hair et al. (2019), R^2 values higher than 0.25, 0.50, and 0.75 can be considered weak, moderate, and substantial. The calculated R^2 value of SL was 0.869, meaning that 86,9% of SL could be explained by website quality and brand awareness, the remaining 13,1% is influenced by other constructs that are not included in the research model used in this study. Meanwhile, the R^2 PI was 0,257. It means that 25,7% of PI could be explained by website quality, brand awareness, and smart lifestyle. While the remaining 74,3% is influenced by other constructs that are not included in the research model used in this study.

Table 7. Result

| Hypothesis | Path | STDEV | T-Statistics | P-Values | Decision |
|------------|----------|-------|--------------|----------|----------|
| H1 | WQ -> SL | 0,098 | 4,908 | 0,000 | Accepted |
| H2 | WQ -> PI | 0,268 | 2,258 | 0,024 | Accepted |
| H3 | BA -> SL | 0,098 | 4,715 | 0,000 | Accepted |
| H4 | BA -> PI | 0,220 | 4,444 | 0,000 | Accepted |
| H5 | SL -> PI | 0,176 | 4,398 | 0,000 | Accepted |

Furthermore, each hypothesis will be tested by evaluating the Path Coefficient, T-Statistic, and P-Value which is carried out through the bootstrapping procedure in the SmartPLS program.

The significance value in the coefficient table and t test obtained by the SmartPLS bootstrap procedure is used for hypothesis testing and decision making. The significance level used is 95% ($\alpha=0.05$) with a t-table of 1.65403. If the t-statistic value is less than 1.65403, then the hypothesis is rejected. In Table 6 it can be seen the results of the path coefficients and t-statistics on the inner model.

H1 examined whether the website quality has positive and significant relationship with smart lifestyle. WQ has a positive and significant effect relationship with SL (t value = 4.908, p value = 0.000). So, H1 is accepted. WQ also has a positive and significant influence relationship with PI (t-value = 2.258, p-value = 0.024). So, H2 is accepted. In addition, the positive hypothesis and significant relationship between BA and SL (H3, t value = 4.715, p value = 0.000) and the relationship between BA and PI (H4, t value = 4.444, p value = 0.000), then H4 is accepted. A positive relationship was also found between SL and PI (H5, t value = 4.398, p value = 0.000) so that H5 was accepted. Thus, all hypothesis is accepted.

According to the literature review that has been discussed previously, empirical findings support the validity of all hypothesis statements in this study, namely the variables of website quality and brand awareness have a positive effect on smart lifestyle and purchase intention. A positive and significant relationship was also found between smart lifestyle and purchase intention. In this case, it can be seen that a quality property marketplace website supported by a brand widely known by the public will positively influence the lifestyle of today's all-digital society, including searching or purchasing property.

In previous studies, website quality have a significant positive effect on Purchase Intention as in the case of Aji Darmanto et al. (2021) and Ade Indra Permana (2020) found that the quality of websites has a positive positive effect on customer buying interest. In addition, the results of this study are congruent with previous research conducted by I Gusti Ngurah Dika Krisnawan and I Made Jatra (2021) and Sri Rahmi, et al. (2022) which proves the hypothesis that brand awareness has a positive relationship to purchase intention. Furthermore, the relationship between smart lifestyle and buying interest was also verified by the research of Yohanes Ferry Cahaya and Lina Basafira Dewi (2022), which showed that the Lifestyle Variable had a positive and significant effect on the Purchase Intention variable.

CONCLUSION

In summary, the research reveals that Rumah123.com can enhance its purchase intention by improving website accessibility for all users and increasing brand awareness through unique slogans or jargons. To maintain customer loyalty and gain a competitive advantage, the company should offer promotions and differentiate itself from competitors. The study highlights the importance of focusing on specific demographic groups, particularly the 20-29 age group, which represents a significant portion of potential buyers and tenants. Securing the interest of this demographic, who are highly connected online, could lead to a larger market share and increased purchase intention.

However, the research is limited as it only considers three independent variables, without accounting for other important aspects of customer behavior. Future studies should include additional variables such as trust and security, and expand the scope to include Mobile App users. Further research should explore other factors influencing online property purchase intention beyond marketing aspects, to provide a more comprehensive understanding of customer behavior. This will ensure a more inclusive and thorough analysis, addressing the gaps identified in the current study.

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