

Navigating The Turbulence of The Indonesian Property Industry: Analyzing The Competitive Dynamics of The Property Agent Sector in Indonesia's Jabodetabek Area

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ABSTRACT

The aim of this study is to analyze the roles of trust, quality, image, customer satisfaction to increase purchase intention towards real estate company service. A quantitative method was applied in this study. The data for this study collected using purposive sampling and convenience sampling technique, the questionnaire filled by 258 (valid respondents) of people who have use real estate service. In order to fulfill the goal of this study, an analysis was conducted utilizing SEM or Structural Equation Model for hypothesis testing using Smart PLS 3. The findings of this study shows that trust, quality, image, and customer satisfaction contributes to the increasing of purchase intention. The originality of this research is that it is the first research integrating trust, quality, image, customer satisfaction toward purchase intention of real estate company.

Keywords: Purchase Intention, Trust, Customer Satisfaction, Image, Quality.

JEL Classification: Marketing, Consumer, Purchase.

INTRODUCTION

Competition that is too intense can result in struggles for market share, lower profit margins, and price wars. In a competitive economy, smaller, less established institutions will have a harder time staying in business, and local market players may perceive foreign investors as having preferential treatment or easier market access, potentially causing unbalanced competitive dynamics. The lack of clear regulations regarding property development and ownership may increase industry uncertainty. Investors may be hesitant to commit capital to a project without a clear understanding of the regulatory landscape. This uncertainty can hinder long-term planning and discourage foreign investment. General Chair of the Indonesian Real Estate Broker Association (AREBI), Lukas Bong, said that property agents in their work can no longer use old, conventional methods but must be more creative and innovative. With this, it is important to have customers who are loyal to the property agent company. To get loyal customers, the property company must make customers satisfied with the quality of its service.

The Property Market Index in the first quarter of 2023 rose higher than the previous quarter, both from the seller and consumer side. This is especially visible in the price and demand indices. The following is the value of residential real estate transactions in Indonesia from 2017 to 2023 with estimates until 2028: Figure 1.1 Value of residential real estate transactions in Indonesia from 2017 to 2023, with a forecast until 2028.

The Indonesian residential real estate market grew significantly between 2017 and 2023, determined by a number of demographic and economic variables. Both growing property prices and increased demand are reflected in residential real estate transactions during this time frame. Looking ahead, the market for residential real estate in Indonesia is expected to continue its upward trajectory, driven by very good economic conditions, increasing urbanization, and supportive government policies.

The rapid development of the property industry in Indonesia becomes the main background of this study. In particular, the increasing competition among property agent companies in the Jabodetabek area highlights the need to analyze the roles of several key determinants in influencing customer purchase intention. These determinants include trust, quality, image, and customer satisfaction, which have become crucial factors in gaining competitive advantage. This study aims to examine how these factors can influence purchase intention within the real estate service context.

Given the dynamic and competitive nature of the industry, property companies must develop appropriate strategies to maintain customer loyalty. A better understanding of the relationships between trust, quality, image, customer satisfaction, and purchase intention will provide important insights for companies in enhancing their competitiveness. Therefore, this research contributes both theoretically and practically by providing a deeper understanding of customer behavior in the property sector. It also sets a foundation for future research on factors influencing purchase intention in similar contexts.

LITERATURE REVIEW

Trust

In the service sector, salespeople's physical appearance is frequently emphasized. Physical beauty is not only a viable means of management, but it also has an impact on trust. Individuals that possess physical attractiveness are often more dependable in their social relationships. Dependability of information provided by physically beautiful sources was notably greater than that provided by sources who are not physically

appealing. Thus, out of the total of 23 individuals, 9 of those who are considered beautiful might be deemed as more dependable.

