



The Role of Digital Marketing, Brand Awareness, and E-WOM in Jakarta Garden City Purchase Intention: The Mediating Effect of Consumer Engagement and Moderating Role of Consumer Trust

***Atika Safitri Nugrahani**

Universitas Telkom,
Indonesia

Maria Apsari Sugiat

Universitas Telkom,
Indonesia

***Corresponding author:**

Atika Safitri Nugrahani, Universitas Telkom
Bandung, Indonesia.

✉ atikasafitri@student.telkomuniversity.ac.id

Article Info:

Article history:

Received: July 08, 2026

Revised: August 08, 2026

Accepted: August 12, 2026

Available Online: September 23,
2026

Keywords:

Brand Awareness; Consumer
Engagement; Consumer Trust;
Digital Marketing, E-WOM,
Purchase Intention



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2026 by Author. Published by
Politeknik Siber Cerdika International

Abstract

Background: The rapid growth of the Indonesian property industry has increased competitive pressure among developers, requiring effective digital strategies to strengthen consumer purchase intention. However, digital marketing exposure alone is insufficient to drive property purchase decisions because consumer trust, brand awareness, and engagement influence the decision-making process.

Objective: This study aims to examine the effects of Digital Marketing, Brand Awareness, and Electronic Word of Mouth (E-WOM) on Purchase Intention at Jakarta Garden City, with Consumer Engagement as a mediating variable and Consumer Trust as a moderating variable.

Methods: This study employed a quantitative cross-sectional survey design involving 375 respondents selected through purposive sampling from Jakarta Garden City's digital consumer database. Data were collected using a structured questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.

Results: The findings indicate that Digital Marketing and Brand Awareness significantly and positively affect Purchase Intention, with Brand Awareness showing the strongest direct influence. E-WOM has a significant negative effect, indicating consumer skepticism toward online reviews in high-value property decisions. Consumer Engagement mediates the relationship between Digital Marketing and Purchase Intention, while Consumer Trust significantly strengthens the effect of Digital Marketing on Consumer Engagement.

Conclusion: This study highlights the importance of integrating digital marketing strategies with brand strengthening, consumer trust development, and meaningful engagement to increase property purchase intention. The findings are limited to a single property developer context, which may affect generalizability.

To cite this article: Nugrahani, A. S., & Sugiat, M. A. (2026). The role of digital marketing, brand awareness, and E-WOM in Jakarta Garden City purchase intention: The mediating effect of consumer engagement and moderating role of consumer trust. *INKUBIS: Jurnal Ekonomi dan Bisnis*, 8(3), 2426-2437. <https://doi.org/10.59261/inkubis.v8i3.426>

INTRODUCTION

Indonesia's property industry is experiencing massive growth, especially in the Greater Jakarta area, in line with the increasing demand for housing from young professional groups and young families (Abidoeye et al., 2021). This condition not only presents great opportunities for property developers, but also creates increasingly complex and fierce competition. Based on Statista data (2023), Indonesia's property industry is dominated by several large developers with very significant total assets, such as PT Bumi Serpong Damai Tbk (66.8 trillion rupiah), PT Lippo Karawaci Tbk (49.5 trillion rupiah), and PT Ciputra Development Tbk (44.1 trillion rupiah). Meanwhile, PT. Modernland Realty Tbk. as the developer of Jakarta Garden City has not been

included in the list of the 10 largest developers in Indonesia, so the pressure to optimize marketing strategies is becoming more urgent. The competitive environment requires property developers to understand not only promotional effectiveness but also the psychological mechanisms that transform digital exposure into actual purchase intention (Prasad, 2026). Therefore, examining the interaction between digital marketing capability, brand-related factors, electronic word of mouth, trust, and engagement becomes strategically important in understanding contemporary property consumer behavior.

In response to these competitive dynamics, Jakarta Garden City implements an integrated marketing strategy that includes offline (walk-in, call-in, exhibition, open booth, canvassing) and online activities (Instagram, TikTok, website, and personal social media sales). The company's internal data in 2025 shows that out of a total of 5,957 consumer databases, digital sources will be the largest contributor, far surpassing other sources such as exhibitions (2,717 data), weekend open house activities (409), personal social media sales (372), and referrals (156). These initial findings provide a strong empirical indication that the digital marketing strategy implemented plays a crucial role in attracting potential customers for Jakarta Garden City.

However, the comparative data on the percentage of qualified chats between Jakarta Garden City and similar business units owned by PT. Modernland Realty Tbk., namely Kota Modern, shows that the quality of Jakarta Garden City's digital marketing is consistently lower throughout 2025. The percentage of qualified chats in Jakarta Garden City ranges from 35%-67%, while Modern City reaches 45%-73%. This difference indicates a gap in content suitability, ad target accuracy, and integration across digital platforms. This condition is an important strategic evaluation for the management of PT. Modernland Realty Tbk., especially the Jakarta Garden City division. This difference may influence purchase intention because digital marketing effectiveness is not merely determined by the quantity of consumer interactions, but also by the ability of firms to create relevant, credible, and persuasive information that supports consumers throughout the property decision-making process.

