Customer Engagement Mediation: The Influence of Social Media Marketing, Brand Image, and Perceived Value on Purchase Decisions

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ABSTRACT

The housing industry has experienced rapid growth in response to the increasing demand for comfortable residential properties. This study aims to examine the effects of social media marketing, brand image, and perceived value on purchase decisions, with customer engagement serving as a mediating variable among consumers of Queen Cempaka Housing in Jember Regency. This study employed a quantitative approach using a survey method, with data collected from 95 active consumers of Queen Cempaka Housing. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique to evaluate the relationships among the variables. The findings reveal that social media marketing, brand image, and perceived value significantly influence customer engagement. Furthermore, social media marketing and perceived value have direct positive effects on purchase decisions, whereas brand image does not exhibit a direct effect. However, customer engagement significantly influences purchase decisions and successfully mediates the relationships between social media marketing, brand image, perceived value, and purchase decisions. Overall, this study highlights that enhancing customer engagement through effective social media initiatives, strengthening brand image, and delivering value that aligns with consumer expectations are key factors in driving purchase decisions.

Keywords: social media marketing; brand image; perceived value; customer engagement; purchase decision.

INTRODUCTION

The digital era is changing the way companies market products and services. Information technology creates opportunities to reach customers, understand their needs, and build strong relationships (Sharma & Sharma, 2019). In line with this, (Chaffey & Ellis-Chadwick, 2019) emphasized that digital marketing allows companies to communicate in real-time with consumers through various digital platforms, thereby increasing the effectiveness of marketing interactions. The shift from traditional to digital marketing using social media, search engines, email, and websites has become a key strategy. Data has become a critical asset, enabling marketing personalization through analytics, artificial intelligence, and big data. Digital marketing is interactive, engaging customers as content creators and brand advocates, such as through influencers and communities (Sharma & Sharma, 2019). However, challenges such as fierce competition and data privacy arise. Marketing managers need innovative strategies that combine creativity, analytics, and empathy. With this approach, companies can increase sales, strengthen brand image, and build long-term relationships with customers.

Marketing is not only focused on product distribution, but also on how to create and maintain relationships with consumers. Marketing is a social and managerial process involving the creation of value through exchange with others. In the digital era, technological advancements have transformed traditional marketing patterns into more innovative and digitally integrated ones (P. Kotler & Amstrong, 2018). This presents both opportunities and challenges for companies to compete effectively. Setiawan et al. (2023) stated that developments in digital technology are encouraging companies to adopt more adaptive marketing strategies, including utilizing digital platforms as effective communication tools. Guidance (2021), highlights the importance of digital marketing innovation in creating added value for consumers while increasing company competitiveness in the global market. Understanding this modern marketing strategy is fundamental to developing business strategies, including in the property sector.

The housing sector has unique characteristics in its marketing strategy. The products offered are long-term and involve significant investment value, necessitating a more personalized and compelling marketing approach (Anam, 2023). Marketing strategies for housing today not only rely on conventional methods, but also utilize digital platforms to reach a wider audience (Sulaeman & Faraz, 2024). According to Hermawan et al. (2024), online sources, digital marketing plays a crucial role in helping housing developers convey information, build brand image, and increase customer engagement. Therefore, understanding the dynamics of digital marketing is crucial to increasing competitiveness in this sector.

Effective digital marketing has also been implemented by PT. Surya Jaya Land Jember, which manages three housing developments in Jember Regency. Queen Cempaka, under the auspices of PT. Surya Jaya Land Jember, a property developer with over 10 years of experience, was the chosen research object. Located in a strategic location, Queen Cempaka offers a modern housing concept equipped with comprehensive facilities to support the needs of urban families. Based on data obtained from PT. Surya Jaya Land Jember, this housing developer actively utilizes social media as one of its main strategies to attract potential buyers. This strategy includes real-time information dissemination, product promotion, and direct interaction with potential consumers. This positions Queen Cempaka as one of the developers that is adaptive to changes in the marketing landscape.

Marketing carried out at the Queen Cempaka housing complex also encountered several obstacles related to housing sales targets from year to year, this became a matter of thought in order to increase sales volume, the sales data that has been carried out over the past 3 years is as follows in Table 1.