When workers perceive a leader's transformational leadership style, it has a beneficial effect on emotional trust. Transformative leadership had a beneficial impact on trust. It is crucial for service providers like brokers to establish trust with their customers. There aren't many industries, other than Home Improvement that are synonymous with the building industry in its resources and lack of trust. Just as Beike has brought positive changes, such as transparency, standardization, service cooperation and ethical standards to the real estate brokerage industry, a well-designed digital platform can significantly upgrade service quality and efficiency in these traditional businesses. and this will in turn also be of great value to society (Zhang & Yao, 2022). Agents engage in a covert yet intense rivalry, employing specialized strategies and tools to attract customers and cultivate trust. Self-presentation strategies involve creating a sense of distance between oneself from the stereotype of a pushy salesperson, while also portraying oneself as a helpful and nice individual. When it comes to real estate agents, they often find themselves in a situation where they need to portray themselves as professionals who prioritize their clients' objectives over their own. They employ a variety of techniques, specialized vocabulary, and rules to establish trust and create a sense of calm. Their goal is to guide the public and engage them in potentially risky and emotional transactions, while also minimizing risk and emotion. Customize customers' requests by aligning them with their real capabilities, so encouraging them to embrace a 'new, more secure' position. (Benites-Gambirazio, 2020).

Trust in this study is measured by the following five statements: namely, I am sure that this services provided by real estate agents are dependable. I believe this real estate agent is selling the product from the customer's perspective, I am certain that the real estate agent fulfills their obligations diligently, I feel optimistic about this real estate agent, I will not be disappointed with this real estate agent (Ghanimeh, 2021).

There is exists a robust correlation between trust and satisfaction, to the extent that several formulations of trust incorporate satisfaction as an integral element of trust. Consumers require confidence that is demonstrated by the honesty, kindness, and expertise of sellers in the market before they conclude to make a buy. Trust has a direct causal effect on consumer satisfaction. The notion of customer trust is a fundamental factor that significantly influences marketing literature and client conduct. According to research of (Javed, 2021) reinforces to the literature by assessing the interaction effect of trust and customer satisfaction.

H1: Trust influences Customer Satisfaction

Quality

Quality is defined by the service provided and the value perceived by customers, influencing their satisfaction and ongoing relationship with the real estate service provider (Tedja et al., 2024). Quality is also seen in the competitive edge gained through superior business strategies. High-quality real estate firms use innovative approaches and efficient management practices to meet customer needs and outperform competitors. Another dimension of quality in real estate involves integrating ESG factors into business practices. High-quality real estate firms are those that enhance their environmental and social performance, which, in turn, improves their economic outcomes and sustainability. In summary, quality in the real estate industry is characterized by delivering outstanding service and value, which foster customer satisfaction and loyalty. Leading firms excel through innovative strategies and efficient management, effectively meeting customer needs and outperforming competitors.

Moreover, incorporating ESG factors into their operations enhances environmental and social outcomes, contributing to better economic performance and sustainability. Quality in real estate involves exceptional service, strategic innovation, and a commitment to sustainable practices for enduring success.

The quality of real estate investments is closely tied to economic and market fundamentals. Key factors include the overall economic environment, market demand, interest rates, and the availability of financing. These elements influence housing prices and investment returns, making them crucial for assessing the quality and potential profitability of real estate ventures. Quality in real estate is often measured through the lens of service quality, which directly impacts customer satisfaction and loyalty. Assessing high-quality services provides a more efficient way to ascertain service preferences and customer satisfaction levels (Hossain, et al., 2021). The quality of real estate investments is closely tied to economic fundamentals such as market demand, interest rates, and financing availability, which influence housing prices and returns. Additionally, quality significantly impacts customer satisfaction and loyalty, making it a critical measure for assessing the efficiency and effectiveness of real estate ventures.

Quality in this study are measured by the following five statements: namely, This real estate agent services are high quality, I am very pleased with the service provided by this real estate agent, The price/quality ratio offered by this real estate agent is good, The service of this real estate agent is excellent, This real estate agent has a high level of transparency (Khamis, et al., 2022; Zhang & Yao, 2022).

