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Social Media Marketing, Personal Selling, and Price Perception on Purchase Decision through Purchase Intention with Experience Environment as a Moderator

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ABSTRACT

This study examines the influence of social media marketing, personal selling, and price perception on purchase decision, mediated by purchase intention and moderated by experience environment, within the Indonesian residential property sector. Drawing on the Theory of Planned Behavior, Servicescape theory, and the Stimulus-Organism-Response framework, an integrative model is tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis (NCA) on data collected from 304 confirmed buyers at CitraLand Tallasa City Makassar. Results confirm that price perception constitutes the dominant predictor of purchase intention, followed by social media marketing, while personal selling yields a non-significant sufficiency-based effect. Purchase intention and experience environment both exert significant direct effects on purchase decision. Purchase intention fully mediates the effects of price perception and social media marketing on purchase decision, whereas the hypothesised moderating role of experience environment is not supported. NCA establishes that all five constructs represent necessary conditions of medium magnitude, with experience environment imposing the most binding prerequisite constraint. The integrated NCA–PLS-SEM approach reveals that achieving superior purchase decision outcomes demands simultaneously adequate performance across all conditions. These findings advance theoretical understanding of high-involvement consumer decision-making and provide actionable guidance for property developers in emerging residential markets.

Keywords: Social Media Marketing, Personal Selling, Price Perception, Purchase Intention, Experience Environment
JEL Classifications: M31, M37, D12, D91

1. INTRODUCTION

Digital transformation has fundamentally reconfigured the competitive architecture of modern commerce, compelling firms to abandon static, broadcast-oriented promotion in favour of consumer-responsive, data-driven engagement strategies (Keegan and Rowley, 2017; Kotler et al., 2020). Digital marketing defined as the coordinated deployment of web-based and application-mediated activities encompassing social media optimisation, digital content creation, and programmatic advertising (Desai, 2019) enables organisations to design and calibrate value propositions with a measurability that conventional outreach cannot match. In the Indonesian context, structural conditions amplify this strategic imperative: The Digital 2026 report (We Are Social, 2026) documents approximately 180 million active social media users nationally, with daily internet consumption exceeding three hours, concentrated across YouTube, TikTok, Instagram, and WhatsApp collectively constituting an infrastructure through which marketing stimuli reach prospective buyers at unprecedented scale.

Within the property sector, the strategic rationale for digital channel adoption rests on its capacity to extend market reach while compressing customer acquisition costs, an efficiency advantage

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that traditional sales models relying on physical showrooms and print collateral have historically struggled to replicate (Hassan et al., 2021; Widjaja and Santoso, 2024). However, the translation of digital exposure into purchase commitment is considerably more complex in real estate than in low-involvement categories. Property acquisition constitutes an unambiguously high-involvement decision, characterised by extended information search, comparative evaluation, and affective appraisal prior to committing capital at the scale residential property demands. Consequently, digital marketing initiatives do not operate in isolation; their effectiveness is conditioned by interpersonal interaction quality, price perception accuracy, and the experiential character of the physical environment encountered during purchase deliberation.

CitraLand Tallasa City Makassar a master-planned mixed-use development jointly undertaken by Ciputra Group and FKS Land offers a particularly instructive empirical setting. Sales data spanning 2017-2025 reveal a trajectory characterised by pronounced and recurring volatility. Peak revenue of IDR 406 billion was recorded in 2017, followed by a contraction of approximately 40% to IDR 242 billion in 2018. Partial recoveries in 2019 (IDR 255 billion) and 2022 (IDR 266 billion) proved unsustainable, with revenues declining consecutively to IDR 241 billion (2023), IDR 190 billion (2024), and IDR 185 billion (2025). The structural character of this trajectory marked by partial recoveries followed by renewed decline rather than stabilisation implies that consumer value perceptions, marketing interaction quality, and experiential resonance each exert conditioning influences that current marketing practice has yet to harness consistently.

Three theoretical frameworks anchor this study's conceptual architecture. Ajzen's (1991) Theory of Planned Behavior positions purchase intention as the most proximate cognitive antecedent of actual behaviour, establishing it as the logical mediating mechanism through which marketing stimuli translate into transactional outcomes. Bitner's (1992) Servicescape framework delineates the pathways through which physical environmental elements ambient conditions, spatial layout, and atmospheric coherence systematically shape consumer affective states and behavioural responses. The Stimulus-Organism-Response model (Mehrabian and Russell, 1974) provides the integrative explanatory logic, wherein environmental stimuli activate internal psychological states that subsequently direct approach or avoidance behaviour, further reinforced by Pine and Gilmore's (2011) experience economy thesis, which positions experiential staging as the primary locus of consumer value carrying particular weight in residential property, where the environment encountered during deliberation is itself a dimension of what is being evaluated.