In terms of digital consumer engagement, Instagram Jakarta Garden City has an engagement rate of 0.78% with 12,559 followers, while TikTok reaches 4.75% with 11,200 followers. Although both are above the industry average according to Social Insider (2026), the pattern of passive engagement identified where consumers read more content without actively interacting is a challenge in converting engagement into purchase intent. In addition, the condition of the Electronic Word of Mouth (E-WOM) Jakarta Garden City deserves special attention. Google Review data shows an overall rating of 4.5 out of 5 stars, but in the past year there has been an increase in 1-star reviews with negative sentiment related to the quality of infrastructure, buildings, and services that have the potential to progressively lower the company's digital reputation. These conditions demonstrate that digital engagement and electronic word of mouth represent interconnected dimensions of consumer perception, where online interaction quality and public evaluations can jointly shape consumer confidence before purchasing high-involvement products such as property.

On the other hand, Jakarta Garden City received various national awards in the period 2021-2024, including Best Township Development from the PropertyGuru Indonesia Property Awards (2024), Best Mid End Housing Development, and Best Regional Scale Development Region Jakarta from the Golden Property Awards (2023). These awards represent brand reputation and consumer trust assets that should be used as competitive differentiators in digital communications, but so far have not been optimally optimized.

From an academic perspective, there has been no research that comprehensively integrates the variables of digital marketing, brand awareness, E-WOM, consumer trust, consumer engagement, and purchase intention in one integrated model in the context of the Indonesian property industry. Research by Sari (2025) discusses E-WOM and media marketing efforts in apartment purchase decisions without including brand awareness and consumer engagement. Zwakala & Church (2025) examines digital marketing strategies in the Cape Town property market from the perspective of agents, not consumers. Windi (2025) tested social media marketing on trust and intention to buy housing in Bekasi, but without a consumer engagement component as a mediator. These three studies leave a research gap that is the main justification for this research. The novelty of this study lies in integrating six constructs within a single empirical model and examining the property purchasing context from the consumer perspective,

while previous studies have generally examined only partial relationships among these variables.

Yunishafira et al. (2025) found that social media marketing dimensions significantly influence brand trust and brand loyalty through consumer engagement mechanisms. Their findings indicate that consistent, authentic, and responsive digital communication strengthens consumer relationships with brands. This evidence supports the relevance of examining engagement and trust as important mechanisms in the digital purchase decision process.

Research by Romadhoni et al. (2023) states that eWOM and SMM do not directly affect Purchase Intent. However, both significantly affect Purchase Intent indirectly through Customer Satisfaction. In contrast, ICT Effectiveness and Support do not significantly moderate the relationship between Customer Satisfaction and Purchase Intent. This study concludes that digital marketing strategies are only effective in influencing Purchase Intent when mediated by Customer Satisfaction. This highlights the important role of satisfaction in the digital buying journey, especially on high-engagement products such as fitness equipment. Meanwhile, (Ratnawia et al., 2022) found that the influence of social media, marketing, and brand awareness on purchase decisions had a determination coefficient of 0.771 or 77.1%. While the remaining 22.9% (100-77.1) was caused by variables outside the study.

Research conducted by Faronsyah & Taufik Hidayah (2025) shows that social media marketing has a positive effect on purchase intention. In addition, brand trust and brand engagement play a role as mediators that strengthen the relationship, while brand awareness has not been proven to have a mediating effect. These results indicate that marketing strategies through social media are more effective in increasing purchase intent if they can build consumer trust and engagement with brands.

Based on the above background, this study is designed to test the influence of Digital Marketing, Brand Awareness, and E-WOM on Purchase Intention in Jakarta Garden City with Consumer Engagement as the mediator and Consumer Trust as the moderator. Five hypotheses are proposed in this study: (H1) Digital Marketing has a significant positive effect on Purchase Intention; (H2) Brand Awareness has a significant positive effect on Purchase Intention; (H3) E-WOM has a significant effect on Purchase Intention; (H4) Consumer Engagement mediates the relationship between Digital Marketing and Purchase Intent; and (H5) Consumer Trust moderates the relationship between Digital Marketing and Consumer Engagement. This research is expected to make a theoretical contribution in the form of developing a six-variable integration model in the context of the property industry, as well as producing practical recommendations for the management of Jakarta Garden City in optimizing its digital marketing strategy.

