

## The Influence of Social Media Marketing on Luxury Property Purchase Decisions In The Royal Calista Project, Batang Regency, Central Java Province

Taufik Nurahman<sup>1</sup>, Anton Mulyono Azis<sup>2</sup>, & Nurvita Trianasari<sup>3</sup>

Telkom University, Bandung, Indonesia<sup>1</sup>

Telkom University, Bandung, Indonesia<sup>2</sup>

Telkom University, Bandung, Indonesia<sup>3</sup>

Email Author(s): [kipupikk@student.telkomuniversity.ac.id](mailto:kipupikk@student.telkomuniversity.ac.id)<sup>1</sup>,

[antonmulyono@telkomuniversity.ac.id](mailto:antonmulyono@telkomuniversity.ac.id)<sup>2</sup>, [nurvitatrianasari@telkomuniversity.ac.id](mailto:nurvitatrianasari@telkomuniversity.ac.id)<sup>3</sup>

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### Abstract

This study seeks to examine the impact of social media marketing on the purchasing decisions about luxury properties in The Royal Calista project, situated in Batang Regency, Central Java Province. This research employs a literature review methodology to analyze prior studies on the influence of digital marketing methods, specifically social media, on consumer behavior within the real estate sector. The Royal Calista, created by Cosmoland Development, employs digital marketing methods including Search Engine Optimization (SEO), Facebook Ads, and social media campaigns to expand its target market and improve the efficacy of its marketing initiatives in attracting prospective purchasers. This corresponds with the positioning thesis articulated by Jack Trout in his book, *Positioning: The Battle for Your Mind*, which asserts that a brand's success is significantly contingent upon its ability to cultivate a robust image and secure a primary place in consumers' consciousness. The data indicate that social media marketing substantially impacts luxury property purchasing decisions, especially in growing markets such as Batang Regency. This study's results offer insights for real estate developers to refine their digital marketing tactics, hence improving promotional efficacy and sales conversion.

**Keyword:** *Digital Marketing, Social Media, Purchasing Decisions, Consumer Behavior, Positioning*

### 1. Introduction

Cosmoland Development is a property company established on November 11, 2020, amidst the COVID-19 pandemic which has had a significant impact on the property sector. Although many companies are facing challenges, Cosmoland Development continues to grow rapidly with its first project, The Royal Cosmo Balaraja in Tangerang Regency. By 2024, the company has completed four housing complexes on Java Island, including The Royal Calista in Batang Regency. Cosmoland Development targets the middle to upper market by carrying the concept of American Classic-Modern style housing as a branding strategy to establish its position as a luxury property developer. The Royal Calista, previously known as Calista Townhouse, is a

20,275 m<sup>2</sup> project that has only sold 10 of its 86 units since 2018. After being acquired in 2022, Cosmoland Development rebranded while maintaining the name "Calista" which has a distinctive image, as well as revamping the housing design and improving facilities such as security systems, clubhouses, and infrastructure. The development offers two housing options: Cluster Boulevard, priced up to IDR 3 billion, and the more compact Cluster Serenia, priced starting from IDR 1.5 billion. Marketing began in 2022 with digital and traditional techniques, culminating in the sale of 30 units to date. During the rebranding process, Cosmoland Development changed the physical appearance of the residence and improved the living experience for its residents. The establishment of a clubhouse equipped with swimming pool facilities, a small fitness center, and a place of worship are the main attractions that differentiate The Royal Calista from its competitors. The presence of these facilities increases value for residents, elevates exclusivity, and strengthens its status as a leading residential complex in the Batang area and its surroundings. The Royal Calista, branded as "The First Prestigious Housing in Batang & Pekalongan," confirms its status as the first luxury housing complex in the area, in line with Jack Trout's positioning theory. The main constraints lie in people's purchasing power and limited market size compared to big cities, so an innovative marketing plan is needed to attract potential buyers. Therefore, Cosmoland Development continues to strive to design more innovative marketing strategies by utilizing digital media and exclusive promotional activities to increase the attractiveness of this project in the competitive market landscape. The utilization of internet-based media has fundamentally transformed how organizations disseminate information and engage with potential consumers. Internet technology enables companies to deliver information in a faster, broader, and more efficient manner compared to conventional media, allowing brands to reach wider audiences and strengthen relationships with stakeholders. In the context of property marketing, digital platforms play a strategic role in shaping consumer perceptions and supporting informed purchase decisions through continuous and real-time information exposure (Sukmadilaga et al., 2019).