Prior empirical literature reveals meaningful inconsistencies that preclude confident generalisation. Al-Gasawneh et al. (2021) demonstrated that visual social media marketing exerts significant positive influence on purchase intention within Jordan's residential property market, while Alnaser et al. (2024) confirmed that social media marketing activities produce substantial direct effects on purchase intention through perceived value and social bonding as sequential mediating mechanisms. Contrasting these findings, Njo and Sugeng (2023) found that physical attributes and financial concerns rather than marketing communication variables constituted dominant determinants of purchase orientation among 1st-time buyers in Surabaya, Indonesia. These inconsistencies illuminate a substantive gap: no prior study has simultaneously examined social media marketing, personal selling, and price perception as independent drivers of purchase decision, mediated by purchase intention and moderated by experience environment, within a single integrative model applied to the Indonesian property sector. This study addresses that gap, advancing theoretical understanding of high-involvement consumer decision-making while providing actionable strategic guidance for property developers navigating Indonesia's evolving residential real estate landscape.

2. HYPOTHESIS DEVELOPMENT

2.1. Social Media Marketing and Purchase Intention

Social media marketing (SMM) denotes the systematic deployment of digital platforms to communicate product information, cultivate brand interaction, and sustain consumer engagement through informative, participatory, and contextually calibrated content (Kim and Ko, 2012). Within the Stimulus-Organism-Response framework (Mehrabian and Russell, 1974), SMM activities operate as external stimuli activating internal cognitive and affective processes encompassing credibility evaluation, cognitive elaboration, and emotional engagement that progressively converge in purchase intention formation. This sequential pathway carries particular consequence in residential property, where consumers demand verifiable information rather than promotional assertion. Visual documentation of design quality, transparent disclosure of project specifications, and demonstrable platform responsiveness function as credibility signals that systematically attenuate consumer uncertainty and reinforce purchase disposition. Chen and Wang (2023) confirm that platform transparency and interactive content quality constitute significant predictors of perceived developer credibility among property seekers, a finding corroborated by Chen et al. (2017) in related digital marketing contexts. Consequently, SMM effectiveness in real estate is determined not by distributional reach alone, but by the informational depth, authenticity, and relational responsiveness characterising content delivered throughout the consumer deliberation process.

- H_1: Social media marketing exerts a significant positive effect on purchase intention.

2.2. Personal Selling and Purchase Intention

Personal selling constitutes a mode of dyadic interpersonal communication in which a sales agent and prospective buyer engage in a purposive, adaptive exchange directed toward identifying specific requirements, resolving informational deficits, and constructing relational trust as the primary antecedent of purchase intention (Guenzi and Georges, 2010). The adaptive selling framework of Weitz et al. (1986) specifies that salesperson effectiveness derives not from scripted delivery but from situational sensitivity: the capacity to read buyer-specific cues, reconfigure communication strategies in real time, and tailor

value propositions to individual need profiles. This adaptive logic acquires intensified importance in residential property transactions, where decision magnitude encompassing substantial capital commitment, protracted time horizons, and low reversibility generates a consumer appetite for personalised guidance that digitally mediated communication cannot satisfy in isolation. Direct interpersonal engagement with a credible sales agent reduces perceptual uncertainty, attenuates perceived financial risk, and reinforces buyer conviction in ways that elevate purchase intention measurably (Román and Ruiz, 2005). Contemporary hybrid selling approaches integrating face-to-face consultation with digital channels have extended the relational reach of personal selling without diluting its trust-building function, sustaining intention formation across geographically dispersed buyer segments (Ingram et al., 2020; Yunita and Fadlan, 2023).

- H_2: Personal selling exerts a significant positive effect on purchase intention.

2.3. Price Perception and Purchase Intention

Price perception denotes the subjective judgment through which a prospective buyer appraises whether a stated price is appropriate, equitable, and commensurate with the benefits anticipated from the transaction. This conceptualisation is grounded in Zeithaml's (1988) perceived value theory, which positions purchase interest as conditional upon a favourable cognitive resolution of the trade-off between financial sacrifice and expected utility. Konuk (2019) provides direct empirical corroboration, demonstrating that price fairness and value-for-money assessments exert consistently positive effects on purchase intention across diverse product contexts. In the residential property market, price evaluation operates through a more complex cognitive architecture than affordability judgement alone. Buyers confronting large, irreversible financial commitments engage in multi-dimensional appraisal: benchmarking prices against competing developments, assessing congruence between stated price and observable build quality, scrutinising financing transparency, and estimating capital appreciation trajectories (Chen and Wang, 2023). Each evaluative dimension shapes perceived investment worthiness independently, and their combined resolution determines whether purchase intention crystallises or remains suppressed. Developers whose pricing strategies are perceived as opaque or misaligned with quality signals encounter suppressed intention formation regardless of their digital marketing or personal selling strength, underscoring price perception as a structurally independent determinant of purchase readiness.

- H_3: Price perception exerts a significant positive effect on purchase intention.

