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The Influence of Electronic Word of Mouth and Content Marketing of Property Companies on Housing Purchase Intention in West Lombok Regency with Customer Engagement as A Mediating Variable

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ABSTRACT: The study examines the influence of electronic word of mouth and content marketing of property companies on housing purchase intention in West Lombok Regency, with customer engagement as a mediating variable. This study uses a quantitative method and is causal associative in nature. This research employs a quantitative methodology. The population in this study refers to consumers who have interacted online with the social media accounts of developer companies either through direct interaction using the WhatsApp or Direct Message feature and indirect online interaction by watching marketing content on official accounts on the social media of developer companies in the West Lombok Regency area. Data was collected through a sample survey involving some 100 members. Sampling is done using the non-probability sampling method, which does not include randomly selecting population members. The approach to analyzing this research is the Structural Equation Model Partial Least Square (SEM-PLS) using SMART PLS software. The study indicates that 1) Electronic word of mouth has a positive but insignificant effect on consumer buying interest, meaning that the more positive electronic word of mouth does not have a better effect on consumer buying interest. (2) Content marketing positively and significantly affects consumer buying interest, meaning that more positive, attractive, and argumentative content marketing influences consumer buying interest. (3) Electronic word-of-mouth positively and significantly affects customer engagement, meaning that the more positive electronic word-of-mouth communication influences customer engagement. (4) Content marketing positively and significantly affects customer engagement, meaning that more positive, attractive, and argumentative content marketing influences customer engagement. Argumentative content marketing influences customer engagement. (5) Customer engagement has a positive and significant effect on consumer buying interest, meaning that the higher the customer engagement, the better the influence on consumer buying interest. (6) Customer engagement significantly mediates the relationship between electronic word of mouth and consumer buying interest. Customer engagement becomes a mediating variable that strongly influences the indirect relationship between electronic word of mouth and consumer buying interest. (7) Customer engagement significantly mediates the relationship between content marketing and consumer purchase intention. Customer engagement becomes a mediating variable that strongly influences the indirect relationship between content marketing and consumer buying interest.

Keywords - *Electronic Word of Mouth, Content Marketing, Purchase Intention, Customer Engagement*

I. INTRODUCTION

In the current era, a house is not only defined as a place to live, but ownership of a home or land is considered an investment item in the long term, especially for middle- and upper-class people who are often used as a measure of human welfare. The need for houses in Indonesia continues to grow yearly, along with the population increase. Basic human needs are housing and settlements, essential aspects of regional and urban economic analysis. Because housing and settlement activities determine the level of prosperity and social welfare, even developments in development reflect the progress of the level of civilization of a society or nation.

The increase in housing needs is glimpsed by many companies engaged in the property development business (developers) to build subsidized and commercial housing in the West Lombok Regency area. Until December 2022, 29 institutions or developers held housing projects in the West Lombok Regency (Dinas Permukiman Kab. Lombok Barat, 2022). The institutions or developers that are well-known currently include PT. Varindo Lombok Inti; PT Salva Inti Properti; PT Muara Alam Raya; PT Royal Properti; PT Meka Asia; PT Maulana Raya Properti; PT Nata Alam Raya and others. Housing development projects in West Lombok Regency are increasing rapidly compared to other districts in West Nusa Tenggara. This is because West

Lombok is a direct border area with Mataram City, the city center of West Nusa Tenggara. In addition, the factor that chooses housing development in West Lombok is related to the lower land price compared to Mataram City.

The more the housing business, the higher the competition for developers in marketing their products to consumers. The tight competition makes the institution or developer make the right strategy in selling its products. A marketing strategy is a series of goals and objectives, policies, and rules that direct the company's marketing efforts from time to time, at the time and place of business. With a good marketing strategy, the company will be able to attract consumers to use and decide to buy the products offered.

The factor causing the increase in the development of housing projects in West Lombok Regency is the increase in housing purchases in West Lombok. Until now, housing projects in West Lombok have continued and are proliferating. This shows that consumer interest in buying houses in West Lombok is relatively high. Consumer interest in purchasing products relates to consumer plans to purchase certain products and how many units are needed in a certain period [24]. Purchase Intention, or what is commonly called purchase interest, is an attitude towards interested consumers, then takes actions related to purchases through various stages and levels of possibility to the ability to buy a product. Possibility to the ability to buy a product, service, or specific brand [43]. Consumer buying interest is a driving factor in purchasing decisions on a product; the higher the consumer's buying interest, the more likely the purchase will occur.

In this era of technological advancement, companies must constantly observe and follow changing trends because they significantly affect consumer buying interest. Companies are increasingly trying to find business solutions and programs that can increase the competitiveness of companies in their business. One is online marketing, a strategy for increasing consumer buying interest because consumers nowadays like to dig for information through online media. Consumers now have more comprehensive access and information about residential property through information between individuals and online platforms. It is challenging for marketing practitioners to address the right target market [4] to ensure that their products and services are easily accessible and attractive in this digital era [11].