Table 1. Sales Data for Queen Cempaka Housing

Housing type	**100% Sales Target In Sales Year**		
	2022	**2023**	**2024**
24/60	90%	90%	88%
34/66	80%	87%	85%
50/84	75%	80%	75%
70/84	68%	65%	70%

Source: PT. Surya Jaya Land Jember. (2025).

Based on Table 1, sales of all Queen Cempaka housing types fluctuated over the three years, with none achieving the 100% target. Types 24/60 and 34/66 showed relatively high sales performance, but continued to decline in 2024, while type 50/84 tended to stagnate. Type 70/84 had the lowest performance, with sales reaching below 70% in the first two years, although it increased slightly in the final year. Overall, this trend reflects that all types have not achieved their maximum targets and have experienced declining dynamics and instability from year to year. Following up on this data, researchers attempted to identify several important factors to increase sales volume at Queen Cempaka Jember housing as a research solution.

Consumer purchasing decisions are a complex process and consist of several stages, starting from recognizing needs to post-purchase behavior. Schiffman et al. (2019), explains that purchasing decisions are influenced by internal and external factors, including consumer perceptions of the brand and the value offered. Previous research by Majeed et al. (2021) shows that consumer purchasing decisions are heavily influenced by the strength of brand equity built through social media activity, which can increase consumer trust and loyalty. Ho & Chung (2020) highlighted that high customer engagement, especially through digital apps, directly increases repeat purchase intentions, as customers feel more connected to the brand. Research by (Adriana S. Lahus et al., 2023; Irsyad & Sukma, 2023; Pitri, 2023; Sugiarto et al., 2022; Yoeliastuti et al., 2021) shows that brand image, perceived value, and customer involvement significantly influence purchasing decisions, particularly in high-value products such as housing

(Ritonga et al., 2023). Therefore, understanding these factors becomes very important in developing an effective marketing strategy.

One of the key elements in modern marketing strategy is customer engagement, which refers to the level of emotional and behavioral involvement of consumers towards a brand. Hariyanto (2023) states that customer engagement not only increases consumer loyalty but also drives long-term profits for companies. In a digital context, this engagement can be enhanced through meaningful interactions on social media platforms (Setiawan et al., 2023). Ho & Chung (2020) revealed that high customer engagement through digital applications can increase loyalty and repurchase intentions by strengthening the emotional connection between customers and brands. Arora et al. (2021) research shows that managing customer engagement through social media-based customer relationship strategies can strengthen brand relationships and drive consumer purchasing behavior more effectively. Therefore, customer engagement is an important variable to analyze to understand its influence on purchasing decisions.

Customer engagement is now beginning to be seen as an important mediating variable in bridging the influence of various marketing variables on purchasing decisions. Customer engagement refers to the level of interaction, attention, and active participation of customers with a brand, product, or platform. The higher the customer engagement, the stronger the emotional and cognitive connection formed between the customer and the company (Tsaanii & Ardini, 2016). Research conducted by (Syalsabila & Hermina, 2023) found that customer engagement has an impact on purchasing decisions. Research by Barhemmati & Ahmad (2015) said that positive relationships between customer engagement of social networking and their purchase behaviors.

Social media has become a strategic platform for companies to build deeper interactions with customers. A brand's presence on social media enables fast, open, and personalized two-way communication. Through various features such as comments, direct messaging, content sharing, and live streaming, social media provides a space for customers to actively engage with brands. Social media marketing is one of the most effective tools in increasing customer engagement (Cambra-Fierro t al., 2021). This strategy allows companies to communicate directly with consumers, build closer relationships, and strengthen brand image. Research by Farook & Abeysekara (2016) said that media and content type of posts exert a significant effect on customer online engagement.

The relationship between social media marketing and purchasing decisions is interesting, so there is a lot of research related to this. Research conducted by (Anwar & Aprillia, 2018) found that social media marketing improves purchasing decisions. Pingki & Ekasasi (2023) also stated that social media content engagement drives product purchase intentions and decisions. Similar findings were revealed by Aguspriyani et al. (2023) social media marketing has an impact on purchasing decisions. However, Noviyana et al. (2022), showed different results, stating that not all social media activities have a direct impact on purchases. This indicates an inconsistency in the findings and opens up an opportunity to re-examine this relationship specifically in the context of properties such as Queen Cempaka Housing.