2.4. Purchase Intention and Purchase Decision

Purchase intention occupies the position of the most immediate psychological antecedent of actual buying behaviour the cognitive state reached when a consumer, having completed information processing and benefit-weighted evaluation, arrives at a genuine readiness to transact. Ajzen's (1991) Theory of Planned Behavior formalises this relationship by assigning to behavioural intention the status of the single most reliable predictor of subsequent action, a claim corroborated empirically across high-involvement product categories (Paul and Bhakar, 2018; Dash et al., 2021). The property context reinforces this conceptual sequence: by the time a buyer registers clear purchase intention having deliberated over price, location, build quality, and long-term investment returns the psychological groundwork for final commitment is substantially complete (Chen and Wang, 2023). The intention-behaviour gap documented by Sheeran and Webb (2016) does not negate this relationship; it qualifies it by identifying conditions under which intention may fail to convert. In residential property acquisition where the deliberative interval between expressed interest and formal commitment is protracted and consciously structured the theoretical primacy of purchase intention over purchase decision remains theoretically defensible and empirically consistent, supporting its role as a core explanatory construct in high-involvement consumer decision-making models.

- H_4: Purchase intention exerts a significant positive effect on purchase decision.

2.5. Purchase Intention as Mediator: Social Media Marketing, Personal Selling, and Price Perception on Purchase Decision

Ajzen's (1991) Theory of Planned Behavior holds that external stimuli do not produce transactional behaviour through direct channels alone; their influence is mediated by intention the psychological state that translates communicative inputs into deliberate action. Purchase intention thus serves as the intermediary through which social media marketing, personal selling, and price perception each reach purchase decision. SMM activities build purchase intention through cumulative delivery of visual evidence, project transparency, and responsive digital engagement — a sequence orientating consumer attention toward transaction before precipitating action (Ho et al., 2024; Windi et al., 2025). Personal selling operates through a parallel but relationally distinct mechanism: interpersonal engagement constructs trust, attenuates perceived risk, and consolidates product benefit beliefs into stable purchase intention before that intention is enacted (Hanaysha, 2022; Alalwan, 2020). Price perception reaches the decision stage through purchase intention formation via value-for-money resolution, financing transparency evaluation, and investment potential appraisal (Konuk, 2019; Chen and Wang, 2023). In high-involvement property acquisition — where extended deliberation and large financial stakes prevent cognitive compression of stimulus and response into a single episode — the mediating role of purchase intention is structurally necessary to the conversion of marketing inputs into purchase outcomes.

- H_5: Purchase intention significantly mediates the relationship between social media marketing and purchase decision
- H_6: Purchase intention significantly mediates the relationship between personal selling and purchase decision
- H_7: Purchase intention significantly mediates the relationship between price perception and purchase decision.

2.6. Experience Environment and Purchase Decision

Beyond its hypothesised role as a boundary condition, experience environment is theorised to exert a direct influence on purchase

decision that operates independently of the purchase intention pathway. Bitner's (1992) Servicescape framework specifies that physical environmental cues — ambient conditions, spatial layout, and staff interaction quality — shape consumer behavioural responses directly, not solely through their capacity to condition prior cognitive states. In residential property acquisition, the show unit and site visit environment constitutes an experiential preview of the asset itself; prospective buyers evaluate, and in effect partially consume, the residential environment during deliberation, such that experiential quality can translate into purchase commitment through channels that bypass prior intention formation (Pine and Gilmore, 2011). This direct pathway is theoretically distinct from, yet complementary to, the moderating function articulated in the following section, reflecting the dual role that Servicescape theory assigns to the physical environment as both a direct behavioural driver and a conditioning influence on other psychological antecedents.

- H_8: Experience environment exerts a significant positive effect on purchase decision.

2.7. Experience Environment as Moderator of the Intention–Decision Pathway

Bitner's (1992) Servicescape theory established that the physical environment of a service encounter shapes consumer emotional responses, quality perceptions, and behavioural outcomes through its spatial arrangement, ambient conditions, symbolic artefacts, and staff interaction quality. In residential property marketing, the purchase encounter extends beyond digital consumption to encompass physical site visits, show unit inspections, and landscape evaluation contexts where the environment directly participates in the consumer's decision calculus. Site visit environments their atmospheric coherence, maintenance standard, and design credibility either validate or contradict expectations formed through prior marketing communication. Hooper et al. (2013) and Mari and Poggesi (2013) demonstrate that high-quality servicescape environments strengthen the conversion of behavioural intention into actual behaviour through elevated perceived quality and experiential comfort. Conversely, where the physical environment fails to meet expectation through spatial incoherence, deteriorated maintenance, or discrepancy between promotional representation and experiential reality it introduces renewed uncertainty that arrests the intention-to-decision pathway even among buyers with strong prior motivation. Experience environment therefore functions as a theoretically distinctive boundary condition whose quality moderates the strength and direction of the purchase intention → purchase decision relationship, amplifying conversion under positive conditions and attenuating it under negative ones (Pine and Gilmore, 2011).