Some of the information that helps consumers is feedback or reviews from consumers/customers who have used their products. Electronic word of mouth is a statement, review, review, or comment made online by a customer about a product, service, brand, or company whose information is available to the public or institution through Internet media. Through internet media, it is called electronic word of mouth (EWOM) [73]. The existence of EWOM allows consumers to publish their thoughts, opinions, and feelings about a product directly to generate consumer buying interest. This statement is supported by [55,48,6,2,13,20,71], which states that electronic word of mouth strongly affects consumer buying interest.

Another strategy to foster buying interest is through content shared through online platforms. [42] defines content marketing as a marketing strategy where marketers plan, create, and distribute relevant content to attract the right audience and support them in becoming customers. Interesting marketing content must be informative and relevant and can increase customer understanding, especially about residential property. The increase in developers in West Lombok has increased competition, thus encouraging developers to innovate in marketing strategies through content marketing increasingly. By utilizing visual content, such as property photos and videos on developer social media, as well as complete and accurate information, developers can strengthen their marketing messages and build stronger customer relationships. This increases the interest of consumers or customers in the company, which allows it to foster customer buying interest. The results of [3,7,38] state that content marketing positively and significantly affects buying interest.

Building relationships between customers and products from companies must also be fostered to form interactions between the two. According to [49], customer engagement is the interaction between companies and customers and the creation of good quality content and two-way dialogue. Through customer engagement, companies listen, understand, and respond to customer needs and help solve the problems they face. By engaging with a product or service, customers will have a sense of recognition of the product or service, which can create a competitive advantage and foster customer buying interest. This follows the research results by [82,21,33,83], which state that customer engagement has a positive and significant effect on purchase intention.

Previous research only focuses on connecting electronic word of mouth and content marketing to consumer purchase intention. The existence of social media today is beneficial in increasing customer engagement. Through social media, customers can interact with each other, companies, and fellow customers who can encourage customers to make purchases.

II. LITERATURE REVIEW

Theory of Planned Behaviour (TPB)

[5] first proposed the theory of Planned Behaviour, a development of the Theory of Reasoned Action (TRA). The theory of Reasoned Action states that the intention to do something is caused by two factors, namely subjective norm, and attitude toward behavior [5]. [5] then added one perceived behavioral control factor,

thus changing the Theory of Reasoned Action to the Theory of Planned Behavior. Ajzen and Fishbein then expanded the theory. The Theory of Planned Behavior focuses on individuals' intention to perform certain behaviors. The theory of Planned Behavior explains that attitude toward behavior is essential to predict an action. However, it is necessary to consider a person's attitude in testing subjective norms and measuring their perceived behavioral control. If there is a positive attitude, support from people, and the perception of ease because there are no barriers to behavior, then one's intention to behave. To behave, a person's intention to act will be higher [5].

Purchase Intention

Purchase intention is part of the behavioral component in the attitude to consuming. Consumer buying interest is the respondent's tendency to act before the decision to buy an item. An item. [45] define purchase interest as consumer behavior that arises in response to objects that indicate the customer's desire to purchase. The value of the evaluated product will influence the decision to buy. If the perceived benefits exceed the sacrifice to get it, then the urge to believe it is higher.

Conversely, if the perceived benefits are smaller than the sacrifice, buyers will usually refuse to buy and generally switch to evaluating other similar products. According to [28], buying interest is an interest that arises in making purchases to create a motivation that continues to be recorded in the minds of consumers and becomes an extreme activity in the end; a consumer must meet his needs so consumers will actualize what is in the minds of consumers. Based on the understanding previously conveyed, purchase interest can be related to consumer responses to an object that has the potential to be a determining factor for further action. Therefore, marketers must find effective strategies to attract consumer attention when promoting their products. Marketing efforts and influences from the surrounding environment can affect buyers' thoughts and perceptions. To purchase interest, it is essential to pay attention to the factors that influence buying interest from both psychological and social perspectives. When making purchases online, the existence of a website as a place of interaction between sellers and buyers must be a significant concern.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth is the action of consumers who state a product or institution via the internet in positive or negative terms that can advise purchasing decisions [81]. Electronic Word of Mouth (eWOM) is a statement, review, or comment made online by potential customers, customers, and consumers. Made online by potential customers, actual customers, and previous customers about a product, service, brand, or company whose information is available to the public or institutions through Internet media [73]. EWOM lets consumers directly publish their thoughts, opinions, and feelings about a product. eWOM is an informative source of information for consumers and has unique characteristics that allow it to spread quickly and widely. The potential impact of eWOM on consumer behavior is also more substantial than conventional word of mouth (WOM). eWOM, conducted through social media, has become an essential means of sharing, and obtaining information for consumers to assess brands [75]. When consumers perceive a brand or a product negatively, they view the brand as not good enough and, therefore, not worth recommending to other consumers. Conversely, positive eWOM is influenced by positive attitudes towards a brand or product [59]. In other words, consumers' positive or negative attitudes toward a brand will encourage them to spread positive or negative information to other consumers [75].