## **2. Theoretical Framework and Conceptual Model**

The rapid advancement of digital technology has significantly altered consumer behavior and decision-making processes across industries, including the real estate sector. Digital platforms, particularly social media, have become primary channels through which consumers search for information, evaluate alternatives, and interact with brands. This digital transformation requires organizations to adapt their marketing strategies in order to remain relevant and competitive, as consumer expectations increasingly emphasize accessibility, engagement, and experiential value delivered through online media (Santoso et al., 2023).

### **1. Definition of Consumer Behavior**

Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and desires.

### **2. Definition of Consumer Behavior from Experts**

1. Anang (2018): The decision-making process carried out by consumers in choosing, buying, using, and utilizing products or services.
2. Malau (2017): Consumer behavior describes the actions of individuals or groups in choosing and using products to obtain satisfaction.

3. John C. Mowen & Michael Minor (2002): A study of purchasing units and exchange processes that include the acquisition, use, and consumption of products and services.
4. Lamb, Hair, & McDaniel: Consumer behavior is the process by which customers make purchasing decisions and the factors that influence them.
5. Kotler & Keller (2006): A study of how individuals, groups, and organizations choose, buy, and use products and services to meet their needs.

### **3. Factors Influencing Consumer Behavior**

Consumer behavior is not only influenced by basic needs but also by various external and internal factors. These factors can be divided into several main categories:

1. Individual Factors
  - a) Motivation: The main reason that drives someone to buy a product.
  - b) Perception: How individuals interpret information about a product or service.
  - c) Attitudes and Preferences: Views or tendencies towards a brand or product category.
  - d) Experience and Learning: Consumers tend to buy products based on previous experiences or recommendations.
2. Social & Cultural Factors
  - a) Family: Purchasing decisions are often influenced by family and other household members.
  - b) Friends & Community: Recommendations from friends or communities are often considered before making a purchase.
  - c) Culture and Social Values: Each culture has different preferences and consumption habits.
3. Psychological Factors
  - a) Emotions: Emotional factors can influence purchasing decisions, such as pride, happiness, or fear.
  - b) Risk Perception: Consumers consider financial, functional, and social risks before purchasing expensive products such as property.
  - c) Brand Loyalty: Positive experiences with a brand can create loyalty and increase repeat purchases.

### **4. The Importance of Understanding Consumer Behavior**

- a) Understanding consumer behavior is very important for companies, especially in developing more effective marketing strategies. Some of the benefits are:
- b) Adjusting Products and Services: By understanding consumer needs, companies can adjust products or services that are more relevant to the target market.
- c) Increasing Marketing Effectiveness: Companies can design more targeted marketing strategies, both in media selection and advertising messages.
- d) Increasing Customer Satisfaction and Loyalty: Understanding consumer preferences can help companies create better experiences, increase loyalty, and gain loyal customers.
- e) Anticipating Changes in Market Trends: By understanding consumption patterns, companies can anticipate market trends and remain competitive.
- f) Optimizing Prices and Promotions: Adjusting pricing and promotion strategies based on consumer behavior can increase sales conversions.

Consumer behavior is an important aspect of marketing strategy because it reflects how individuals or groups make decisions in purchasing and using products. Various individual, social, and psychological factors influence purchasing decisions, sounderstanding consumer behavior helps companies develop more effective strategies and increase customer satisfaction.

## **5. Marketing**

Marketing involves creating, distributing, promoting, and pricing products or services to enable satisfying exchanges with customers and fostering stakeholder relationships. Marketing encompasses a multitude of actions designed to profitably meet customer needs and deliver optimum value to consumers. The marketing process requires methodical planning, spanning production to distribution, with a focus on customer satisfaction and business profitability.