- H_9: Experience environment significantly moderates the purchase intention to purchase decision relationship, such that positive experiential quality strengthens the intention-to-decision conversion pathway.

2.8. Conceptual Framework

The research model integrates the foregoing theoretical arguments into a structured explanatory architecture (Figure 1). Social media marketing, personal selling, and price perception constitute the three independent constructs whose effects on purchase decision are theorised to operate through purchase intention as mediator, consistent with the theoretical sequencing of Ajzen's (1991) Theory of Planned Behavior. This mediation structure acknowledges that marketing stimuli whether digital, interpersonal, or price-based do not precipitate transactional behaviour directly; they do so by progressively constructing the psychological readiness that intention represents. Experience environment is incorporated as a moderating variable conditioning the intensity of the intention-to-decision conversion, reflecting Bitner's (1992) Servicescape argument that the experiential encounter context is itself a determinant of whether consumer deliberation culminates in commitment. Collectively, the model addresses an integrative gap in the Indonesian residential property literature by unifying five constructs within a single analytically rigorous framework, advancing both theoretical understanding of high-involvement consumer behaviour and practical knowledge for property developers optimising the marketing-to-purchase conversion process in a competitive market environment.

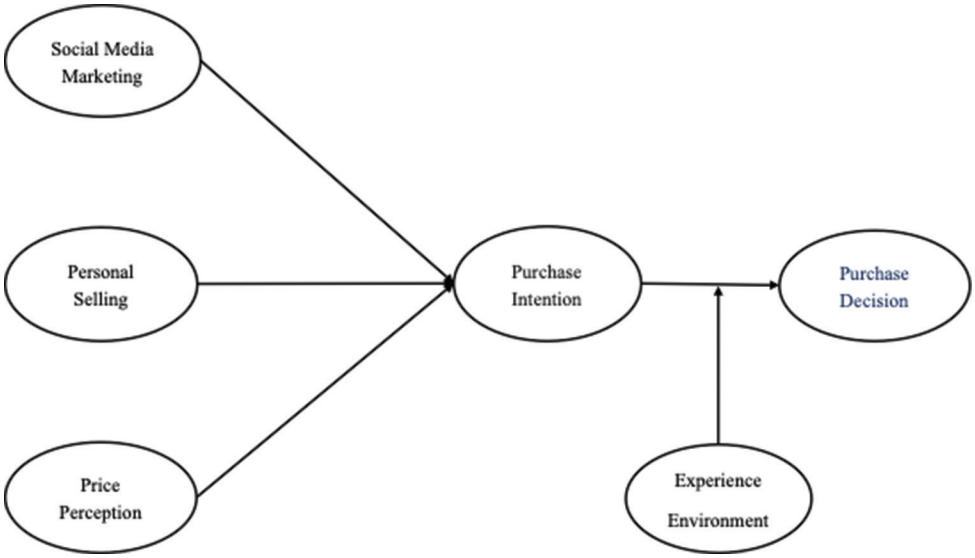
3. RESEARCH METHODOLOGY

3.1. Research Design

This study employs a quantitative, cross-sectional survey design grounded in a post-positivist position treating social phenomena as objectively structured and explicable through numerical measurement and statistical inference (Hair et al., 2010). The choice is substantively motivated: the research objectives demand systematic testing of theoretically derived relationships spanning social media marketing, personal selling, price perception, purchase intention, experience environment, and purchase decision — across a bounded buyer population. Simultaneously evaluating direct effects, mediation chains, and a moderating boundary condition imposes analytical demands that bivariate or confirmatory frameworks cannot accommodate, necessitating a methodology equipped for the cognitive complexity of high-involvement residential property acquisition.

The study is conducted at CitraLand Tallasa City Makassar, a master-planned township co-developed by Ciputra Group and FKS Land, with the population delimited to buyers holding confirmed transactions between July 01, 2017 and December 31, 2025 a deliberate boundary spanning the project's peak sales phase, two revenue contraction periods, and a partial recovery, furnishing cross-consumer variance that a narrower window could not provide. Site selection is theoretically motivated: The development concurrently operates social media channels, a structured personal selling programme, and show unit environments, ensuring all three independent variables are simultaneously active and accessible. Eligibility requires confirmed unit purchase, exposure to at least one marketing channel social media, personal selling, or a show unit visit and a minimum age of eighteen. Following Hair et al. (2010), ten observations per maximum structural paths entering any construct sets the floor at 50; however, moderation effects are inherently attenuated and demand larger samples, yielding a target of 300 respondents consistent with Hair et al. (2022).