Content Marketing

Content marketing is "A marketing approach that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group to create conversations about the content"[42]. According to [9], content marketing is a marketing approach that includes planning, distributing, and creating exciting content. The main goal is to attract visitors and persuade people to become customers. Content marketing can engage consumers with content sharing and creativity, build customer interactions through relevant, engaging, and valuable content, and motivate the company's potential customers. Content marketing is a promotional strategy that involves using multiple communication channels and capitalizing on the features and connectivity of social media. This approach aims to present additional value to consumers by considering content consumers are interested in. The focus is to communicate with the audience without pressure to make a purchase, but rather by presenting interesting, helpful, and entertaining content. The goal is to build trust and long-term consumer relationships[19].

Customer Engagement

[14] define customer engagement as the relationship between customers and brands. Customer engagement is built and rebuilt with every brand interaction, whether purchasing, reading a social media post, or any exposure to the brand. Meanwhile, according to [63], customer engagement or consumer involvement in

content is becoming a concern for online shops and large companies that use social media to conduct promotional activities. According to [49], customer engagement is how companies can interact with their customers and create quality content, an excellent two-way dialogue between the company and the customer, and how customer loyalty and trust are fostered and formed to benefit the company. In customer engagement, it can be explained that this process involves individual customers in timely, contextual, and content-appropriate two-way communication, intending to create an interactive dialogue and emotional experience for customers and influence their purchasing decisions. Through customer engagement, companies listen, understand, and respond to customers' needs and help solve their problems. Customer engagement is a relationship between customers and a product or service. By engaging with a product or service, customers will have a sense of recognition of the product or service, which can create a competitive advantage because customers must recognize an advantage to become an advantage truly.

The Influence of Electronic Word of Mouth on Purchase Intention

Electronic Word of Mouth (E-WOM) is a communication medium for sharing information about a product or service consumed between consumers who do not know each other and meet beforehand [32]. E-WOM messages are essential for consumers to obtain product and service quality information. Currently, various companies are engaged in the property sector. To increase promotional efforts and attract consumers, a review is needed. [15] argue that E-WOM is a form of electronic word-of-mouth promotion strategy; through E-WOM, uncertainty about the products offered to customers is reduced, and their level of satisfaction increases. This happens because individuals sometimes seek opinions and experiences shared by customers, thus satisfying themselves through social media to minimize risk.

[22] revealed that E-WOM will provide an overview of the experience of using or consuming a product so that consumers who have yet to experience using the product can still get information related to the experience of using the product. With information related to experiences from other people, it will be able to give rise to consumer buying interest. The emergence of consumer buying interest. Purchase interest is influenced by respondents' or potential consumers' recommendations, suggestions, and reviews. The more often potential consumers collect highly credible and high-quality information, the more they tend to buy interest. This is supported by [20], who state that E-WOM is an activity where consumers who have used a product and are satisfied will share information about a product with other consumers to motivate them to buy. The effect of E-WOM on consumer buying interest is also supported by previous research conducted by [55,48,6,13,71].

The Influence of Content Marketing on Purchase Intention

Content marketing is a marketing strategy where marketers plan, create, and distribute content that can attract consumers' interest to be right on target, then maximize the opportunity to draw them consumers [42]. In marketing activities, companies must implement effective strategies to achieve company goals. Fierce competition in the food business industry will encourage businesses to plan, prepare, and implement marketing strategies to attract and retain consumers. One of the marketing strategies that companies can use, especially in today's digital world, is content marketing. Content marketing is an online promotional medium; according to [3], marketing content with relevant, accurate, and valuable information significantly influences consumer buying interest. Explicit and exciting marketing content will provide more information about the product so that consumers understand and are interested in buying the product/service being sold.

This opinion aligns with [3], which states that marketing content's influence influences buying interest. Another study by [7] says that marketing content promoted through social media influences purchase interest. Meanwhile, [39] also shows that content marketing in digital marketing affects consumer interest.

The Influence of Electronic Word of Mouth on Customer Engagement

Electronic Word of Mouth is a message or information that comes from personal experiences or consumer opinions about a product or service and is spread by word of mouth through Internet media [81]. Meanwhile, customer engagement is an attitude toward a brand or company that involves active consumer commitment through online media, one of which is providing reviews and recommendations where these activities are included in E-WOM [14].