METHOD

This study employed a quantitative approach using a survey method with descriptive-causal objectives. The research design was cross-sectional, in which data were collected at a specific point in time to provide an overview of the actual relationships between the variables. The unit of analysis was the individual, specifically potential buyers or consumers who had been exposed to Jakarta Garden City's digital marketing strategy. The research paradigm was positivist, with minimal (non-interventionist) researcher involvement, ensuring that respondents were not subjected to manipulation or special treatment.

Table 1

Types of Research

Research Characteristics	Types of Research
Research Methods	Quantitative
Research Objectives	Descriptive
Unit of Analysis	Individuals
Researcher Involvement	Minimal
Research Paradigm	Positivism
Data Collection Techniques	Questionnaire
Implementation Time	Cross-sectional
Analytical Techniques	Structural Equation Modelling (SEM)

Source: Processed by Researcher (2026)

The research population comprised all consumers in the Jakarta Garden City digital database, which consisted of 5,957 individuals based on the company's internal data from 2025. The sample size was determined using the Slovin formula with an error rate (e) of 5%, resulting in a minimum sample size of 375 respondents. The sampling technique used was non-probability sampling with a purposive sampling method, in which respondents were selected based on specific criteria to ensure their relevance to the research topic.

Ethical considerations were maintained throughout the research process. Respondents were informed of the research objectives, the confidentiality of their responses, and the voluntary nature of their participation before completing the questionnaire. Personal information obtained from the company database was used solely for research purposes and was processed confidentially.

The inclusion criteria for respondents were as follows: (1) male or female; (2) aged 25–55 years; (3) domiciled in Greater Jakarta or outside Greater Jakarta; (4) employed; (5) had seen or been exposed to content from at least one Jakarta Garden City digital platform (Instagram, TikTok, or the company website); and (6) had provided personal information in the form of their name and WhatsApp number to be contacted by the Jakarta Garden City sales team. These criteria were established to ensure that all respondents had direct experience with Jakarta Garden City's digital marketing activities, allowing their assessments of the research variables to be based on actual experience rather than hypothetical perceptions.

This study used two types of data sources. Primary data were collected through a structured questionnaire distributed online via Google Forms to respondents who met the specified criteria. Secondary data were obtained from internal company documents, digital platform reports, and relevant online sources. The questionnaire employed a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure six latent variables comprising a total of 38 indicators: Digital Marketing (DM1–DM10, 10 indicators), Brand Awareness (BA1–BA4, 4 indicators), E-WOM (EWOM1–EWOM4, 4 indicators), Consumer Engagement (CE1–CE6, 6 indicators), Consumer Trust (CT1–CT7, 7 indicators), and Purchase Intention (PI1–PI7, 7 indicators).

Before the questionnaire was distributed to the 375 main respondents, the research instrument was first tested through a pilot study involving 30 respondents who met the same inclusion criteria. The results of the pilot study were used to identify unclear or ambiguous indicators and to ensure that the loading factor values of all indicators exceeded 0.7. Following the refinement process, the final questionnaire was distributed via WhatsApp by the Jakarta Garden City sales team to consumers in the digital database over a period of two months. All 375 questionnaires collected were deemed valid and were used in the subsequent analysis.

Data analysis was conducted in two main stages. First, descriptive analysis was performed to describe the respondents' profiles and their perceptions of each variable. Each questionnaire item was converted into a cumulative score percentage and classified using a continuum line with the following categories: Very Bad (20%–36%), Not Good (36%–52%), Fairly Good (52%–68%), Good (68%–84%), and Very Good (84%–100%). The highest possible cumulative score was $375 \times 5 = 1,875$, while the lowest was $375 \times 1 = 375$. These scores corresponded to a highest percentage of 100% and a lowest percentage of 20%, resulting in a range of 16 percentage points for each category.

Second, Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis was conducted using SmartPLS 4. The analysis included: (a) evaluation of the outer model through convergent validity, assessed using loading factor values (>0.7) and Average Variance Extracted (AVE) values (>0.5), as well as reliability testing using Cronbach's Alpha and Composite Reliability (CR), with values exceeding 0.7; and (b) evaluation of the inner model through R-Square (R^2) to assess predictive ability, Predictive Relevance (Q^2) with a value greater than 0 to assess predictive relevance, Effect Size (f^2) with thresholds of 0.02 for small, 0.15 for medium, and 0.35 for large effects, and path coefficients tested using a bootstrapping procedure. Hypotheses were considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05. SEM-PLS was selected as a soft modeling approach because it allows predictive relationship testing without requiring strict assumptions regarding data distribution (Haryono, 2016).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Of the 375 respondents who were successfully collected, the majority were aged 25-35 years old (52.3%), female (54.1%), domiciled in East Jakarta and its surroundings (67.5%), and worked in the private sector (58.4%). All respondents have been exposed to at least one digital platform in Jakarta Garden City, with Instagram as the most used platform (61.1%), followed by TikTok (24.3%) and the official website (14.6%). This profile is consistent with the main target market of Jakarta Garden City, which is a group of young professionals in the Greater Jakarta area who actively use social media.