In addition, brand image is a major factor influencing consumer perception of a product or service. According to (Kotler & Keller, 2020), a positive brand image creates customer trust and loyalty, which ultimately drives purchasing decisions. A study by (Wibowo et al., 2020) , (Dwiyanti et al., 2018), (Maulani & Sanawiri, 2019), (Setiawan & Rabuani, 2019) shows that a strong brand image has a positive impact on purchasing decisions. Meanwhile, Park et al. (2021) emphasized that brand image plays an important role in influencing consumer purchasing decisions by increasing the perception of quality and trust in the product.

Brand image is a variable commonly found to be an important factor in purchasing decisions. Maulani & Sanawiri (2019) showed that a strong brand image encourages consumers to make faster purchasing decisions. Research by (Eliasari & Sukaatmadja, 2017), (Fakhrudin, 2019), (Catur et al., 2018), (Sinambela et al., 2020) also revealed a significant role for brand image in increasing purchase intentions. However, inconsistent results emerged in the research of (Larasati et al., 2022), (Kawilarang et al., 2022), (Diniyah & Herman, 2021) who stated that brand image had no significant influence on purchasing decisions. This inconsistency indicates the need for reconfirmation in the property sector, where consumers' rational and emotional considerations can differ significantly compared to other industries.

Lastly, perceived value is an important element in determining purchasing decisions. Lovelock & Wirtz (2016) said that perceived value is the consumer's perception of products and services based on the comparison of benefits and costs. Research (Puspitasari & Indriani, 2018) stated that perceived value have been shown to have an influence on online purchasing decisions, both on the official Lazada website and the EolKPop online store on social media. Meanwhile, Mranani & Lastianti (2022) states that purchasing interest is not caused by the perceived value of a product or service by consumers.

This study discusses consumer behavior issues related to repeat purchases by consumers so that the Theory of Planned Behavior (TPB) is used. This is because TPB addresses consumer behavior in deciding to purchase products that can provide satisfaction. The perceived value by customers, social media marketing by the industry, brand image of the company theoretically influence consumer attitudes and perceptions towards housing purchases, thereby influencing the intention and decision to purchase a product or service. Customer engagement was chosen as a mediating variable because consumer involvement in brand interactions can strengthen the relationship between these variables and purchasing decisions. Consumer engagement theory explains that the higher the level of consumer involvement in a brand, the more likely they are to make decisions that support that brand, including the decision to purchase the products or services offered.

Based on the results of the research that are still inconsistent between the variables studied, this study aims to analyze the influence of social media marketing, brand image, and perceived value on purchasing decisions, both directly and indirectly through the mediating role of customer engagement. Specifically, this study examines the extent to which customer engagement is able to strengthen the relationship between marketing activities on social media, consumer perceptions of brands and product values, with consumer purchasing decisions. The findings of this study are expected to provide theoretical contributions in the development of consumer behavior models and become a basis for practical considerations for business actors in designing more effective marketing strategies that are oriented towards customer engagement.

METHODS

According to Sugiyono (2017), quantitative research is conducted scientifically, rationally, empirically, and systematically to obtain objective data. In this study, descriptive and verification methods are used, where the descriptive method functions to describe the phenomenon being studied without drawing general conclusions, while the verification method is used to test the relationship between independent variables and dependent variables such as social media marketing, brand image, and perceived value on customer engagement and purchasing decisions at the Queen Cempaka Jember Housing Complex.

According to (Kotler et al., 2022) The indicators in purchasing decisions are: Product selection, Brand selection, Distribution selection, Purchase time, Purchase amount. According to (Dessart et al., 2015), There are seven sub-dimensions of customer engagement, namely Enjoyment, Enthusiasm, Attention, Absorption, Learning, Endorsing, and Sharing. According to (As'ad & Alhadid, 2014), Social media marketing indicators include: Online Communities, Interaction, Sharing of content, Accessibility, Credibility. According to (Kotler et al., 2022), Brand image can be measured through three main indicators, namely: Uniqueness of Brand Association, Strength of Brand Association, Closeness of Brand Association. According to (Tjiptono, 2019), Brand image consists of four indicators: Emotional value, Social value, Quality/Performance value, Price/value of money.