E-WOM becomes a message or information exchanging information about a product or service; the higher the E-WOM, the higher the consumer commitment to be active through online media, which describes increased customer engagement. According to [78], the role of E-WOM in customer engagement is vital because it can influence consumer purchasing behavior. In addition, it can also affect the company's reputation; engaged consumers can contribute to the company in the long term and brand recognition; the proof is that consumers follow and participate in brand communities and attend events that support the company. In brand communities and attend events that support the brand.

So, there is a strong relationship between E-WOM and customer engagement, where the higher the level of E-WOM, the more the company's customer engagement will increase. This is reinforced by research by [56] and supported by [36], which states that E-WOM can measure and understand various aspects of customer engagement.

The Influence of Content Marketing on Customer Engagement

Content marketing involves creating, collecting, distributing, and reinforcing interesting, relevant, and valuable content to audiences to create interactions and conversations about the content [9]. According to [41], one of content marketing benchmarks is reader cognition, so exciting and digestible content is needed to convey to the audience. Content that is interesting and easy to digest will attract the participation and interest of followers to interact to provide reciprocity, such as liking content and spreading content to others, resulting in increased engagement on each piece of content that creates customer engagement. [1] state that content marketing can form a dimension of customer engagement, namely behavioral involvement.

The quality of content marketing is a critical factor in maintaining competitiveness in the digital marketing era; it can be concluded that the better the content marketing strategy used, the higher the level of customer engagement in followers. This statement is supported by research by [17,47,54,65], which state that content marketing has a significant influence on customer engagement significantly.

The Influence of Customer Engagement on Purchase Intention

According to [58], customer engagement is behavior arising from a customer relationship with a particular company or brand. Customer engagement is an emotional bond between companies and customers that focuses on consumer interaction and involvement or participation [84]. These interactions and consumer involvement can build and establish a close relationship with the brand community, develop a positive brand image, and encourage customers to purchase intentions [33]. So, the higher the level of consumer involvement, the higher the customer purchase intention. So, it can be concluded that customer engagement positively affects purchase intention. This statement is supported by [82], where customer engagement significantly affects customer interest. Research by [33,83,21] also reveals that customer engagement positively affects purchase intention; this is the influence of companies that can make customers feel interested in utilizing the company's website [39].

III. METHOD

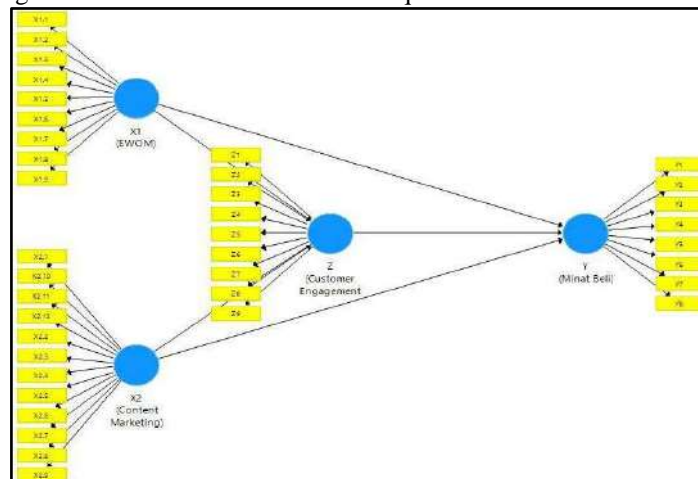
This research uses a quantitative approach, namely research those measures, and analyzes data by applying statistical calculations. This research is used to examine hypotheses and determine the relationship between variables. Quantitative research is formal and structured, uses a large and representative sample size, and the results can be used as managerial implications. The type of quantitative research used in this study is causality research, which examines the causal relationship and attachment between variables that influence (independent) and variables that are affected (dependent), including variables that mediate the relationship between the two [50]. The population in this study refers to consumers who have interacted online with the social media accounts of developer companies either through direct interaction using the WhatsApp or Direct Message feature and indirect online interaction by watching marketing content on official accounts on the social media of developer companies in the West Lombok Regency area. Data was collected through a sample survey involving some 100 members. Sampling is done using the non-probability sampling method, which does not include randomly selecting population members. However, members of the population are chosen based on specific considerations and reasons of convenience [45]. The criteria in this study are (1) work or do activities in the West Lombok area and have an interest in buying a house around the West Lombok area, (2) know and have seen product promotions from residential properties in West Lombok Regency, (3) have had direct interaction both on social media and the web with official accounts from developers / residential property institutions in West Lombok Regency. The approach to analyzing this research is the Structural Equation Model Partial Least Square (SEM-PLS) using SMART PLS software.