Figure 1: Research framework



3.2. Data Sources and Measurement Instrument

Primary data were collected through a structured self-administered questionnaire deployed electronically via Google Forms to respondents satisfying the prescribed inclusion criteria. All six constructs social media marketing, personal selling, price perception, purchase intention, experience environment, and purchase decision are operationalised through reflective multi-item scales sourced from theoretically grounded prior literature, wherein indicators represent causally downstream, interchangeable manifestations of an underlying latent construct rather than formative components that collectively define it (Hair et al., 2022). All items are measured on a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree), preferred for its superior measurement sensitivity, attenuated ceiling effects, and higher construct-level reliability relative to compressed alternatives (Hair et al., 2022). Social media marketing is captured through entertainment, informativeness, interactivity, trendiness, and digital word-of-mouth (Kim and Ko, 2012; Yadav and Rahman, 2017); personal selling through knowledge, communication competence, trustworthiness, problem-solving, and relationship maintenance (Kotler and Keller, 2016; Guenzi and Georges, 2010); price perception through reasonableness, value for money, price–quality congruence, transparency, and competitiveness (Zeithaml, 1988; Konuk, 2019); purchase intention through behavioral intention, consideration willingness, search intention, and recommendation propensity (Ajzen, 1991; Dash et al., 2021); experience environment through ambient conditions, aesthetic appeal, accessibility, emotional comfort, and service professionalism (Bitner, 1992; Mari and Poggesi, 2013); and purchase decision through product selection, developer preference, timing, payment method, and purchase confirmation (Kotler and Keller, 2016; Schiffman and Wisenblit, 2015). All items underwent content validity assessment and linguistic refinement prior to administration.

3.3. Data Analysis Strategy

Data analysis is conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) in (Ringle et al., 2024), selected over covariance-based alternatives on three grounds: its prediction orientation optimises variance explanation in endogenous constructs rather than matrix reproduction; its computational architecture accommodates simultaneous mediation and moderation pathways including product-indicator interaction terms for experience environment with greater flexibility than CB-SEM; and it relaxes the multivariate normality assumption, rendering it appropriate for behavioural survey data exhibiting skewed or kurtotic characteristics (Hair et al., 2022). Analysis proceeds through measurement model evaluation, structural model testing, and Necessary Condition Analysis as a complementary epistemological layer addressing the sufficient-causality constraint inherent in standard SEM.

The outer model is evaluated prior to hypothesis testing to confirm reliability and validity across all reflective scales. Indicator reliability requires outer loadings ≥0.708, with loadings between 0.40 and 0.708 retained only where removal demonstrably improves AVE or CR (Hair et al., 2022). Internal consistency is assessed via Cronbach's Alpha ($\alpha \geq 0.70$) and Composite Reliability (CR ≥ 0.70), with values exceeding 0.90 flagged for potential redundancy. Convergent validity requires AVE ≥0.50; discriminant validity is established through the Fornell–Larcker criterion and HTMT (≤0.85), the conservative ceiling reflecting construct proximity in this model (Henseler et al., 2015). Structural testing employs bootstrapping with 10,000 subsamples and bias-corrected confidence intervals; R^2 is interpreted against Hair et al. (2022) benchmarks (0.25/0.50/0.75), and Cohen's f^2 quantifies predictor-level effect sizes. Predictive relevance is assessed through Q^2 (blindfolding), PLSpredict, and CVPAT to confirm out-of-sample performance beyond in-sample fit (Shmueli et al., 2019), with model fit indexed by SRMR (<0.08). Mediation effects (H_5-H_7) are evaluated via bootstrapped indirect effect confidence intervals and VAF to classify partial versus full mediation; the moderation effect of experience environment (H_9) is estimated through the product-indicator interaction approach.

Necessary Condition Analysis (NCA) complements PLS-SEM by addressing a causally distinct question: rather than estimating

the average sufficient effect of a predictor, NCA identifies the minimum level of each antecedent below which purchase decision cannot occur, regardless of all other predictors' values (Dul, 2016). A variable may be necessary without being sufficient, and its absence from sufficient-causality models conceals ceiling constraints that limit outcome attainment irrespective of other conditions. Ceiling techniques CE-FDH and CR-FDH estimate necessity effect sizes as the proportion of the outcome's scope constrained by each condition; significance is assessed via permutation testing (Dul et al., 2020). Integrating NCA with PLS-SEM grounds findings in both causal logics simultaneously, yielding a methodologically comprehensive account of the conditions governing purchase decision at CitraLand Tallasa City Makassar.