The research focused on consumer purchasing decisions at the Queen Cempaka Housing Complex in Jember Regency to ensure data collection remained relevant to the research objectives. The population in this study includes all 95 consumers of Queen Cempaka Jember Housing. The sample size was determined based on the PLS-SEM rules as explained by (Hair J. F. Jr., Anderson R. E., 1995), which is at least 10 times the number of indicator variables in the structural model. The data collection method was carried out by distributing a structured questionnaire to respondents who were consumers of Queen Cempaka Housing, both directly (offline) and online. The questionnaire was designed using a Likert scale to measure respondents' perceptions of the research variables, so that the data obtained could be analyzed quantitatively in accordance with the research objectives.

Data analysis was conducted descriptively and inferentially. Descriptive analysis was used to describe the characteristics of respondent data through frequency distribution and average scores, while hypothesis testing was conducted using Partial Least Square (PLS) with the help of WarpPLS 7.0 software. According to Ghozali (2014), the PLS model is used to measure the relationship between latent variables by assessing the outer model and inner model. Validity and reliability were tested through convergent validity, discriminant validity, and composite reliability, while model strength was tested through R^2 and Q^2 values.

RESULTS AND DISCUSION

Respondent Characteristics

The respondents in this study were 95 people who were consumers of Queen Cempaka Jember Housing, with characteristics differentiated by gender, age, and education level. Based on the results of data processing, the majority of respondents were male, 62 people or 65.3%, while women numbered 33 people or 34.7%. This shows that home purchasing decisions are mostly dominated by men as the main decision makers in the family. In terms of age, the largest group was in the 36-45 year range, 44 people or 46.3%, followed by the 46-55 year age group, 27 people or 28.4%, and the 25-35 year age group, 24 people or 25.3%. These findings indicate that housing consumers are mostly in their productive and financially mature age, so they have the ability to make a home purchase. Based on education level, the majority of respondents had a bachelor's degree (54 people or 56.8%), followed by a diploma (18.9%), a high school (14.7%), and a master's degree (9.5%). This data indicates that most consumers have a higher educational background, which allows them to have a rational understanding and consideration in making decisions about purchasing a house in the Queen Cempaka Jember Housing Complex.

Hypothesis Testing

Each path tested shows the direct and indirect influence of social media marketing (X1) and brand image (X2) on customer engagement (Z) and consumer purchasing decisions (Y) at Queen Cempaka Jember Housing. Each path tested represents a hypothesis in this study. The path coefficient values can be seen in the following table 2:

Table 2. Direct Influence Path Coefficient Value

No	Hypothesis	Path coefficients	P values	Information
1	Social media marketing →customer engagement	0.311	0.001	Supported
2	Brand image→customer engagement	0.315	0.001	Supported
3	Perceived value →customer engagement	0.361	0.001	Supported
4	Social media marketing →Buying decision	0.279	0.002	Supported
5	Brand image →Buying decision	-0.076	0.225	Not Supported
6	Perceived value →Buying decision	0.272	0.003	Supported
7	Customer engagement →Buying	0.442	0.001	Supported

	decision			
8	Social media marketing →Customer engagement→Buying decision	0.137	0.026	Supported
9	Brand image →Customer engagement→Buying decision	0.139	0.024	Supported
10	Perceived value →Customer engagement→Buying decision	0.160	0.012	Supported

Source: Processed by researchers (2025)

Hypothesis Model

There are 10 (ten) research hypotheses presented in this study. Customer Engagement is a mediating variable that influences social media marketing, brand image, and perceived value on consumers' home purchasing decisions. Figure 1 displays the results of this research hypothesis.