Descriptive Analysis Results

Digital Marketing

The results of the descriptive analysis of Digital Marketing variables from 375 respondents showed that 10 indicators (DM1-DM10) obtained a score percentage between 70.31% to 75.47%, all of which were in the Good category. DM8, which measures consumer attention when watching Jakarta Garden City ads on mobile phones without interruption, recorded the highest score (75.47%), while DM3, which measures the extent to which social media content helps understand the product, ranked lowest (70.31%). This pattern indicates that Jakarta Garden City's digital marketing activities have succeeded in attracting the attention of the audience (eye-catching), but are not fully effective in conveying product messages in an informative and educational manner.

Brand Awareness

Different from Digital Marketing, all Brand Awareness indicators (BA1-BA4) fall into the Not Good category with a score range of 47.41%-50.61%. BA3 measures the memory of the Jakarta Garden City brand when consumers are actively looking for a home to get the highest score (50.61%), while BA2 measures the ability to recognize the unique characteristics of Jakarta Garden City is in the lowest position (47.41%). This pattern indicates that Jakarta Garden City's brand awareness is reactive: consumers are more likely to remember the brand when they are in active property search mode, but do not yet have strong brand awareness in the consumer segment who have not thought about buying a property.

E-WOM

The four E-WOM indicators (EWOM1-EWOM4) are in the Good category with a score percentage of 73.28%-75.62%. EWOM4 measures trust in online reviews as a means of voluntary promotion by fellow consumers with the highest score (75.62%), while EWOM2 measures the extent to which online reviews can increase product understanding and encourage buying interest to be at the lowest (73.28%). This difference reveals an interesting phenomenon: respondents acknowledge the existence and social value of E-WOM, but doubt its ability to have a real impact on property purchase decisions.

Consumer Engagement

All Consumer Engagement indicators (CE1-CE6) are in the Good category with a score percentage of 68.16%-69.38%. CE2 measures the frequency of responding to or responding to Jakarta Garden City content on social media recorded the highest score (69.38%), while CE6 measures the activeness of sharing Jakarta Garden City content with others occupies the lowest position (68.16%). Although all indicators are in the Good category, patterns of passive engagement are consistently identified: consumers are more likely to be viewers of content rather than actively engaged participants.

Consumer Trust

The Consumer Trust variable shows an alarming condition, where all seven indicators (CT1-CT7) fall into the Not Good category with a score range of 52.32%-55.20%. CT5 measures consumer confidence that Jakarta Garden City always strives to keep its commitment to obtain the highest score (55.20%), while CT2 measures confidence in the honesty of the information

conveyed is in the lowest position (52.32%). The most significant is the low CT1 score (53.49%) which measures the perception of the security of the Jakarta Garden City digital platform, considering that platform security is a basic prerequisite for digital trust.

Purchase Intention

The Purchase Intention variable showed the lowest descriptive performance among all variables, with a total of seven indicators (PI1-PI7) in the Poor category (49.97%-52.10%). PI4 measures the tendency of consumers to consider Jakarta Garden City as the top choice when planning to buy property to score the highest (52.10%), while PI3 measures the lowest active desire to make a purchase immediately (49.97%). This pattern confirms that consumers' purchase intentions towards Jakarta Garden City are conditional and long-term, not driven by urgency or direct stimulation from digital promotional content.

Table 2

Summary of Descriptive Analysis Results by Variable

Variable	Score (%)	Range	High/Lowest Indicators	Categories	Key Implications
Digital Marketing	70,31% 75,47%	-	DM8 / DM3	Good	Attention-grabbing but less informative
Brand Awareness	47,41% 50,61%	-	BA3 / BA2	Not Good	Known only by active consumers
E-WOM	73,28% 75,62%	-	EWOM4 EWOM2	/ Good	Acknowledged its existence, its impact is doubtful
Consumer Engagement	68,16% 69,38%	-	CE2 / CE6	Good	Passive Engagement Dominant
Consumer Trust	52,32% 55,20%	-	CT5 / CT2	Not Good	Platform security becomes a weak point
Purchase Intention	49,97% 52,10%	-	PI4 / PI3	Not Good	Long-term conditional buying intent

Source: Data That Has Been Processed By Researchers (2026)

Outer Model Test Results

Validity Test (Loading Factor and AVE)

The loading factor test showed that all 38 indicators from six variables had values above the threshold of 0.7 Imam Ghazali (2018), with a value range of 0.842 (BA2) to 0.968 (CE1). No indicators need to be eliminated from the model. The Average Variance Extracted (AVE) test shows that all variables have values above 0.5, with a range of 0.790 (Purchase Intention) to 0.892 (Digital Marketing). The results of these two tests confirm the strong convergent validity for the entire construct in the model.