Consumers purchasing decisions are influenced by the inherent quality of the items offered by the seller in the marketplace. A higher level of product quality directly correlates with a rise in the number of consumers in the market. Customers will be highly satisfied if they get an experience that exceeds their expectations. According to their service quality model, increasing in the service quality would mitigate disparities between team member's participation effects. Channel product development are involved or MuShâram, Chaniago, Endraria and Harun suggest that this mean proceeding of performance improvement then has a positive influence on quality as customer satisfaction. There is influence of quality on customer satisfaction where as acting as moderating role between quality and customer satisfaction. There is a significant relationship between quality and customer satisfaction

H2: Quality influences Customer Satisfaction

Image

The formation of image is mostly a subjective and perceptual process, influenced by how consumers understand it, whether via rational or emotional means (Dash et al., 2021). Real estate agents establish a network of sellers and buyers by cultivating a positive reputation through personal relationships and social attributes. They also promote a common understanding of the current market conditions and assist home sellers and buyers in making informed decisions regarding pricing and preferences. This helps to align their expectations with the value of the housing market (Benites-Gambirazio, 2020). In recent decades, the concept of corporate image has been a matter of growing importance, influencing both scholars and professionals as a crucial determinant of decision-making time (Hossain et al., 2021). The image in real estate is shaped by customer perception, which may be either rational or emotional. Real estate agents build their image by effectively managing relationships and social interactions, helping sellers and buyers make informed decisions. Corporate image has become increasingly important, influencing acquisition times and playing a key role for both academics and practitioners in recent decades. A company with a positive image will often have more

favorability and receive more advantages in the market, including enhancing its position and performance, and safeguarding the brand from competition. (Kusumawardani et al., 2020). with this statement, a real estate agent company with a strong and positive image will typically enjoy Additional benefits in the market include improving its market position and performance, and safeguarding itself against competition from other agencies.

In the real estate industry, branding isn't just about attracting customers; it's about creating a positive image for the whole company. This image matters to everyone involved, from employees and investors to suppliers and the wider community. When people can easily recognize and trust a developer's brand, it helps them stand out and make smart investment choices. So, good branding isn't just about selling houses; it's about building a reputation that attracts the right kind of attention (Ngoc, & Tien, 2021). The primary objective is to establish a contemporary and customer-centric perception of professionally trained teams and a vibrant corporate atmosphere, therefore fostering trust and confidence among clients. Consumer trust in a company's brand is measured by its corporate image. branding in the real estate industry is essential for creating a positive corporate image, fostering recognition, trust, and confidence among customers, employees, investors, suppliers, and the community. A strong, recognizable brand helps developers stand out and make informed investment decisions, ultimately building a reputation that attracts the right attention and supports a dynamic, customer-friendly business environment.

Image in this study is measured by the following five statements: namely, this real estate agent always keeps its promises, Excellent service provided by the real estate agent, this real estate agent provides accurate information about the product, this real estate agent staff is generally friendly to customers, this real estate agent has a good social reputation (Zhang & Yao, 2022; Khamis et al., 2022).

Images have a substantial and positively impact on the choice to make a purchase. This demonstrates that the brand image possessed by the marketplace has the ability to impact the purchasing decisions of marketplace consumers in Batam city. The influence of brand image on the desire to make a purchase is equally significant. This relationship offers a distinctive contact with the clients that is essential for boosting purchase intention (Dash et al., 2021). (Yazid et al., 2020) stated the image also directly affects the customer satisfaction which the customer may re-purchase again when they are satisfied. Results from (Irfan et al., 2021) indicate that response of image to customer satisfaction is positive and significant. Study from (Maria et al., 2019) found that A coefficient of positive value indicates a direct correlation between the image and customer satisfaction, where a higher importance of the image would correspondingly enhance customer contentment.