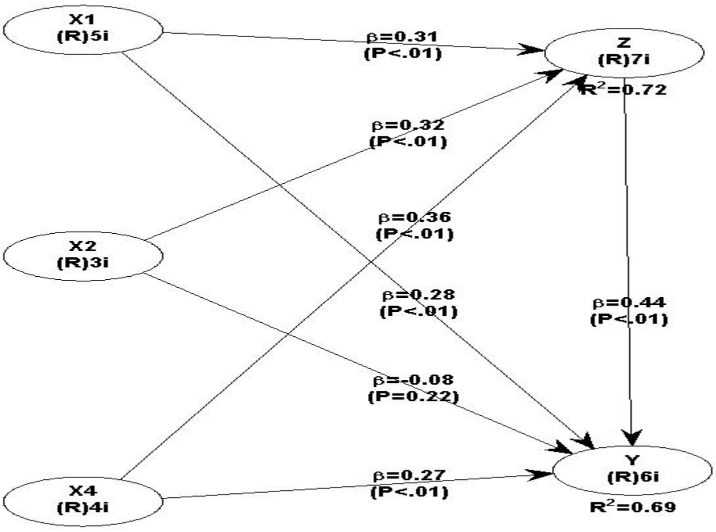

Figure. 1. Path Analysis Results

Discussion

The Influence of Social Media Marketing on Customer Engagement

The description of the results for the social media marketing indicator (X1) shows that the majority of respondents rated Queen Cempaka Housing's social media activities as good, as reflected by the average score across all indicators consistently above 3.7. This finding indicates that the implemented social media marketing strategy has been able to build an online community, facilitate two-way interactions, and provide easily accessible and relatively reliable product information. This situation strengthens the role of social media not only as a promotional tool but also as a relational medium between housing developers and consumers.

Consistently, the high score on the customer engagement indicator (Z), particularly in the affective and participatory dimensions, indicates that consumers are not simply exposed to content but also experience emotional engagement and are motivated to continue interacting. This finding supports the views of (Barhemmati & Ahmad, 2015) and (Farook & Abeysekara, 2016), who emphasized that the quality of social media marketing activities plays a crucial role in driving customer engagement. However, this study also indicates that not all aspects of social media marketing have an equally strong impact on customer engagement. Differences in scores between indicators suggest that certain elements-such as information credibility still have room for improvement to foster deeper and more sustainable consumer engagement.

The Influence of Brand Image on Customer Engagement

Descriptive results for the brand image indicator (X2) indicate that Queen Cempaka Housing is perceived as unique, has fairly strong brand visibility, and a positive impression that is relatively consistent with consumer expectations. The average indicator score, approaching

4.0, indicates that the brand image is in the good category, although it has not yet reached a very strong level. This finding suggests that brand differentiation and consistent communication still play a crucial role in building positive consumer perceptions, particularly in the property industry, which tends to have homogeneous product characteristics across developers.

The relationship between brand image and customer engagement (Z) is reflected in the high scores for the affective and participatory indicators, indicating that positive brand perceptions contribute to a sense of enjoyment, comfort, and motivation for consumers to continue interacting with housing social media. This finding supports the research of (Adnan et al., 2021) and (Panjaitan, 2022), which asserts that a strong brand image can drive consumer engagement, which in turn has the potential to influence purchase intentions and decisions. However, this relationship cannot be understood solely in a linear fashion. In the housing context, customer engagement is influenced not only by brand perceptions on social media, but also by rational factors such as location, price, amenities, and developer credibility. Therefore, brand image tends to be a reinforcing factor rather than a sole determinant.

The Influence of Perceived Value on Customer Engagement

Descriptive results for the perceived value indicator (X3) indicate that consumers rated the emotional and symbolic experience gained from Queen Cempaka Housing as good, as reflected in high scores for comfort, pride in owning a unit, and perceived building quality that met expectations. This finding indicates that perceived value is not only formed from functional dimensions, but also from emotional and social dimensions, strengthening consumers' psychological bond with the housing brand. The link between perceived value and customer engagement is also evident in the high score on the information sharing indicator, reflecting that consumers tend to engage more actively when they perceive relevant and meaningful benefits.

However, the relatively lower score on the price-appropriateness indicator suggests a potential gap between consumers' expected value and their perception of the offered price. This finding suggests that although consumers perceive emotional benefits and good product quality, sensitivity to price remains a crucial consideration in the context of high-value products such as housing. In other words, perceived value is multidimensional and not always expressed evenly across all dimensions. Therefore, value-enhancing strategies need to consider the balance between quality, emotional benefits, and perceived price fairness.

The findings of this study align with those of (Yu & Zheng, 2022), (Xie et al., 2022), and (Ihsan et al., 2023), who asserted that perceived value positively influences customer engagement. However, this study's contribution demonstrates that in the housing context, the functional and financial value dimensions can be constraining factors on engagement levels if not optimally managed. This means that while engagement can be fueled by positive experiences and symbolic pride, perceived price disparity has the potential to weaken the intensity and sustainability of consumer engagement.