The marketing concept seeks to optimize revenues through understanding consumer requirements and increasing sales. The five major concepts in marketing are the production concept, which emphasizes efficiency and quantity; the product concept, which focuses on quality and innovation; the selling concept, which emphasizes aggressive promotional strategies; the marketing concept, which is directed at customer satisfaction; and the societal marketing concept, which emphasizes corporate social responsibility.

The objectives of marketing include introducing products to consumers, creating demand, developing customer loyalty, and increasing workforce and brand recognition. By using intelligent marketing methods, companies can encourage repeat purchases and elevate products to well-known mega brands. Marketing functions are categorized into three major types: exchange functions (selling and purchasing), physical functions (transportation and storage), and facilitative functions (finance, risk management, market research, and standardization). Each of these functions contributes to the efficient distribution of goods to consumers at optimal value.

Marketing benefits include five main elements: form utility (converting raw materials into finished goods), place utility (ensuring product availability in strategic locations), time utility (making products accessible when needed), information utility (educating consumers about the product), and ownership utility (enabling consumers to get the full benefit from their purchase).

The marketing mix is the primary approach used by companies to influence customer purchasing decisions. This idea consists of four main elements: product, price, place, and promotion. By using the optimal combination of these four aspects, organizations can attract client interest and increase marketing efficacy.

In the marketing mix, the product includes the quality, design, and additional services offered to consumers. The price must be in line with the benefits provided and remain competitive in the market. The location of the business is critical to ensuring product availability to clients, while promotion increases awareness and purchase intention through several marketing strategies, including advertising, direct selling, and social media.

A comprehensive marketing plan should prioritize customer satisfaction and the survival of the company. The integration of marketing concepts, objectives, functions, benefits, and

marketing mix will enable organizations to achieve sustainable success and build strong relationships with consumers and other stakeholders.

## 6. Understanding Purchasing Decisions

A purchasing decision is a complex process shaped by various elements, including economic, political, cultural, and product characteristics (price, location, advertising, etc.). Consumers evaluate unforeseen circumstances before reaching a convincing conclusion.

### 1. Stages of Purchasing Decisions

- a. Problem Recognition – Consumers recognize a need or problem that must be met.
- b. Information Search – Consumers gather information from various sources.
- c. Alternative Evaluation – Consumers compare available options.
- d. Purchasing Decision – Consumers choose and buy the product that is considered most appropriate.
- e. Post-Purchase Behavior – Consumers evaluate satisfaction after purchase, which can affect repeat purchases.

### 2. Factors Influencing Purchasing Decisions

There are eight main factors, namely electronic service quality, time, price, convenience, security, trust, comfort, and website quality.

### 3. Purchasing Decision Indicators

Key indicators include: product steadfastness, buying habits, giving recommendations to others, and repeat purchases.

### 4. Individual Roles in Purchasing Decisions

In decision making, there are five main roles, namely the initiative taker, the influencer, the decider, the buyer, and the user.

### 5. Social Media

Social media indicators include four main benefits that influence user choices, especially in luxury property marketing: functional benefits, monetary benefits, hedonic benefits, and socio-psychological benefits.

Functional benefits relate to the utility and efficacy of social media in meeting basic user requirements, including accessibility to information, straightforward navigation, and interactive elements that assist users in decision-making. In the luxury real estate space, social media offers direct access to building specifications, key locations, amenities, and testimonials from previous buyers. Category-based searches, virtual tours, and live sessions allow prospective buyers to assess properties remotely, thereby reducing geographical constraints and increasing decision-making efficiency. Platforms that offer transparent and accurate information will increase user trust, thereby fostering loyalty and purchase intention. Monetary benefits relate to the financial benefits that users receive through social media, including discounts, promotions, rebates, and loyalty programs. In property marketing, social media is often used to provide financial incentives to prospective buyers, including exclusive launch prices, first-time buyer discounts, or add-ons in the form of quality furnishings. Additionally, referral schemes that offer incentives for current customers to promote a home to others increase the appeal of a purchase. Social media allows property developers to showcase

financial simulations, including projected future property values and Return on Investment (ROI), helping prospective buyers understand the potential returns on their investment. Users are more likely to engage in a transaction, especially when it involves a high-value property, when there is a clear and measurable financial benefit.