H3: Image influences Customer Satisfaction

Customer Satisfaction

Terms such as, customer satisfaction in the language of mathematics is so popular that could easily found its place even within marketing literature and other literatures is very deep level of understanding to ensure their success as business organization can expect and targeted for nowadays. Customers satisfied mostly on the contractor's co-operating for work and skills of workers & foreman of the supervising staff. When customer expectations regarding a product or service correspond to performance, customers will feel satisfied; if not, they are likely to get disappointed. Customer satisfaction is often the main goal of corporate strategy when marketing (Zhang & Yao, 2022). Assessing customer satisfaction may assist firms in determining the profitability of certain products or services, enabling them to modify strategy, address issues, and improve competitive

advantage. Customer satisfaction stands as a pivotal concept in contemporary business landscapes, encapsulating the convergence of customer expectations and organizational performance. Its significance permeates marketing literature and organizational strategies, underlining its role as a linchpin for business success. By prioritizing customer satisfaction, businesses can forge enduring relationships with their clientele, bolster brand reputation, and secure a distinct advantage in the market. Therefore, cultivating a culture of customer-centricity and diligently aligning operations with customer expectations emerge as imperatives for organizations seeking sustained growth and prosperity in today's dynamic business environment.

Variables that influence consumer satisfaction while purchasing residential units. A sample of 94 consumers was selected for the survey answer using a convenience sampling method. The findings indicated that enhancing both the internal and exterior aspects will result in a favorable outcome, thereby driving up the demand for residential units. Satisfaction levels of residential unit owners in Chennai. The study used a simple random sampling method to choose 200 inhabitants, and multiple linear regressions were used to analyze the data. The study determined that the quality of service has a beneficial impact on customer satisfaction. Increased emphasis on customer satisfaction and retention directly correlates with higher long-term profitability in company. The current market is focused on meeting the needs and preferences of customers. Adopting a customer-centric strategy is crucial for maintaining client loyalty and retention in the long term. The satisfaction level is gained through the pleasure feelings or disappointment that results from the comparison between expectations and brand's performance of act while level of consumers' satisfaction explains the perception of goods and services offered.

Customer satisfaction in this study is measured by the following five statements: namely, The service this real estate agent provided is so satisfied, The service of this real estate agency meets my expectations, The real estate agent is nice to engage with and provides a service that meets my standards., This real estate agency fits well to me (Yang et al., 2019; Huang et al., 2020).

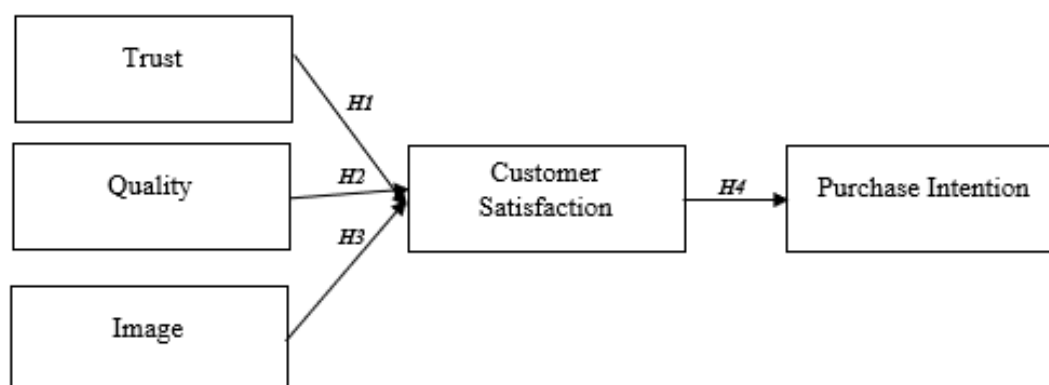
From study by (Dash et al., 2021) suggests that the relationship between customer satisfaction and purchase intentions. Customer satisfaction is a key attribute influencing purchase intention. The relationship between customer satisfaction and purchase intention is significant, with satisfaction serving as a key predictor of future purchasing behaviors. Customer satisfaction influences purchase intentions and determines the likelihood of future purchases. The path coefficient leading to customer satisfaction to purchase intention was statistically significant.

H4: Customer Satisfaction influences purchase intention

Conceptual Framework

The conceptual framework of this study illustrates the relationships among the variables: trust, quality, and image influencing customer satisfaction, which subsequently affects purchase intention. The framework is constructed based on previous theories and empirical literature.