IV. RESULTS

This study uses analysis with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Partial Analysis Least Square (PLS) analysis is a multivariate statistical technique comparing multiple dependent and independent variables [2]. PLS is also used to confirm the theory and to build relationships for which there is no terrorist foundation or for proposition testing.

Research hypothesis testing used a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). PLS is a structural equation model (SEM) based on components or variants. Structural Equation Model (SEM) is one of the fields of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously.

Figure 1. Schematic of Partial Least Square Research Model Tested



The picture above is a model scheme in the PLS program that was tested. From the scheme, it is explained that there are four variables tested, namely the Electronic Word of Mouth variable (X1) with nine items tested; Content Marketing (X2) with 12 items tested; Purchase Interest (Y) with eight items tested; and the Customer Engagement variable (Z) with nine items tested.

Figure 2. Path Coefficient Model with PLS Bootstrapping

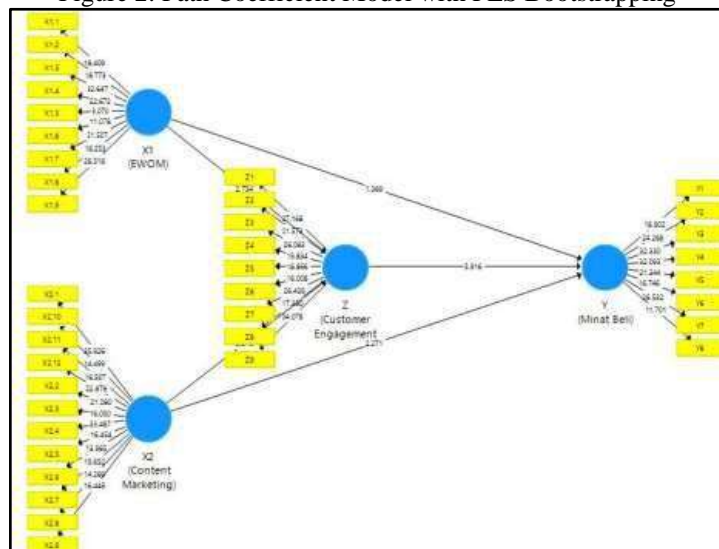


Table 3. Outer Result R-Square Value

	RSquare	RSquareAdjusted
CustomerEngagement(Z)	0.790	0.786
Purchase Intention(Y)	0.816	0.811

From the output results of the R-Square and Adjusted R-Square values, it can be concluded that:

Customer engagement (Z) has an R-Square of 0.790. This value indicates that the customer engagement variable contributes to the influence as a mediating variable between the electronic word of mouth and content marketing with purchase intention. There is an effect of customer engagement of 79%, which mediates the relationship between; the remaining 21% is influenced by other variables not examined in this study. Meanwhile, the Adjusted R-Square value is the R-Square value that has been corrected based on the standard error value. The output result of the Adjusted R-Square value in this study is 0.786. The Adjusted R-Square value provides a stronger picture than R-Square in assessing the ability of an exogenous construct to explain endogenous constructs.

Purchase intention (Y) has an R-Square of 0.816. This value indicates that the electronic word of mouth and content marketing construct variables can explain the purchase intention construct variable by 81.6%. In comparison, the other 18.4% is influenced by other factors not included in this research variable.

From the results of the R-Square value of 81.6%, it can be concluded that the structural model is strong [34].

Meanwhile, the Adjusted R-Square value is the R-Square value that has been corrected based on the standard error value. The output result of the Adjusted R-Square value in this study is 0.811. The Adjusted R-Square value provides a stronger picture than R-Square in assessing the ability of an exogenous construct to explain endogenous constructs.

The purpose of hypothesis testing is to statistically test the truth of a hypothesis or assumption statement and draw conclusions whether to accept or reject the hypothesis or assumption statement. In hypothesis testing, this study uses several criteria that must be met, namely the original sample value, t-statistic value and probability value through Bootstrapping in PLS. The t-statistic value and p-value of each hypothesis in this study are shown in the following table:

Table 4. Autocorrelation Test Result

Hypothesis	Relations	Coefficients	t-Statistic	P-Values	
H1	X1->Y	0.108	1.369	0.172	Positive and Not Significant
H2	X2->Y	0.250	2.271	0.024	Positive and Significant
H3	X1->Z	0.228	2.754	0.006	Positive and Significant
H4	X2->Z	0.705	9.370	0.000	Positive and Significant
H5	Z->Y	0.589	5.916	0.000	Positive and Significant