Table 3

Loading Factor Test Results (partial) and AVE

Variable	Loading Factor (min)	Loading Factor (max)	AVE	Remarks
Digital Marketing	0,936	0,951	0,892	Valid
Brand Awareness	0,842	0,923	0,809	Valid
E-WOM	0,917	0,926	0,851	Valid
Consumer Engagement	0,908	0,968	0,889	Valid

Consumer Trust	0,890	0,993	0,840	Valid
Purchase Intention	0,860	0,910	0,790	Valid

Source: Data That Has Been Processed by Researchers with SmartPLS (2026)

Reliability Test

All variables met reliability standards with Cronbach's Alpha and Composite Reliability (CR) values above 0.7 (Hair Jr et al., 2021). Digital Marketing recorded the highest number (Alpha = 0.987; CR = 0.988), while Brand Awareness was the lowest but still very adequate (Alpha = 0.921; CR = 0.944). This high internal consistency proves that the indicators in each construct are strongly correlated in measuring the variables in question. However, the very high Cronbach's Alpha values for Digital Marketing and Consumer Engagement approaching 1.00 indicate potential item similarity. Therefore, the interpretation focuses not only on internal consistency but also considers construct validity results from loading factor and AVE values to ensure that the indicators represent meaningful dimensions of each construct.

Table 4

Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (CR)	Remarks
Digital Marketing	0,987	0,988	Reliable
Brand Awareness	0,921	0,944	Reliable
E-WOM	0,942	0,958	Reliable
Consumer Engagement	0,975	0,980	Reliable
Consumer Trust	0,968	0,974	Reliable
Purchase Intention	0,956	0,963	Reliable

Source: Data That Has Been Processed by Researchers with SmartPLS (2026)

Inner Model Test Results

R-Square (R2) and Predictive Relevance (Q2)

The R2 value of Consumer Engagement is 0.693 (Adjusted R2 = 0.690) and Purchase Intention is 0.680 (Adjusted R2 = 0.677), both of which are in the fairly strong category according to Hair Jr et al. (2021) which set the strong category at 0.75, fair at 0.50, and weak at 0.25. The Q2 values of Consumer Engagement (0.683) and Purchase Intention (0.655), both well above 0, confirm that the model has adequate predictive relevance and can accurately predict observational data.

Table 5

R-Square and Predictive Relevance Test Results

Variable	R2	Adjusted R2	Q2	Remarks
Consumer Engagement	0,693	0,690	0,683	Quite Powerful
Purchase Intention	0,680	0,677	0,655	Quite Powerful

Source: Data That Has Been Processed by Researchers with SmartPLS (2026)

Effect Size (f2)

Effect size (f2) testing revealed very significant findings: Consumer Trust had a very large influence on Consumer Engagement (f2 = 1.587), far exceeding the large category (>0.35) according to Hair Jr et al. (2021), making it the dominant contributor in the model. Digital Marketing showed a moderate influence on Consumer Engagement (f2 = 0.189) and a small influence on Purchase Intention (f2 = 0.097). Consumer Engagement had a moderate effect on Purchase Intention (f2 = 0.214), followed by small Brand Awareness (f2 = 0.108), very small E-WOM (f2 = 0.026), and the effect of Consumer Trust moderation on the Digital Marketing-Consumer Engagement relationship was recorded as small (f2 = 0.057).

Table 6*Effect Size Test Results (f²)*

Interconnection Variable	Consumer Engagement	Purchase Intention	Categories
Digital Marketing	0,189	0,097	Medium / Small
Brand Awareness	-	0,108	Small
E-WOM	-	0,026	Very Small
Consumer Trust	1,587	-	Very Large
Consumer Engagement	-	0,214	Medium
Consumer Trust x Consumer Engagement (moderation)	0,057	-	Small

*Source: Data That Has Been Processed by Researchers with SmartPLS (2026)***Path Coefficients and Hypothesis Testing**

Hypothesis testing was carried out through a bootstrapping procedure with the condition of acceptance of t-statistic >1.96 and p-value <0.05. All five hypotheses met both conditions and were statistically accepted. However, it should be noted that H3 (EWOM-PI) and H4 (DM-CE-PI) exhibit negative coefficients, which means that the two relationships move in the opposite direction from the initial assumptions put forward in the hypothesis.