Figure 1: Research Framework



This study extends and updates previous research. The study conducted by (Sao et al., 2022) has combined customer satisfaction and customer loyalty. Iglesias et al., (2020) in their research discuss other variable namely the combination of trust and customer loyalty. (Lähtinen et al., 2022) in their research discuss how important image in real estate brokerage industry.

RESEARCH METHOD

A research design serves as a comprehensive blueprint for addressing a research question. Quantitative research is the use of numerical data and statistical analysis to comprehend and clarify a phenomena, behavior, or issue. This include aspects such as the particular structural characteristics of the study, measurement of variables, and sampling technique. Collectively, these attributes provide a connection between the study topic and the data. There are five variables in this study consisting of one dependent variable, namely Customer loyalty then, there are 4 independent variables: Customer satisfaction, trust, quality,

It adopted a quantitative research approach by utilizing questionnaires delivered to participants with experiences of using the property agent services. The research involved a sample size of 410 respondents, from which 258 valid responses were obtained and processed. The target population in this research includes buyers or sellers of property who have previously used professional real estate agent services. The sampling technique adopted is purposive sampling combined with convenience sampling, ensuring that respondents meet the required criteria for the study.

Data were collected using an online via questionnaire on Google form. Respondents answered items using a 5-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). There are several constructs in the instrument employed in this study: trust, quality, image, customer satisfaction and purchase intention. Each construct was operationalized using indicators drawn from previous research.

The method employed to analyze the data is Structural Equation Model (SEM) by means of SmartPLS 3.0 software. This commandeering of SEM-PLS is justified because SEM-PLS is more appropriate than the traditional PLS when one has multi-indicator, multi-concept models (as is the case here), and because it offers advantages in terms of dealing with small-to-medium sample sizes. To do so, the measurement model (outer model) and the structural/relationship (inner model) is first examined. Construct validity and reliability, convergent validity, discriminant validity and composite reliability are measured in outer model evaluation. While the inner model assessment test for

associations between constructs based on standardized path coefficients and t-statistics to assess the strength of each hypothesis.

R-squared is a statistical test used to calculate the level of fit of SEM and describes how much the effect of independent variables on dependent variables varies. The R-squared test and path coefficient estimation are used to evaluate SEM and analyze the gathered data (Ardi & Isnanti, 2020).

RESULTS

Respondent's Profile

From the 259 respondents who filled out the online questionnaire, 1 did not pass the screening question, so only the data from the remaining 258 eligible respondents were processed in this study.

Gender. The data collected from the eligible respondent showed that 46,1% of the sample's respondent were women. Whereas only 53,9% of respondents were men. The gender distribution of sample suggest that the study may be more relevant as shown in [Table 1](#).

Table 1. Respondent Profile

	Options	Count	Sample
Gender	Male	119	46.12%
	Female	139	53.88%
	Options	Count	Sample
Age	≤20	7	2.71%
	21-25	84	32.56%
	26-30	104	40.31%
	31-35	45	17.44%
	36-40	14	5.43%
	≥40	4	1.55%
	Options	Count	Sample
Education	Senior High School	51	19.77%
	Bachelor Degree	176	68.22%
	Master Degree	28	10.85%
	Doctoral Degree	3	1.16%
	Options	Count	Sample
Occupation	Student	28	10.85%
	Employee	131	50.78%
	Freelancer	36	13.95%
	Entrepreneur	62	24.03%
	Doctor	1	0.39%
	Options	Count	Sample
Income Per Month	≤5.000.000	68	26.36%
	IDR 5.000.001 - 10.000.000	132	51.16%
	10.000.001 - 15.000.000	46	17.83%
	≥15.000.001	12	4.65%
	Options	Count	Sample
	≤ 1 Month	27	10.47%

Last Time Use Services From Real Estate Agent	2 Month	93	36.05%
	3 Month	82	31.78%
	4 Month	41	15.89%
	≥ 5 Month	15	5.81%