Based on the data in the table above, the results can be obtained as follows:

a.H1: The more positive the electronic word of mouth, the more it affects consumer buying interest. The effect of the electronic word-of-mouth variable on the purchase intention variable has a t-statistic of less than 1.96 with a value of 1.369 and a p-value of more than 0.05 with a value of 0.172 and a positive original sample value of 0.108. This shows that the electronic word-of-mouth variable has a positive but insignificant effect on the purchase intention variable, so Hypothesis 1 (H1) is rejected.

b.H2: The more positive, attractive, and argumentative content marketing is, the more it affects consumer buying interest. The effect of the content marketing variable on the purchase intention variable has a t-statistic of more than 1.96 with a value of 2.271 a p-value of less than 0.05 with a value of 0.024, and a positive original sample value of 0.250. This shows that the content marketing variable positively and significantly affects the purchase intention variable, so Hypothesis 2 (H2) is accepted.

c.H3: The more positive electronic word-of-mouth communication is, the more it affects customer engagement. The effect of the electronic word-of-mouth variable on the customer engagement variable has a t-statistic of more than 1.96 with a value of 2,754, a p-value of less than 0.05 with a value of 0.006, and a positive original sample value of 0.228. This shows that the electronic word-of-mouth variable has a positive and significant effect on the customer engagement variable, so Hypothesis 3 (H3) is accepted.

d.H4: The more positive, attractive, and argumentative content marketing is, the more it affects customer engagement. The effect of content marketing variables on customer engagement variables has a t-statistic of more than 1.96 with a value of 9,370, a p-value of less than 0.05 with a value of 0.000, and a positive original sample value of 0.705. This shows that the content marketing variable has a positive and significant effect on the customer engagement variable, so Hypothesis 4 (H4) is accepted.

e.H5: The higher the customer engagement, the more it affects consumer buying interest. The effect of the customer engagement variable on the purchase interest variable has a t-statistic of more than 1.96 with a value of 5,916, a p-value of less than 0.05 with a value of 0.000, and a positive original sample value of 0.589. This shows that the customer engagement variable positively and significantly influences the purchase intention variable, so Hypothesis 5 (H5) is accepted.

In the bootstrapping analysis of SEM-PLS, in addition to seeing the effect of direct relationships (hypothesis testing), the effect of indirect relationships can also be seen. The effect of indirect relationships describes the relationship using intervening variables (mediation). In this study, the mediating variable used is

customer engagement. The results of the indirect relationship effect in this study can be seen in the following table:

Table 5. Multiple Linear Regression Results

Relations	Coefficients	t-Statistics	P-Values	
X1->Z->Y	0.134	2.596	0.010	Positive and Significant
X2->Z->Y	0.415	4.825	0.000	Positive and Significant

Based on the data in the table above, the results can be obtained as follows:

- a. The effect of electronic word-of-mouth variables on purchase intention variables mediated by customer engagement has a t-statistic value of 2.59 and a p-value of 0.010. This shows that the customer engagement variable can mediate the effect of the electronic word-of-mouth variable on the purchase intention variable.
- b. The effect of content marketing variables on purchase intention variables mediated by customer engagement has a t-statistic value of 4.825 and a p-value of 0.000. This shows that the customer engagement variable can mediate the effect of the content marketing variable on the purchase intention variable.

V. DISCUSSION

1. The Effect of Electronic Word of Mouth on Purchase Intention

The results showed that electronic word of mouth has a positive but insignificant effect on purchase intention, meaning that the more positive electronic word of mouth does not influence consumer buying requests in residential property products. So that the positive electronic word of mouth given by other consumers for residential property companies does not influence the emergence of consumer buying interest in these residential property products. This study's results differ from research conducted by [46] and [69], which show that electronic word of mouth has a significant positive effect on consumer buying interest. Electronic word of mouth is defined as the actions of consumers who state a product or institution via the internet in positive or negative terms; it can be said to be a communication medium for sharing information about a product or service [81].

Along with the times, many property companies rely on social media such as Instagram, Facebook, and Google reviews as a means for customers and potential customers to exchange information or opinions about a product, which is in line with the valence of opinion used as an indicator in EWOM. [26] says that EWOM is a communication process that provides recommendations or suggestions either individually or in groups about a product or service used to provide personal information. When consumers read about a good or bad experience with a product on social media, this can be a consideration for advice that leads to consumer buying interest.

However, the results of this study indicate that electronic word of mouth does not significantly affect consumer purchase requests. The results of this study are supported by [68], who state that EWOM does not affect purchase intention. The influencing factor is that the products in this study are included in primary or basic needs. In contrast, in determining the purchase of primary needs, consumers are more selective in choosing [51]. This is supported by [68], who state that EWOM does not influence purchases of high-risk goods. In addition, for residential property products, consumers prefer to see them in person because, currently, the property company is not directly involved in the purchase. directly because currently, property companies have provided sample houses used as real product displays.