Hedonic benefits relate to the emotional pleasure and satisfaction people derive from engaging with social media. Platforms like Instagram and TikTok offer premium visuals that highlight the beauty of luxury homes, including the architectural design and elite lifestyle available to their residents. Cinematic films, virtual tours, and blogs that highlight residents' experiences, such as dining on a luxurious balcony or relaxing by a private pool, generate significant emotional resonance. These methods stimulate potential buyers' imaginations of the lifestyle they desire, thereby fostering a desire to own the home. Additionally, interactive entertainment elements, such as property-themed quizzes or giveaways, increase user engagement, making the marketing experience more engaging and less associated with traditional advertising.

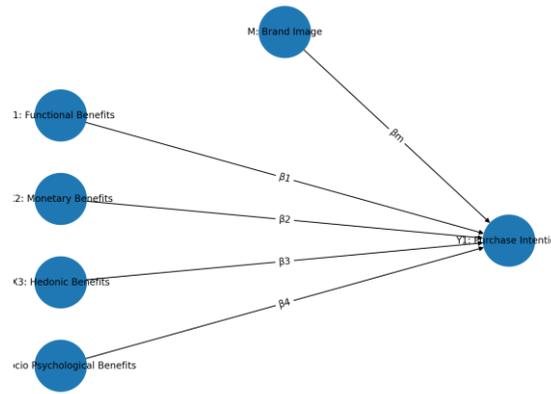
Socio-psychological benefits include the social and psychological benefits users derive, including recognition, social bonding, and the development of self-identity. Social media allows potential buyers to engage with a community of like-minded individuals, exchange experiences, and gain insights from previous purchases. Testimonials, video reviews, and success stories from previous property buyers can increase trust in developers and strengthen purchasing decisions. Furthermore, direct engagement between developers and prospective buyers through social media, such as responding to inquiries or expressing gratitude to new buyers, fosters a higher emotional connection. In marketing a luxury home like The Royal Calista, these psychological benefits contribute to fostering a perception of exclusivity and increasing prospective buyers' confidence in their decision-making.

Collectively, these four social media benefits work synergistically to influence the user experience and facilitate the purchase decision. Through the provision of transparent information, the provision of financial incentives, the creation of enjoyable experiences, and the formation of social and psychological connections, social media serves as a highly effective marketing tool in the luxury real estate sector.

## **RESEARCH METHODS**

### **METHODOLOGY**

The study employs a quantitative research design, which is systematic, planned, and clearly structured from the outset to the research design stage. According to Sugiyono (2018), quantitative research is based on the philosophy of positivism, conducted on specific populations or samples, with data collected using research instruments. Data analysis is quantitative and statistical, aiming to test predetermined hypotheses. This study collects data through questionnaires using an interval scale with response scores ranging from 1 to 5 to measure attitudes, opinions, and perceptions toward specific social phenomena (Purba, Gani, & Nazah, 2024:500). The interval scale enables the conversion of variables into detailed indicators, allowing systematic analysis, with each participant's response assigned a score.