Age. The participants were divided into six distinct age brackets. The largest segment, 104 participants or 40,3%. Aged between 26 and 30 years old. the next significant group consisted of 84 participants, or 32,6%, was aged between 21 and 25 years old. The third group included 45 participants, or 17,4%, was aged between 31 and 35 years old. The fourth group included 14 participants or 5,4%, was aged between 36 and 40 years old. The fifth group included 7 participants, or 2,7%, was aged under 20 years old. The last group included 4 participants, or 1,6%, was aged over 42 years old. as illustrated by the data in [Table.1](#) (shows on Gender section).

Education. The participant was divided into 4 education brackets. The largest segment from bachelor degree, 176 participants or 68,2%. The next significant from senior high school, 51 participant or 19,8%. The next segment from master degree, 28 participants or 10,9%. The last segment from Doctoral degree, 3 participants or 1,2%, as illustrated by the data in [Table 1](#) (shows on Gender section).

Occupation. Occupation profile dominated by employee, 131 participants or 50,8%. The next significant from entrepreneur, 62 participants or 24%. The next significant from freelancer, 36 participants or 14%. The next from student, 28 participants or 10,9%. The last significant from others, 1 participant or 0,4%, as illustrated by the data in [Table.1](#) (shows on Gender section).

Income per Month. The total monthly income of all respondents is dominated by people with an income of IDR 5.000.001 – IDR 10.000.000, 132 participants or 51,2%. The next significant monthly income ≥ IDR 15.000.001, 68 participants or 26,4%, then the next significant monthly income is IDR 10.000.001 – IDR 15.000.000, 46 participants or 17,8%. The last monthly income is ≥ IDR 15.000.001, 12 participants or 4,7%, as illustrated by the data in [Table 1](#) (shows on Gender section).

Descriptive Analysis

Table 2 presents data with mean values from 4.876 to 5.124, and standard deviation values from 1.18-1.21. CS2 (5.124) yields the highest mean and standard deviation are found in CS5 (1.21). This indicates that most subjects approve the claims made on the customer satisfy action variable.

Customer Satisfaction. The average values of data in Table 2 are between 4.876 and 5.124 with standard deviation that ranges from 1.18 to 1.21. The highest mean and standard deviation are found in CS2 (5.124) and standard deviation are found in CS5 (1.21). This suggests that the arguments made regarding the customer satisfy action variable are supported by the majority of participants.

Table 2. Descriptive Analysis

	Mean	Std,Deviation
CS2	5,124	1,128

CS3	4,992	1,181
CS4	5,012	1,18
CS5	4,876	1,21
T1	5,039	1,216
T2	5,031	1,148
T3	4,942	1,248
T4	4,81	1,194
T5	4,95	1,252
Q1	4,957	1,139
Q2	5,081	1,187
Q3	5,081	1,105
Q4	4,934	1,22
	Mean	Std,Deviation
Q5	4,942	1,131
I1	5,004	1,247
I2	5,008	1,155
I3	5,023	1,134
I4	5,058	1,204
I5	4,919	1,212
PI1	5,081	1,126
PI2	5,085	1,145
PI3	4,919	1,281
PI4	4,907	1,178
PI5	4,64	1,317

Trust

The data in Table 2 (Shows in Figure 4 at Customers-Satisfaction) contains mean of values ranging from 4.81 up to 5.039, and then the standard deviation ranging from 1.148 down to 1.252 . The highest degree of the mean and standard deviation is obtained in T1 (5.039) and standard deviation is achieved in T5(1.252). This indicates that the findings pertaining to the trust construct are accepted by most respondents.

Quality

The data in Table 2 (Show at Customer Satisfaction) ranging from 4.934 to 5.081 and standard deviation values ranging between 1.131 and 1.22. The highest standard deviation report is found in Q2 and Q3 (5.081) and standard deviation occurred at agree with 1.22 in Q4. This means that the quality variable arguments are accepted by most participants.