The Influence of Social Media Marketing on Purchasing Decisions

Descriptive analysis of social media marketing indicators (X1) shows that Queen Cempaka Housing's social media activities are perceived positively by consumers, particularly in building community, facilitating interaction, and providing relevant content and information. This positive perception correlates with high scores on several purchase decision indicators (Y), particularly the ease of obtaining marketing and service information and the tendency to make Queen Cempaka a primary choice. These findings indicate that social media serves as an initial touchpoint, facilitating consumers' information search and strengthening their preference for the housing brand.

However, the influence of social media marketing on purchase decisions cannot be understood deterministically. In the context of high-value products such as housing, purchase decisions are the result of a complex and high-stakes deliberation process (high-involvement decision). Therefore, social media tends to play a stronger role in the initial stages of the decision process (awareness and information search) than in determining the final purchase. This helps explain why some previous studies found significant effects (e.g., (Pingki & Ekasasi, 2023), (Navalina et al., 2024), (Permana et al., 2024), (Maharani et al., 2025), (Virgarena et al., 2024), (Faradis et al., 2024), (Nurhaliza et al., 2023), (Sanosra et al., 2024), and related studies), while others reported insignificant results (Dini & Abdurrahman, 2019), (Noviyana et al., 2022). These differences in findings indicate contextual factors that moderate the effectiveness of social media marketing, such as product type, perceived risk level, consumer characteristics, and the integration of online and offline experiences.

The Influence of Brand Image on Purchasing Decisions

The descriptive results of the brand image indicator (X2) indicate that Queen Cempaka Housing is perceived quite well by consumers, as reflected in ratings of uniqueness, brand visibility, and positive impressions, which are in the good category. This finding indicates that consumers cognitively and affectively hold a positive perception of the housing brand. However, this favorable brand perception does not automatically translate into a purchase decision. Consumers appear to prioritize functional and utilitarian considerations, such as price appropriateness, building quality, ease of access to information, and payment methods, as reflected in the high scores on the perceived value variable (X3) and the ease of marketing and service indicator (Y3).

This difference in findings from several previous studies that found a direct influence of brand image on purchase decisions indicates the presence of contextual factors that moderate this relationship. In the context of high-value, high-risk products like housing, brand image tends to act as a hygiene factor or an initial prerequisite for trust, but is not necessarily the primary determinant of the final decision. Consumers require strong rational justification related to tangible benefits, ease of processing, and financial feasibility before making a purchase decision. This explains why the findings of this study are not entirely in line with previous studies which were mostly conducted on fast-consumption products (low-involvement products) or services with relatively lower risks.

The Influence of Perceived Value on Purchasing Decisions

The results of the structural test indicate that perceived value (X3) significantly influences the purchase decision (Y), as reflected in a path coefficient of 0.272 with a p-value of 0.003 < 0.05. This finding confirms that the higher consumers' perceptions of the product benefits, service quality, and price fairness offered by Queen Cempaka Housing, the greater their tendency to make a purchase decision. In the context of housing as a high-value and relatively high-risk product, perceived value serves as a rational justification, strengthening consumers' belief that the purchase decision is commensurate with the benefits received.

The descriptive results of the perceived value indicator reinforce this finding, particularly in the emotional and functional dimensions, where consumers experience comfort during information searches and site visits, pride in owning a unit, and the suitability of the building quality to expectations. Although the perceived price appropriateness score was relatively lower, the overall perceived value remained in the good category. This pattern indicates that purchase decisions are driven not only by price considerations but also by positive experiences and perceived quality, which shape consumer confidence. In other words, the emotional and functional dimensions of perceived value can compensate for price sensitivity to some extent, especially when consumers perceive the benefits received as relevant and meaningful.

This finding aligns with (Puspitasari & Indriani, 2018),(Anggraeni et al., 2023), who identified perceived value as an important determinant of purchasing behavior. However, the differences in results from (Mranani & Lastianti, 2022) indicate that the influence of perceived value on purchasing decisions is contextual. Variations in product type, consumer characteristics, and market conditions can moderate the strength of this relationship. In the housing context, perceived value tends to play a stronger role because consumers face higher levels of financial and psychological risk compared to everyday consumer products.