Another influencing factor is related to negative reviews. Negative reviews arise when consumers are dissatisfied, unhappy, or disappointed with a product and will share their experiences [77]. Negative reviews can sometimes psychologically impact potential buyers; if the EWOM is spread negatively, consumers tend to tell more people about their experiences than when they get positive things. Thus, consumers will be more reminded of negative reviews, which can reduce or even eliminate consumer buying intentions.

Negative reviews and positive reviews are not necessarily able to attract a customer because some EWOM is odd, namely positive reviews that are overestimated among negative reviews. Customers will be more selective in seeing and paying attention to reviews [51], especially when the product chosen is a product that will be used in the long term, such as property products, namely houses. Although EWOM does not affect consumer buying interest in this study, EWOM is still needed by consumers. Based on descriptive analysis, consumers do not only see reviews of property companies. Respondents in this study need EWOM to get preliminary information from property companies regarding the quality of houses before seeing the sample houses provided. [81] state that EWOM provides reviews and information about a product or service.

2. The Effect of Content Marketing on Purchase Intention

The results showed that content marketing positively and significantly affects purchase intention, meaning that more positive content marketing influences consumer buying requests for residential property products. Content marketing is defined as the response or response of consumers when viewing the advertising content of property companies received online through social media to attract and persuade people to become customers of residential property companies [9].

In the current era, more marketing strategies are carried out through social media, especially content marketing. Content marketing uses images, text, video, and audio with a broader form of marketing that includes all basic marketing concepts, web search sites, distribution, digital advertising, and social media [61]. Thus, content marketing is a marketing strategy focusing on creating and distributing useful and relevant content to reach the target audience. With useful and relevant content, it will influence consumer buying interest. This is supported by [74] and [40], who state that content marketing can foster consumer buying interest. Property companies are competing to create exciting and creative content marketing, not only advertising content or images but even now, content marketing also shows more about the development of the property company in real terms. This is done to attract customers and increase customer trust.

Content marketing of property companies today also provides information about the convenience of making purchases, such as lower down payments and affordable installments, compared to other property companies. The convenience conveyed will increase the buying interest of customers and prospective customers. This is supported by [52] in the content marketing indicator, namely value, where content must provide useful information for consumers and have a specific value or advantage. [49] also stated that ease of access positively and significantly influences consumer buying interest.

In today's digital era, one of the marketing strategies is to utilize the fear of missing out (FOMO), including in content marketing. FOMO is a feeling of fear and worry if left behind [63]. Property companies utilize FOMO by creating engaging narratives in content marketing so customers are afraid of being left behind to get products. Property company content marketing examples using FOMO include "buy now before prices rise" or "property investment is more profitable." With the onset of FOMO, customers will feel afraid of being left behind with limited offers, thus generating customer buying interest to encourage immediate purchases. This statement is supported by [80] who state that there is an influence of FOMO on purchase intention.

Based on descriptive analysis, content marketing highly influences consumer buying interest in housing in property companies. The most decisive influence is on the easy-to-find indicator, which illustrates that the content of the current housing property company is uploaded on some of the latest social media. So, buying interest in housing can arise because of seeing the content of residential property companies on some of the latest social media.

3. The Effect of Electronic Word of Mouth on Customer Engagement

The results showed that electronic word of mouth positively and significantly affects customer engagement, meaning that more positive electronic word-of-mouth communication influences customer engagement. Electronic word of mouth is a message or information that comes from personal experiences or consumer opinions about a product or service and is spread by word of mouth through internet media. Meanwhile, customer engagement is an attitude towards a brand or company, which involves active consumer commitment through online media through word-of-mouth activities, providing reviews, and recommendations driven by motivation [56].

The results of this study support research from [36] and [56], which state that electronic word of mouth significantly affects customer engagement. The existence of EWOM in property companies makes them more aware of property companies, so it will increase customer engagement and attract public attention regarding matters relating to property companies. According to [64], the role of EWOM in customer engagement is vital because it can influence consumer purchasing behavior. Another influence is the company's reputation; the consumers involved can contribute to the company in the long term. Based on descriptive analysis, this study shows that property companies' electronic word of mouth is good enough to influence customer engagement. Electronic word of mouth is enough to encourage and increase respondents' customer engagement with residential property companies.

4. The Influence of Content Marketing on Customer Engagement

The results showed that content marketing positively and significantly affects customer engagement, meaning that the more positive, attractive, and argumentative content marketing influences customer engagement. The results of this study are supported by research by [17,47,54,65], which state that content marketing significantly influences customer engagement. [10] mention that content marketing not only plays a role in facilitating interactions where brands can approach customers by offering solutions to their needs but also becomes an essential element that can stimulate customer engagement. Meanwhile, according to [79],

content marketing ensures with certainty, with solid analysis, that the message delivered attracts the attention of potential customers or regular customers distributed through digital media. The quality of content marketing is a critical factor in maintaining competitiveness in the digital marketing era; it can be concluded that the better the content marketing strategy used, the higher the level of customer engagement in followers.