Image

The data in Table 2 (Show at Customer Satisfaction section) have mean values between 4.919 and 5.058 (SD: 1.134–1.247). Highest mean is in I4 (5.058) and standard deviation is in I1 (1.247). This provides evidence that the image variable is acceptable to most users.

Purchase Intention

The data in Table 2 (Show at Customer Satisfaction section) and it has the value of means ranged from 4.640 to 5.085, standard deviation values ranged between 1.126to1.317 setValue of Classification No. The largest mean and standard deviation belong to PI2 (5.085) and standard deviation belong to PI5(1.317). This indicates that most of the participants agree with the claims related to the purchase intention variable.

Validity and Reliability Analysis

According to the data in Table 3, the AVE value must be greater than 0.5. The value of Average Variance Extracted (AVE) as a measure of convergent validity should be greater than 0.50 (Febrian & Fadly, 2021).

Healthy study outcomes necessitate accurate measurement tools, Reliable measuring equipment is essential for researchers. Unwavering quality worth of 0.7 or higher is for the most part thought to be satisfactory for research purposes (Hair et al., 2019). as shown by the information in Table 4.

Table 3. AVE Value

	Average Variance Extracted (AVE)
Customer Satisfaction	0,698
Image	0,704
Purchase Intention	0,712
Quality	0,697
Trust	0,72

Composite Reliability (CR) values for all constructs are above 0.90, demonstrating strong internal consistency. Customer Satisfaction (0.92), Image (0.922), Purchase Intention (0.925), Quality (0.92), and Trust (0.928) all meet reliability requirements. These results confirm that the measurement model meets the required validity and reliability standards.

Table 4. Composite Reliability Value

	Composite Reliability (CR)
Customer Satisfaction	0,92
Image	0,922
Purchase Intention	0,925
Quality	0,92
Trust	0,928

Goodness of Fit (GOF)

In a model testing context, the SRMR is an index of fit that defines the average standardized residuals between observed and expected covariance matrices. The model is All SRMR = 0.08 to be deemed acceptable / good fit of study model (Dr.hussain,2021)

Table 5. GOF Value

	Saturated Model	Estimated Model
SRMR	0,043	0,046

Hypothesis Testing

In during hypothesis testing, the analyst uses SmartPLS programming to decide the p-value. The statistical analysis shows that out of the seven speculations explored in this study, four hypotheses yield acceptable or critical outcomes with p-values below 0.05 and t-values above 1.96. In any case, one hypothesis was rejected as they didn't show critical outcomes, having p-values exceeding 0.05 and the t-values below 1.96, as confirmed by the information in Table 6.

Table 6. Hypothesis Testing

	T Values	P Values	Conclusion
Customer Satisfaction -> Purchase Intention	64,555	0,000	Accepted
Image -> Customer Satisfaction	4,889	0,000	Accepted
Quality -> Customer Satisfaction	4,732	0,000	Accepted
Trust -> Customer Satisfaction	4,532	0,000	Accepted

R-Square

The R-square analysis shows that **Customer Satisfaction** is strongly explained by Trust, Quality, and Image ($R^2 = 0.943$). **Purchase Intention** is significantly explained by Customer Satisfaction ($R^2 = 0.884$).

Table 7. R Square

	R Square	R Square Adjusted
Customer Satisfaction	0,943	0,942
Purchase Intention	0,884	0,884

These values suggest that the model has substantial explanatory power for both dependent variables.

DISCUSSION

The author confirms the first hypothesis that trust influences customer satisfaction, is confirmed. There exists a robust correlation between trust and satisfaction, to the extent that several formulations of trust incorporate satisfaction as an integral element of trust. Consumers require confidence that is demonstrated by the honesty, kindness, and expertise of sellers in the market before they conclude to make a buy. Trust directly impacts customer satisfaction. Client trust is a key concept that exerts impact on marketing literature and customer behaviour. Trust is crucial for consumers to engage satisfied with the services. According to research of (Javed, 2021) reinforces to the literature by assessing the interaction effect of trust and customer satisfaction.