Table 1: Measurement model

Code/Item	Mean	SD	Outer loadings	CA	CR	AVE
Purchase intention				0.794	0.866	0.618
M1	5.109	1.099	0.778			
M2	5.125	1.155	0.797			
M3	5.118	1.144	0.766			
M4	4.924	1.194	0.803			
Social media marketing				0.848	0.891	0.621
X1.A	5.092	1.152	0.733			
X1.B	5.201	1.162	0.791			
X1.C	5.214	1.171	0.836			
X1.D	4.921	1.103	0.792			
X1.E	5.039	1.117	0.786			
Personal selling				0.863	0.901	0.646
X2.A	4.882	1.251	0.768			
X2.B	4.839	1.163	0.804			
X2.C	4.822	1.195	0.778			
X2.D	4.743	1.178	0.818			
X2.E	4.783	1.135	0.848			
Price perception				0.826	0.878	0.589
X3.A	4.924	1.174	0.789			
X3.B	4.987	1.217	0.741			
X3.C	4.911	1.198	0.797			
X3.D	4.967	1.219	0.769			
X3.E	5.036	1.220	0.739			
Purchase decision				0.810	0.868	0.569
Y1	5.125	1.099	0.739			
Y2	5.030	1.128	0.743			
Y3	4.921	1.156	0.782			
Y4	5.240	1.197	0.742			
Y5	5.138	1.203	0.764			
Experience environment				0.829	0.879	0.593
Z1	4.908	1.135	0.760			
Z2	4.980	1.217	0.784			
Z3	5.049	1.179	0.778			
Z4	5.013	1.170	0.775			
Z5	5.066	1.162	0.753			

4. RESULTS

4.1. Measurement Model

The measurement model evaluation presented in Table 1 confirms satisfactory convergent validity and internal consistency reliability across all six constructs. Outer loadings for every indicator ranged from 0.733 (X1.A, Social Media Marketing) to 0.848 (X2.E, Personal Selling), all exceeding the minimum threshold of 0.70 stipulated by Hair et al. (2019), thereby affirming that each indicator shares sufficient variance with its respective latent construct. Composite Reliability values ranged from 0.866 (Purchase Intention) to 0.901 (Personal Selling), surpassing the 0.70 benchmark, with Personal Selling notably exceeding 0.90—indicative of exemplary internal consistency. Cronbach's Alpha coefficients similarly ranged from 0.794 to 0.863, reinforcing construct reliability. Average Variance Extracted values for all constructs exceeded the 0.50 threshold established by Fornell and Larcker (1981), ranging from 0.569 (Purchase Decision) to 0.646 (Personal Selling), confirming that each construct captures more variance from its indicators than from measurement error. Although Price Perception (AVE = 0.589) and Purchase Decision (AVE = 0.569) recorded the lowest AVE values among all constructs, both remain above the prescribed minimum. Collectively, these psychometric indicators demonstrate that the measurement model is both valid and reliable, providing a robust foundation for subsequent structural path analysis.

Discriminant validity was evaluated using the Fornell and Larcker criterion (1981), requiring that the square root of each construct's AVE exceed its correlations with all other constructs. As presented in Table 2, inter-construct correlations ranged from 0.135 to 0.697, with the highest correlation observed between Price Perception and Personal Selling. Comparing these values against the respective AVE square roots Experience Environment (0.770), Purchase Decision (0.754), Purchase Intention (0.786), Personal Selling (0.804), Price Perception (0.767), and Social Media Marketing (0.788) confirms that each construct's AVE square root consistently surpasses its correlations with all remaining constructs, thereby satisfying the Fornell–Larcker criterion. The interaction term Experience Environment × Purchase Intention produced uniformly low correlations with all main constructs (0.135-0.260), consistent with theoretical expectations for product-indicator interaction

Table 2: Discriminant validity

Construct	Experience environment	Purchase decision	Purchase intention	Personal selling	Price perception	Social media marketing	Experience environment× purchase intention
Experience environment	**(0.770)**						
Purchase decision	0.640	**(0.754)**					
Purchase intention	0.581	0.641	**(0.786)**				
Personal selling	0.645	0.558	0.439	**(0.804)**			
Price perception	0.588	0.613	0.659	0.697	**(0.767)**		
Social media marketing	0.472	0.439	0.505	0.577	0.537	**(0.788)**	
Experience environment×purchase intention	0.226	0.219	0.260	0.135	0.204	0.176	

terms in moderated PLS-SEM frameworks. These results collectively confirm that all constructs in the measurement model possess adequate discriminant validity, establishing the conceptual distinctiveness necessary for unbiased structural path estimation.

4.2. Collinearity Assessment

Collinearity among predictor variables was assessed through the Variance Inflation Factor (VIF), with values presented in Table 3. Following the threshold established by Hair et al. (2019), VIF values below 5.0 indicate the absence of problematic multicollinearity, while values below 3.3 are considered indicative of no common method bias. All VIF values in the present model fell well within acceptable bounds, ranging from 1.070 (Experience Environment × Purchase Intention interaction term) to 1.702 (Personal Selling), confirming that multicollinearity does not constitute a threat to the integrity of the structural estimates. The interaction term produced the lowest VIF (1.070), consistent with expectations following mean-centering procedures typically applied in moderated PLS-SEM. The remaining predictors—Price Perception (1.616), Social Media Marketing (1.397), Purchase Intention (1.323), and Experience Environment (1.308)—similarly recorded VIF values substantially below the critical threshold. Collectively, these results affirm that the structural model is free from multicollinearity concerns, lending confidence to the subsequent path coefficient interpretations.