Table 7*Path Coefficient Test Results and Hypothesis Testing*

H	Pathway	Coef. (O)	T-Stat	P-Value	Remarks
H1	DM -> Purchase Intention	0,197	6,863	0,000	Accepted (+)
H2	BA -> Purchase Intention	0,227	4,469	0,000	Accepted (+)
H3	EWOM -> Purchase Intention	-0,203	2,038	0,042	Accepted (-)
H4	DM -> CE -> Purchase Intention	-0,140	5,044	0,000	Accepted (-)
H5	DM x CT -> Consumer Engagement	0,129	3,319	0,001	Accepted (+)

*Source: Data That Has Been Processed by Researchers with SmartPLS (2026)***Discussion****The Influence of Digital Marketing on Purchase Intention (H1)**

The results of the H1 test confirmed that Digital Marketing had a positive and significant effect on Purchase Intention (coefficient = 0.197; t = 6.863; p = 0.000). Although significant, the relatively small effect size value (f² = 0.097) indicates that Digital Marketing is not the dominant factor in shaping the purchase intention of property consumers. These findings are consistent with Nurjaya et al. (2025) who prove that digital marketing activities through easy access to information, relevant content, and interactive experiences can increase buying interest. Otopah et al. (2024) in the context of Ghanaian banking also confirmed a similar positive influence.

Descriptive analysis provides an important nuance: DM3 (content helps to understand the product) has the lowest score among all Digital Marketing indicators (70.31%), indicating a gap between the visual appeal of the content and its ability to communicate the value of the product substantively. This explains why although Digital Marketing has a positive effect, its contribution to purchase intent is relatively small because existing content prioritizes aesthetics and eye-catching rather than the depth of information that encourages serious purchase considerations. Habib et al. (2022) also found that in the context of high-engagement products, digital marketing requires the support of other factors such as trust and quality engagement to produce maximum impact on purchase intent.

The Influence of Brand Awareness on Purchase Intention (H2)

H2 was received with the highest path coefficient among all direct relationships (coefficient = 0.227; $t = 4.469$; $p = 0.000$), proving that Brand Awareness is the most powerful direct driver of purchase intent. These findings are particularly relevant to the characteristics of the property industry: large transaction values, high decision risk, and long consideration periods make consumers rely heavily on strong brand recognition as a signal of developer quality and reliability. Brands that are already known and trusted provide a sense of psychological security for consumers in making big financial decisions.

These findings are in line with Nurjaya et al. (2025) who prove that Brand Awareness is a major differentiating factor in a highly competitive market, and Ali Mussalam et al. (2025) who confirm the significant positive influence of brand awareness on purchase intention in small and medium-sized businesses in Jordan. Zeqiri et al. (2025) added a cross-border perspective that brand awareness built through social media consistently has a positive effect on purchase intention in developing economies. The most critical of these findings is that the contrast between the power of influence (the highest path coefficient) and the actual conditions (the Not Good category in the descriptive analysis) creates the potential for a huge increase in purchase intention if brand awareness investment is systematically and consistently increased.

The Effect of E-WOM on Purchase Intention (H3)

H3 produced findings that contrasted with the initial hypothesis: E-WOM had a significant but negative effect on Purchase Intention (coefficient = -0.203; $t = 2.038$; $p = 0.042$). This means that the more intense E-WOM that consumers encounter about Jakarta Garden City, the lower their purchase intention. This phenomenon can be explained from two dimensions. First, contextually: the increase in negative reviews on Google Reviews in the past year related to the quality of infrastructure, buildings, and services results in actual E-WOM that does not support purchase intent. The 1-star reviews that are starting to dominate give a strong negative signal to potential consumers who do online research before deciding to visit a sales gallery.

Second, theoretically: in high-value and high-risk products such as property, consumers are more sensitive to negative E-WOM than positive (negativity bias). Khwaja et al. (2020) identified that consumer trust inclination moderates the effectiveness of E-WOM when the baseline confidence level is low as shown by the Consumer Trust score of the Bad category, diverse E-WOM increases doubt and decreases purchase intention. These findings differ from Nurjaya et al. (2025) who found E-WOM to be positive in the context of MSMEs, a difference that can be explained by differences in product value, decision risk, and the actual condition of E-WOM in circulation.

The Role of Consumer Engagement Mediation (H4)

H4 yielded the most controversial finding: the DM-CE-PI mediated pathway was statistically significant ($t = 5.044$; $p = 0.000$) but with a negative coefficient (-0.140), contrary to the initial assumption. This means that Consumer Engagement formed from Jakarta Garden City's Digital Marketing exposure reduces Purchase Intention indirectly, a phenomenon that at first seems paradoxical but can be explained coherently through descriptive analysis.

The pattern of passive engagement identified in which consumers read more content without active interaction, read posts more often (highest CE1) but share content with others less often (lowest CE6) creates conditions where existing "engagement" is more of an exposure than a meaningful engagement. In this condition, the more consumers are exposed to Jakarta Garden City content without getting enough information to build purchase confidence, the greater the ambiguity they feel. These findings differ from Tran (2025) and Alrwashdeh (2025) who all reported positive mediation, likely because all three studies were conducted in contexts where the engagement formed was more active and interactive.