The second hypothesis, that quality influences with customer satisfaction, is confirmed. The purchasing decisions of customers are influenced by the quality of the items offered by the seller in the marketplace. A higher level of product quality directly correlates with a rise in the number of consumers in the market. Customers will be highly satisfied if they get an experience that exceeds their expectations. As per a service quality model, enhancing service quality will reduce inequalities in team member involvement, or in other words. The impact of quality on the customer satisfaction which is acting as moderating role among the quality and customer satisfaction. There is a significant relationship between quality and customer satisfaction.

The third hypothesis, that image influences on customer satisfaction, is confirmed, the results show that image have a significant beneficial impact on customer satisfaction, the effect and a significant influence of image on customer satisfaction reveals the image has a substantial and beneficial effect on the choice to make a purchase. The evidence presented demonstrates that the brand image associated with the marketplace has the potential to impact the purchasing choices made by users of the marketplace in Batam

city. The influence of brand image on the probability of making a purchase is equally significant. This partnership ensures a distinctive connection with consumers that is essential for boosting purchase intention (Dash et al., 2021). (Yazid et al., 2020) stated the image also directly affects the customer satisfaction which the customer may re-purchase again when they are satisfied. Results from (Irfan et al., 2021) indicate that response of image to customer satisfaction is positive and significant. Study from (Maria et al., 2019) found that A coefficient of positive value indicates a direct correlation between the image and customer satisfaction, where a higher importance of the image would correspondingly enhance customer satisfaction

The fourth hypothesis, that customer satisfaction influences purchase intention, is confirmed. This result is in line with earlier studies, from study by (Dash et al., 2021) suggests that the relationship between customer satisfaction and purchase intentions.

CONCLUSION

This study examined the influence of trust, quality, and image on customer satisfaction, as well as the effect of customer satisfaction on purchase intention within the real estate service industry. The findings indicate that all proposed hypotheses were supported. Trust, quality, and image each demonstrated a significant and positive effect on customer satisfaction. Furthermore, customer satisfaction strongly influenced purchase intention, showing that satisfied clients are more likely to purchase property services again and recommend them to others. Overall, the study highlights customer satisfaction as a key mediator linking service-related variables to purchase intentions in the real estate context.

The results provide important insights for real estate companies and property agents. First, strengthening trust through transparent communication and ethical service practices is essential, as trust significantly enhances customer satisfaction. Second, companies must ensure consistent service quality, including accurate information, responsiveness, and professional behavior, as these factors directly shape customer perceptions. Third, maintaining a strong and positive corporate image is critical for influencing satisfaction and long-term customer engagement. Enhancing brand reputation, service excellence, and client experience will contribute to higher purchase intentions.

Real estate agencies should prioritize improving their service processes and customer relationship management. Emphasis should be placed on training agents to communicate clearly, provide accurate information, and demonstrate professionalism. Companies should also invest in marketing strategies that strengthen brand image and highlight service reliability. Additionally, establishing feedback systems may help firms understand customer needs and improve satisfaction, ultimately driving purchase intention.

LIMITATION

Limitations The study participants were self-reported respondents of an on-line survey and that may cause response bias and hamper generalisation. This research is also confined to an area and industry, meaning that there may be limited transferability of results for other geographical areas or service types. Future research may consider the mixed method for study, broaden the demographic region and investigate other factors that contribute to have a more complex model of customer satisfaction and purchase intention in real estate service.

ACKNOWLEDGMENT

This study is limited in that data were self-reported through an online survey and as such may involve response bias and exclude a diversity of participants. The research also focuses on a specific geographic area and industry segment, limiting its generalizability to other regions or service sectors. Future studies may employ mixed methods, expand the demographic scope, or explore additional variables that could further enrich the understanding of customer satisfaction and purchase intention in real estate services.

DECLARATION OF CONFLICTING INTERESTS

The author declares that there are no conflicts of interest associated with the research, authorship, or publication of this article.

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