4.3. Structural Path Analysis

The structural path analysis results, as reported in Table 4 and Figure 2, reveal a mixed pattern of hypothesized relationships. Experience Environment exerted a significant and positive direct effect on Purchase Decision ($\beta = 0.362$, $t = 6.080$, $P < 0.001$), with a medium effect size ($f^2 = 0.159$), indicating that favorable experiential conditions meaningfully enhance consumer purchasing behavior. Purchase Intention similarly demonstrated a significant positive influence on Purchase Decision ($\beta = 0.333$, $t = 6.237$, $P < 0.001$, $f^2 = 0.133$), confirming its role as a proximal determinant of behavioral outcomes. Among the antecedents of Purchase Intention, Price Perception emerged as the strongest predictor ($\beta = 0.436$, $t = 7.678$, $P < 0.001$, $f^2 = 0.175$), followed by Social Media Marketing ($\beta = 0.223$, $t = 4.098$, $P < 0.001$, $f^2 = 0.053$), both exerting statistically significant positive effects. Conversely, Personal Selling failed to produce a significant effect on Purchase Intention ($\beta = -0.002$, $t = 0.028$, $P = 0.978$, $f^2 = 0.000$), suggesting its negligible explanatory contribution within this model context. The moderation hypothesis—positing that Experience Environment strengthens the relationship between Purchase Intention and Purchase Decision—was not supported ($\beta = -0.039$, $t = 1.088$, $P = 0.277$, $f^2 = 0.003$), indicating that the moderating role of Experience Environment operates independently rather than as a boundary condition of Purchase Intention's effect.

Table 3: Collinearity assessment

Construct	EE	PD	PI	PS	PP	SMM	EE×PI
Experience environment		1.308					
Purchase decision							
Purchase intention		1.323					
Personal selling			1.702				
Price perception			1.616				
Social media marketing			1.397				
Experience environment×purchase intention		1.070					

Table 4: Structural path analysis

Hypothesis	Path	β	Standard deviation	T statistic	f^2	P-value
H_4	Purchase Intention→Purchase decision	0.333	0.053	6.237	0.133	0.000
H_2	Personal Selling→Purchase intention	−0.002	0.060	0.028	0.000	0.978
H_3	Price Perception→Purchase intention	0.436	0.057	7.678	0.175	0.000
H_1	Social Media Marketing→Purchase intention	0.223	0.054	4.098	0.053	0.000

Table 5: Mediation analysis

No.	Mediation path (Independent variable→ Mediator→ Dependent variable)	Direct effect X→M (Purchase intention)			Direct effect M→Y (Purchase decision)			Indirect effect				Total effect	VAF (%)	Type of mediation
		β	T-Stat	P-value	β	T Stat	P-value	O	Standard deviation	T-Stat	P-value			
H_6	Personal selling→ Purchase intention→ Purchase decision	−0.002	0.028	**0.978**	**0.333**	6.237	0.000	−0.001	0.020	0.027	**0.978**	−0.001	100	No mediation
H_7	Price perception→ Purchase Intention→ Purchase decision	0.436	7.678	0.000	**0.333**	6.237	0.000	0.145	0.032	4.547	0.000	0.145	100	Full mediation
H_5	Social media marketing→Purchase intention→Purchase decision	0.223	4.098	0.000	**0.333**	6.237	0.000	0.074	0.022	3.447	0.001	0.074	100	Full mediation