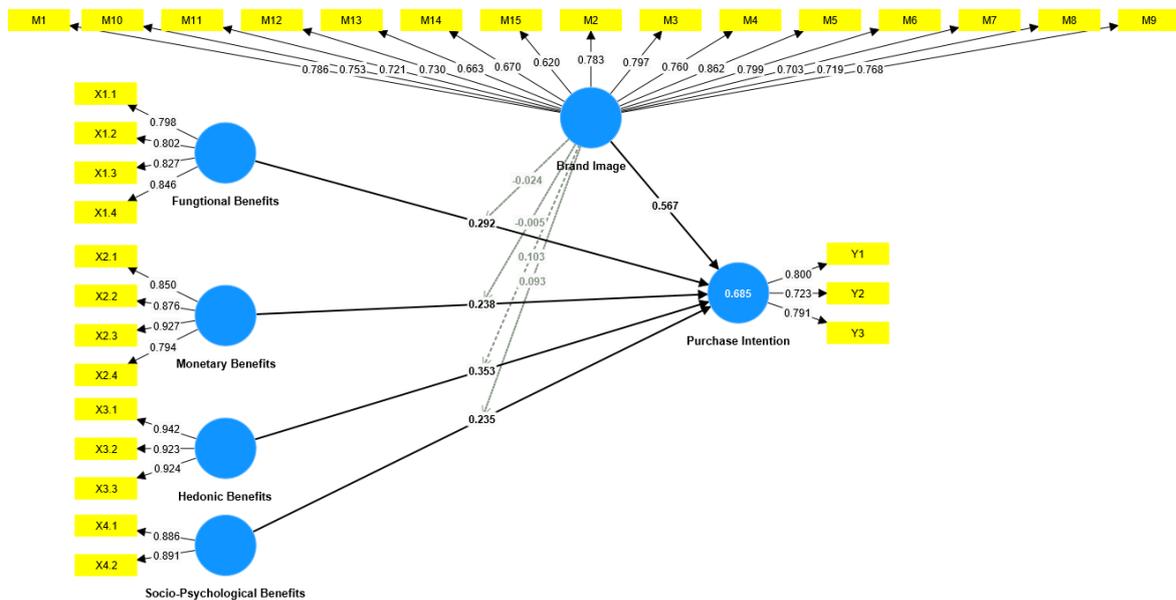


The Path Coefficient analysis in the Partial Least Squares (PLS) model measures the strength of relationships between variables. In this study, four independent variables (X1 – Functional Benefits, X2 – Monetary Benefits, X3 – Hedonic Benefits, X4 – Socio-Psychological Benefits) influence one dependent variable (Y1 – Purchase Intention) with Brand Image (M) as a moderating variable.

**ANALYSIS AND DISCUSSION**

From data on 155 respondents, gender distribution was nearly balanced—77 men (49.7%) and 78 women (50.3%)—indicating The Royal Calista appeals equally to both genders. In terms of age, most were in the productive range, with the largest segment aged 31–40 years (43.9%), followed by ≤30 years (32.3%) and >40 years (23.9%). All respondents reported a monthly income above Rp 20,000,000, placing them in the high-purchasing-power segment, aligned with the brand’s premium positioning.

Brand awareness was universal—100% had heard of The Royal Calista, seen its social media content, and followed its official accounts, reflecting strong reach, consistent exposure, and high engagement. This audience is digitally active, affluent, and within a prime target age range, making them ideal for continued digital-focused marketing strategies that emphasize visual branding, engaging content, and premium-quality offerings.



PLS analysis shows that all indicators have outer loadings above 0.7, confirming validity. Brand image's  $R^2$  is 0.783, meaning 78.3% of its variance is explained by functional, monetary, hedonic, and socio-psychological benefits; purchase intention's  $R^2$  is 0.685, indicating strong predictive power.

Among predictors, hedonic benefits (0.353) have the strongest effect on brand image, followed by monetary (0.292) and socio-psychological benefits (0.235), while functional benefits (0.024) have minimal impact. Brand image strongly influences purchase intention (0.567), highlighting its mediating role especially through hedonic and socio-psychological benefits in driving consumer buying intentions. This finding is consistent with the study by Permatasari et al. (2019), which states that "employee satisfaction will highly affect employee performance," emphasizing that positive psychological conditions play a significant role in shaping individual behavior and performance. Although originally examined in an organizational context, this perspective supports the broader behavioral assumption that favorable psychological states enhance individuals' responsiveness and decision-making, which is also relevant in understanding consumer purchase intentions.