5. The Influence of Customer Engagement on Purchase Intention

The results showed that customer engagement has a positive and significant effect on purchase intention, meaning that higher customer engagement influences the purchase intention of housing consumers in property companies. Customer engagement is an emotional bond between companies and customers that focuses on consumer interaction and involvement or participation [84]. This statement is supported by [33], who states that the higher the level of engagement carried out by consumers, the higher the customer's purchase intention. In addition, [83] and Dabbous & Barakat (2020) also reveal that customer engagement has a positive effect on purchase intention; this is the influence of companies that can make customers feel interested in utilizing the company's website [38].

Based on descriptive analysis, customer engagement has a strong influence so that it can influence the buying interest of housing consumers in property companies. The highest influence is on the advocating indicator, which illustrates that consumers will recommend property companies that they think are good to others. So, buying interest in housing can arise because of consumer recommendations.

6. The Influence of Electronic Word of Mouth on Purchase Intention with Customer Engagement as a Mediating Variable

The results of indirect relationship testing show that electronic word of mouth significantly positively affects consumer purchase intention with customer engagement as a mediating variable. Meanwhile, the first hypothesis in this study states that electronic word of mouth has no significant effect on consumer buying interest. This means that customer engagement can strengthen the influence of the electronic word-of-mouth relationship on consumer buying interest. Thus, implementing customer engagement can support electronic word of mouth from property companies and increase interest in buying housing by consumers of these property companies.

Customer engagement describes the involvement of the relationship between customers and companies to maintain and strengthen relationships in transactional purposes. Customer engagement carried out by the company is to listen, understand, and respond to customer needs and help solve the problems faced. In property companies, customer engagement is formed through services from sales and after-sales to build trust because many customers are hesitant regarding promotions from property companies, especially regarding home design. Customers will be more selective in purchasing items related to primary needs, including houses, so there will be a lot of consideration from customers in choosing a house and a property company. In addition, customer considerations regarding housing locations and payments challenge property companies to form customer engagement. So strong customer engagement is needed to create a competitive advantage. This statement is reinforced by [63], who states that customer engagement is important because the more engagement is achieved, the more likely a product or brand can be better known and always remembered by consumers and can even impact increasing sales.

7. The Influence of Content Marketing on Purchase Intention with Customer Engagement as a Mediating Variable

The results of indirect relationship testing show that content marketing significantly positively affects consumer buying interest, with customer engagement as a mediating variable. This is in line with the second hypothesis in this study, which states that content marketing significantly affects consumer buying interest. Customer engagement indirectly affects the relationship between content marketing and consumer buying interest.

Content marketing is a marketing approach that includes planning, distributing, and creating interesting content to attract visitors and persuade people to become customers [9]. Content marketing is a promotional strategy that involves using various communication channels and utilizing the features and connectivity of social media. The appeal of content marketing can be seen from the concept, so it requires interesting, helpful, and entertaining content. Not only is it attractive, but content marketing created by property companies today prefers to display progress in housing development to increase customer trust further. According to [79], the benefit of content marketing is that it can increase consumer engagement or attachment to the product, so with customer engagement, it will be better able to increase customer involvement with the company. In addition, the benefit of content marketing is to increase sales; with content marketing including customer engagement, it will be greater in influencing consumer buying interest.

VI. CONCLUSION

The following are the research's conclusions which are as follows: (1) Electronic word of mouth has a positive but insignificant effect on consumer buying interest, meaning that the more positive electronic word of mouth does not have a better effect on consumer buying interest. (2) Content marketing positively and significantly affects consumer buying interest, meaning that more positive, attractive, and argumentative content marketing influences consumer buying interest. (3) Electronic word-of-mouth positively and significantly affects customer engagement, meaning the more positive electronic word-of-mouth communication influences customer engagement. (4) Content marketing positively and significantly affects customer engagement, meaning that more positive, attractive, and argumentative content marketing influences customer engagement. Argumentative content marketing influences customer engagement. (5) Customer engagement has a positive and significant effect on consumer buying interest, meaning that the higher the customer engagement, the better the influence on consumer buying interest. (6) Customer engagement significantly mediates the relationship between electronic word of mouth and consumer buying interest. Customer engagement becomes a mediating variable that strongly influences the indirect relationship between electronic word of mouth and consumer buying interest. (7) Customer engagement significantly mediates the relationship between content marketing and consumer purchase intention. Customer engagement becomes a mediating variable that strongly influences the indirect relationship between content marketing and consumer buying interest.

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