The Influence of Customer Engagement on Purchasing Decisions

The results of the structural test indicate that customer engagement (Z) significantly influences purchase decisions (Y), with a path coefficient of 0.442 and a p-value of 0.001 < 0.05. This finding indicates that the higher the level of emotional, cognitive, and behavioral engagement of consumers with Queen Cempaka Housing, the more likely they are to make a purchase decision. In the context of housing as a high-involvement product, customer engagement serves as a psychological mechanism that bridges consumers' positive perceptions of the brand and interaction experiences with the actual purchase.

Descriptive results support this finding, with consumers demonstrating positive affective responses (pleasure and enjoyment), cognitive attention to the information presented, and a behavioral tendency to interact and share information. This relatively high level of engagement suggests that consumers are not merely passive recipients of information but also active participants in the brand communication ecosystem. However, the variation in scores between indicators suggests that the cognitive dimension of engagement (e.g., attention focused on information) is relatively lower than the affective dimension, indicating the need to improve the quality of informational content so that engagement extends beyond the emotional level and also fosters a deeper understanding of product attributes and purchasing patterns.

This finding is consistent with (Barhemmati & Ahmad, 2015; Syalsabila & Hermina, 2023; Tsaanii & Ardini, 2016), who emphasized the strategic role of customer engagement in driving purchase intentions and decisions. However, the effectiveness of customer engagement on purchasing decisions is contextual and influenced by product characteristics. In the property sector, customer engagement tends to strengthen confidence and reduce uncertainty, but the final decision still requires the support of rational factors such as perceived value, developer credibility, and ease of transaction. Therefore, customer engagement is more appropriately positioned as an amplifier in the decision process, rather than the sole determinant.

The Influence of Social Media Marketing on Purchasing Decisions through Customer Engagement

The results of the mediation test indicate that customer engagement (Z) significantly mediates the influence of social media marketing (X1) on purchasing decisions (Y), with an indirect effect value of 0.137 and a p-value of 0.026 <0.05. This finding indicates that the influence of social media marketing on purchasing decisions does not operate solely directly, but is partly channeled through psychological mechanisms such as emotional, cognitive, and behavioral consumer engagement. In other words, the effectiveness of social media marketing in the housing context is maximized when these activities foster meaningful interactions and relational closeness with consumers.

Descriptive findings reinforce this mediation mechanism, where positively assessed social media marketing activities such as the ability to build community and facilitate product recognition correlate with high customer engagement indicators, particularly in the affective dimension (pleasure and comfort in interacting). This relatively high engagement is then associated with also high levels of purchasing decision indicators, particularly in the areas of ease of information acquisition and preference for Queen Cempaka as a primary choice. This pattern suggests that customer engagement acts as a bridging mechanism, transforming exposure to social media content into more concrete preferences and purchasing decisions.

However, the significance of this mediation also suggests that without adequate engagement, social media marketing activities have the potential to generate only initial awareness or interest without a strong impact on actual purchase decisions. This confirms that the quality of interactions—not simply the intensity of posting is a key factor in converting social media exposure into purchase behavior, particularly for high-involvement products like housing. Furthermore, the strength of the partial mediation (if the direct path X1 → Y remains significant) suggests that other mechanisms beyond customer engagement contribute to the influence of social media marketing, such as increased trust, perceived credibility, or reduced perceived risk.

This finding aligns with (Barhemmati & Ahmad, 2015; Farook & Abeysekara, 2016; Habib et al., 2022; Toor et al., 2017), which emphasize the role of customer engagement as a key mechanism in bridging social media marketing activities with consumer behavioral responses. Theoretically, these results reinforce the stimulus–organism–response (S–O–R) model, where social media marketing acts as a stimulus, customer engagement as an internal state (organism), and purchase decisions as a behavioral response.

The Influence of Brand Image on Purchasing Decisions through Customer Engagement

The results of the mediation test indicate that customer engagement (Z) significantly mediates the influence of brand image (X2) on purchase decisions (Y), with an indirect effect value of 0.139 and a p-value of 0.024 <0.05. This finding confirms that although brand image does not directly influence purchase decisions, this influence is still realized through the mediating mechanism of customer engagement. In other words, brand image functions as a psychological trigger that strengthens emotional closeness, attention, and consumer participation, which subsequently encourages the conversion of interest into an actual purchase decision. This pattern indicates full mediation, where the role of brand image on purchase decisions depends on the level of consumer engagement.