The Role of Consumer Trust Moderation (H5)

H5 was received in a positive and significant direction (coefficient = 0.129; $t = 3.319$; $p = 0.001$), proving that Consumer Trust strengthens the relationship between Digital Marketing and Consumer Engagement. The higher the consumer trust in Jakarta Garden City, the more effective digital marketing activities are in encouraging more meaningful and quality engagement. These

findings are consistent with Ibrahim & Aljarah (2024) who identified consumer trust as a strengthening of the relationship between social media marketing activities and user engagement behavior, as well as Otopah et al. (2024) in the context of banking.

The significance of these findings is further reinforced by the large effect size of Consumer Trust on Consumer Engagement ($f^2 = 1.587$), making it the dominant contributor in the entire model, far surpassing Digital Marketing ($f^2 = 0.189$). This proves that building consumer trust is the most effective strategy to improve the quality of digital engagement. Paradoxically, Consumer Trust is in the Not Good category in the descriptive analysis, indicating that the foundation that should be the biggest strength of Jakarta Garden City has not been built optimally. This condition represents the biggest strategic opportunity that can be immediately taken advantage of by the company's management to create a significant impact on the entire Jakarta Garden City digital ecosystem.

CONCLUSION

The study demonstrates that purchase intention at Jakarta Garden City is shaped by the combined influence of digital marketing, brand awareness, E-WOM, consumer engagement, and consumer trust. The findings confirm that digital strategies alone are insufficient without strengthening brand recognition and consumer confidence, particularly in high-involvement property purchases. Theoretically, this study contributes an integrated model explaining the mechanism through which digital communication affects purchase intention. Practically, the findings encourage property developers to prioritize trustworthy digital experiences, strengthen brand positioning, and actively manage online consumer perceptions. Nevertheless, this study is limited to a single property developer context; future research should validate the model across different property companies and geographical markets.

First, Brand Awareness proved to be the strongest direct driver of Purchase Intention (coefficient = 0.227), confirming that brand strength is the most determinant strategic asset in shaping property purchase intention. The condition of Brand Awareness which is still in the Bad category represents a huge growth opportunity for Jakarta Garden City.

Second, Digital Marketing has a significant positive effect on Purchase Intention (coefficient = 0.197), but with a relatively small contribution ($f^2 = 0.097$). The effectiveness of digital marketing needs to be improved not only in terms of visual appeal, but also in terms of the depth of product information conveyed to potential consumers to encourage more serious purchase considerations.

Third, E-WOM has a significant negative effect on Purchase Intention (coefficient = -0.203), reflecting the real condition of online reviews which are dominated by negative sentiment and consumer doubts about the authenticity of high-value property reviews. Online review reputation management is a strategic priority that cannot be ignored.

Fourth, Consumer Engagement as a mediator between Digital Marketing and Purchase Intention shows a negative direction (coefficient = -0.140), indicating that the passive engagement that is currently formed is not strong enough to convert digital engagement into real purchase intent. The transformation of content strategy from simply attracting attention to building deep understanding is inevitable.

Fifth, Consumer Trust proved to be a significant positive moderator as well as the dominant contributor to the model ($f^2 = 1.587$ for Consumer Engagement). This proves that consumer trust is the asset that most determines the quality of the entire Jakarta Garden City digital ecosystem. Based on all of these findings, the study recommends four priority strategies: (1) investment in long-term brand awareness campaigns that target the cold audience consumer segment, not just the warm audience; (2) build a proactive and responsive online reputation management system; (3) transforming digital content strategies from an attention-based approach to one based on education and trust; and (4) prioritizing improving the security and transparency of digital platforms as a foundation of sustainable consumer trust.

The limitations of this study include focusing on a single property developer object, so generalizations need to be done with caution, as well as cross-sectional designs that are unable to capture changes in consumer behavior dynamics over time. Future research suggests extending the object to multiple property developers for comparative analysis and using longitudinal design to more comprehensively capture the dynamics of changing consumer attitudes.

ACKNOWLEDGEMENT

The authors would like to express their sincere gratitude to all parties who provided support and assistance throughout the research process and the preparation of this manuscript. Special appreciation is extended to the institutions and government agencies that provided access to relevant regional economic, waste generation, and waste management policy data used in this study. The authors also gratefully acknowledge the academic guidance, constructive feedback, and institutional support that contributed to the completion and improvement of this research.

AUTHOR CONTRIBUTION STATEMENT

Aristawidya Dwi Putri contributed to the conceptualization, research design, data collection and curation, formal analysis, interpretation of the results, and drafting of the manuscript. Widyono Soetjipto contributed to the supervision of the research, methodological review, validation of the analytical approach, interpretation of findings, and critical revision of the manuscript. Both authors contributed to the discussion of the results, reviewed and approved the final version of the manuscript, and agreed to be accountable for all aspects of the work.