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
<b>Brand Image -&gt; Purchase Intention</b>	0.567	0.570	0.049	11.488	0.000
<b>Functional Benefits -&gt; Purchase Intention</b>	0.292	0.290	0.051	5.681	0.000
<b>Hedonic Benefits -&gt; Purchase Intention</b>	0.353	0.351	0.051	6.944	0.000
<b>Monetary Benefits -&gt; Purchase Intention</b>	0.238	0.243	0.059	4.057	0.000
<b>Socio-Psychological Benefits -&gt; Purchase Intention</b>	0.235	0.237	0.065	3.623	0.000
<b>Brand Image x Hedonic Benefits -&gt; Purchase Intention</b>	0.103	0.097	0.049	2.116	0.034
<b>Brand Image x Monetary Benefits -&gt; Purchase Intention</b>	-0.005	-0.007	0.082	0.064	0.949
<b>Brand Image x Functional Benefits -&gt; Purchase Intention</b>	-0.024	-0.013	0.054	0.452	0.651
<b>Brand Image x Socio-Psychological Benefits -&gt; Purchase Intention</b>	0.093	0.090	0.042	2.227	0.026

H1: Functional benefits → Purchase intention

Supported ( $\beta = 0.292$ ;  $p = 0.000$ ;  $T = 5.681$ ). Functional benefits such as transaction speed and intuitive navigation significantly boost purchase intention, aligning with Zhu et al. (2023).

H2: Monetary benefits  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.238$ ;  $p = 0.000$ ;  $T = 4.057$ ). Financial incentives like discounts and cashback significantly increase purchase intention, consistent with Choi & Lee (2022).

H3: Hedonic benefits  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.353$ ;  $p = 0.000$ ;  $T = 6.944$ ). Enjoyable and emotionally engaging experiences on social media strongly enhance purchase intention, in line with Park & Kim (2021).

H4: Socio-psychological benefits  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.235$ ;  $p = 0.000$ ;  $T = 3.623$ ). Social recognition and community recommendations significantly encourage purchase intention, supporting Phua et al. (2020).

H5: Brand image  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.567$ ;  $p = 0.000$ ;  $T = 11.488$ ). A strong brand image markedly increases purchase intention, confirming Keller (2013).

H6: Brand image  $\times$  Functional benefits  $\rightarrow$  Purchase intention

Not supported ( $\beta = -0.024$ ;  $p = 0.651$ ;  $T = 0.452$ ). Brand image does not moderate the effect of functional benefits on purchase intention.

H7: Brand image  $\times$  Monetary benefits  $\rightarrow$  Purchase intention

Not supported ( $\beta = -0.005$ ;  $p = 0.949$ ;  $T = 0.064$ ). Brand image does not moderate the effect of monetary benefits on purchase intention.

H8: Brand image  $\times$  Hedonic benefits  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.103$ ;  $p = 0.034$ ;  $T = 2.116$ ). Strong brand image amplifies the positive impact of hedonic benefits on purchase intention.

H9: Brand image  $\times$  Socio-psychological benefits  $\rightarrow$  Purchase intention

Supported ( $\beta = 0.093$ ;  $p = 0.026$ ;  $T = 2.227$ ). Strong brand image enhances the influence of socio-psychological benefits on purchase intention.

All main effects (H1–H5) are significant, indicating that functional, monetary, hedonic, and socio-psychological benefits directly improve purchase intention, with brand image playing a major direct role. Moderation effects occur only for hedonic and socio-psychological benefits (H8, H9), suggesting that emotional and social experiences on social media are more influential when the brand image is strong.

## **CONCLUSION, LIMITATIONS AND SUGGESTIONS**

The study confirms that functional, monetary, hedonic, and socio-psychological benefits from social media all positively influence purchase intention. Functional benefits drive purchases through ease, efficiency, and convenience, while monetary benefits attract consumers via financial incentives like discounts and cashback. Hedonic benefits boost purchase intention through enjoyable, emotionally engaging experiences, and socio-psychological benefits encourage purchases through social connection, recognition, and identity expression.

Brand image also has a direct positive effect, enhancing trust, reducing perceived risk, and fostering loyalty. As a moderator, brand image does not influence the effects of functional or monetary benefits but strengthens the impact of hedonic and socio-psychological benefits, making emotional and social experiences more persuasive when the brand is perceived positively. Overall, the findings highlight the strategic importance of managing both social media benefits and brand image synergistically to maximize marketing effectiveness.

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