Descriptive results support this mechanism. Positive perceptions of uniqueness, image consistency, and a brand impression that meets expectations form the affective basis for consumer engagement. High scores on the affective dimension and ease of interaction indicate that a positive brand image is not necessarily strong enough to directly drive purchase decisions, but it is effective in creating a psychological environment conducive to engagement. This engagement then acts as a conversion lever that transforms brand perceptions into preferences and purchase decisions.

These findings align with those of (Adnan et al., 2021; Panjaitan, 2022; Quynh, 2019), who position brand equity/image as an important antecedent of customer engagement, which in turn influences purchasing behavior. Theoretically, these results enrich the stimulus–organism–response (S–O–R) framework by positioning brand image as a symbolic stimulus that influences consumers' internal state (involvement) before leading to a behavioral response (purchase decision). This research contribution suggests that in the context of high-value products such as housing, brand image tends to operate indirectly and requires activation through meaningful interaction experiences.

The Influence of Perceived Value on Purchasing Decisions through Customer Engagement

The results of the mediation test indicate that customer engagement (Z) significantly mediates the influence of perceived value (X3) on purchase decisions (Y), with an indirect effect value of 0.160 and a p-value of 0.012 < 0.05. This finding suggests that the higher the value consumers perceive for Queen Cempaka Housing's products and services, the higher their engagement, ultimately increasing the likelihood of a purchase decision. Thus, perceived value not only acts as a direct determinant of purchase decisions but also operates through the psychological mechanism of customer engagement, strengthening consumer motivation until the actual transaction stage. This pattern indicates that customer engagement functions as an amplifying mechanism, bridging value perceptions with purchasing behavior.

Descriptive results on the perceived value indicator support these findings. High scores for convenience in seeking information, pride in owning a unit, and building quality meeting expectations indicate that consumers positively assess the functional and emotional benefits of the product. This strong perception of value fosters an emotional attachment, reflected in high customer engagement scores, particularly for the indicators of comfort and desire for continued interaction. The resulting engagement then acts as a conversion driver, encouraging consumers to further their interest and turn it into a purchase decision, as evidenced by high scores on indicators of ease of marketing access and suitability of payment methods to consumer affordability.

Theoretically, this finding aligns with the stimulus–organism–response (S–O–R) framework, where perceived value serves as a stimulus that influences consumers' internal state (involvement) before culminating in a behavioral response in the form of a purchase decision. The consistency of this study's findings with those of (Ihsan et al., 2023) strengthens the argument that perceived value is an important antecedent of customer engagement, which in turn influences purchasing behavior. The empirical contribution of this study lies in confirming that, in the context of home purchases, as a high-involvement product, perceived value is not sufficient to simply form rational intentions but needs to be activated through emotional and interactional engagement to lead to an actual purchase decision.

Practically, the implication is that housing developers need to consistently communicate and deliver tangible value perceived by consumers, both functional (building quality, easy access to information, payment schemes) and emotional (pride of home ownership, comfort, and security). However, this value will be more effective in driving purchasing decisions when coupled with engagement-enhancing strategies, such as interactive experiences through social media, responsive service, and personalized and ongoing communication. This approach allows perceived value to transcend perception and translate into deeper engagement that drives actual purchasing decisions.

CONCLUSION

This study confirms that social media marketing, brand image, and perceived value are important factors in enhancing customer engagement within the housing industry. The findings support the Stimulus–Organism–Response (S–O–R) framework by demonstrating that these marketing variables influence customers' internal responses, which subsequently affect their purchase decisions. Social media marketing and perceived value have both direct and indirect effects on purchase decisions through customer engagement, while brand image influences purchase decisions only indirectly by strengthening customer engagement. These results indicate that customer engagement serves as a key mechanism for transforming marketing efforts into actual purchasing behavior, particularly in the context of high-involvement products such as residential housing. From a practical perspective, housing developers should prioritize interactive social media activities, strengthen brand experiences, and consistently deliver both functional and emotional value to foster stronger customer engagement and encourage purchase decisions. In addition, branding strategies should emphasize long-term relationships with consumers rather than relying solely on brand recognition. Future research is encouraged to extend the proposed model by incorporating additional variables, such as trust, perceived risk, and service quality, as well as testing the model across different industries and applying longitudinal research designs to better understand changes in customer engagement and purchasing behavior over time.

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