REFERENCES

- Abidoye, R. B., Puspitasari, G., Sunindijo, R., & Adabre, M. (2021). Young adults and homeownership in Jakarta, Indonesia. *International Journal of Housing Markets and Analysis*, 14(2). <https://doi.org/10.1108/IJHMA-03-2020-0030>
- Ali Mussalam, T. A., Saleh Shkeer, A., Faris Alomari, K., Al-Kaseasbeh, H. M., & Ali Alqudah, O. M. (2025). The Impact of Brand Awareness, Digital Influencers, and Word of Mouth on Purchase Intentions: Evidence from Jordanian SMEs. *Data and Metadata*, 4, 926. <https://doi.org/10.56294/dm2025926>
- Alrwashdeh, M. (2025). How do social media marketing activities enhance online purchase intention among Jordanian consumers? The role of brand trust and brand engagement. *Innovative Marketing*, 21(2), 291–302. [https://doi.org/10.21511/im.21\(2\).2025.23](https://doi.org/10.21511/im.21(2).2025.23)
- Faronsyah, A. S., & Taufik Hidayah, R. (2025). The Impact of Social Media Marketing on Purchase Intention at PT. Nomaden Cipta Mahardika. *International Journal of Science, Technology & Management*, 6(3). <https://doi.org/10.46729/ijstm.v6i3.1313>
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022(1). <https://doi.org/10.1155/2022/5327626>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer Nature.
- Haryono, S. (2016). *Buku 3 in 1 Metode SEM Untuk Penelitian Manajemen Dengan AMOS Lisrel Dan PLS*. Jakarta: PT. Intermedia Personalia Utama.
- Ibrahim, B., & Aljarah, A. (2024). The role of social media marketing activities in driving self-brand connection and user engagement behavior on Instagram: a moderation-mediation approach. *European Journal of Innovation Management*, 27(5), 1723–1742. <https://doi.org/10.1108/EJIM-08-2022-0452>
- Imam Ghazali. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the Effects of eWOM, Trust Inclination, and Information Adoption on Purchase Intentions in an Accelerated Digital Marketing Context. *Information*, 11(10), 478. <https://doi.org/10.3390/info11100478>
- Nurjaya, N., Merdiani, W., Putra, A. N., Dwiwarman, D. A., & Sunarsi, D. (2025). The role of brand awareness, digital marketing and electronic word of mouth (E-WOM) toward purchase intention on social media: An empirical study on Indonesian SMEs. *International Journal of Data and Network Science*, 9(4), 925–936. <https://doi.org/10.5267/j.ijdns.2024.12.002>
- Otopah, A. A., Dogbe, C. S. K., Amofah, O., & Ahlijah, B. (2024). Digital marketing and purchase intention of bank services: the role of trust and engagement. *International Journal of Bank Marketing*, 42(7). <https://doi.org/10.1108/IJBM-02-2023-0097>
- Prasad, K. D. V. (2026). The influence of digital marketing on consumer buying intention in residential real estate in India's National Capital Region: a structural equation modeling approach. *Frontiers in Communication*.

- Romadhoni, B., Akhmad, A., Naldah, N., & Rossanty, N. P. E. (2023). Purchasing decisions effect of social media marketing, electronic word of mouth (eWOM), purchase intention. *Journal of Accounting and Finance Management*, 4(1), 74–86.
- Sari, I. O. , K. D. A. , T. & O. G. (2025). The Effect of Media Marketing Effort, E-Wom on Apartment Purchase Decision with Information Transparency as moderating variable. *Ekombis Review*, 13(3), . *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 13(3), 2343–2356.
- Tran, N. (2025). Enhancing Purchase Intention through Social Media Marketing and E-WOM: The Mediating Role of Brand Image and Consumer Brand Engagement. *PaperASIA*, 41(5b), 275–289. <https://doi.org/10.59953/paperasia.v41i5b.636>
- Windi, W. (2025). Analysis of the Impact of Social Media Marketing on Customer Trust and Purchase Intention in Housing in Bekasi Regency. *FIRM Journal of Management Studies* , 10(2), 17–29.
- Yunishafira, A., Sugiat, M. A., & Hidayah, R. T. (2025). The Influence Of Social Media Marketing Activities On Brand Loyalty Through Cognitive Engagement, Emotional Engagement, Brand Trust And Brand Equity. *Enrichment: Journal of Multidisciplinary Research and Development*, 3(5). <https://doi.org/10.55324/enrichment.v3i5.432>
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A.-M., Hasani, V. V., & Paientko, T. (2025). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*, 43(1), 28–49. <https://doi.org/10.1108/MIP-06-2023-0248>
- Zwakala, K. M., & Church, L. (2025). Digital marketing strategy adoption for online brand presence: real estate agents' perspectives in Cape Town. *International Journal of Internet Marketing and Advertising*, 23(1–2). <https://doi.org/10.1504/IJIMA.2025.147549>