Figure 2: Structural model

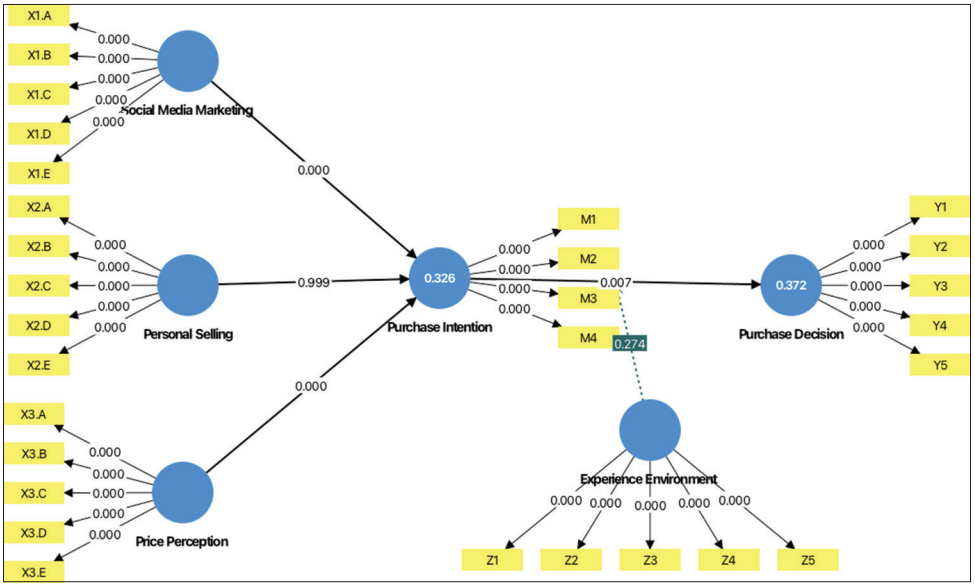


Table 6: Moderation analysis results

Variable/Path	β	Standard deviation	T-statistics	P-values	f^2	95% CI (LL, UL)	Remark
A. Main effects — Dependent variable: Purchase decision							
Experience environment→Purchase decision (H_8)	0.362	0.060	6.080	0.000	0.159	(0.244; 0.480)	Significant
Purchase intention→Purchase decision (H_4)	0.333	0.053	6.237	0.000	0.133	(0.228; 0.437)	Significant
B. Moderation effect — Moderator variable: Experience environment							
Experience environment×Purchase intention→Purchase decision (H_9)	−0.039	0.036	1.088	0.277	0.003	(−0.109; 0.031)	Not significant
C. Simple slope analysis — Based on moderation plot							
Purchase intention→Purchase decision at low experience environment (−1 SD)	0.360	—	—	—	—	—	Positive slope
Purchase intention→Purchase decision at mean experience environment	0.315	—	—	—	—	—	Positive slope
Purchase intention→Purchase decision at high experience environment (+1 SD)	0.290	—	—	—	—	—	Positive slope

Table 7: Structural model predictive power assessment

Construct	R-square	R-square adjusted
Purchase decision	0.372	0.366
Purchase intention	0.327	0.320

4.4. Mediation

The mediation analysis results, as reported in Table 5, reveal distinctly differentiated mediation patterns across the three hypothesized indirect pathways. The indirect pathway from Personal Selling through Purchase Intention to Purchase Decision was non-significant (β = −0.001, t = 0.027, P = 0.978), a finding attributable to the absence of a significant direct effect from Personal Selling on Purchase Intention (β = −0.002, t = 0.028, P = 0.978). Consequently, mediation cannot be established for this pathway, as the prerequisite condition of a significant antecedent–mediator relationship was not satisfied, rendering the VAF metric analytically inapplicable in this instance. In contrast, Price Perception demonstrated a significant indirect effect on Purchase Decision through Purchase Intention (β = 0.145, t = 4.547, P < 0.001), with a VAF of 100%, confirming full mediation. Similarly, Social Media Marketing produced a significant indirect effect on Purchase Decision via Purchase Intention (β = 0.074, t = 3.447, P = 0.001), likewise yielding a VAF of 100%, indicative of full mediation. The VAF values of 100% for both pathways suggest that Purchase Intention fully transmits the effects of Price Perception and Social Media Marketing on Purchase Decision, with no residual direct effect remaining outside the mediating mechanism. These findings underscore the pivotal role of Purchase Intention as a complete mediating mechanism within the proposed structural model.

4.5. Moderation

The moderation analysis results presented in Table 6 address the hypothesized boundary condition role of Experience Environment in the relationship between Purchase Intention and Purchase Decision. Both main effects were statistically significant and substantively meaningful: Experience Environment exerted a positive direct effect on Purchase Decision (β = 0.362, t = 6.080, P < 0.001, f^2 = 0.159), while Purchase Intention similarly demonstrated a significant positive influence (β = 0.333, t = 6.237, P < 0.001, f^2 = 0.133), with both confidence intervals excluding zero, reinforcing the robustness of these estimates. The interaction

term Experience Environment × Purchase Intention, however, failed to attain statistical significance (β = −0.039, t = 1.088, P = 0.277, f^2 = 0.003), with the 95% confidence interval (−0.109; 0.031) straddling zero, indicating that Experience Environment does not function as a significant moderator of the Purchase Intention–Purchase Decision relationship. Simple slope analysis further corroborates this finding: the effect of Purchase Intention on Purchase Decision remained consistently positive across low (β = 0.360), mean (β = 0.315), and high (β = 0.290) levels of Experience Environment, exhibiting only marginal attenuation rather than meaningful differential patterning. These results suggest that while Experience Environment independently enhances Purchase Decision, it does not amplify or attenuate the strength of Purchase Intention's influence on behavioral outcomes.

4.6. Explanatory Power

The explanatory power of the structural model was evaluated through the coefficient of determination (R^2) and its adjusted counterpart. Purchase Decision attained an R^2 of 0.372 (adjusted R^2 = 0.366), indicating that approximately 37.2% of its variance is explained by the model's predictor constructs (Table 7). Purchase Intention yielded an R^2 of 0.327 (adjusted R^2 = 0.320), accounting for 32.7% of explained variance. Following Cohen's (1988) benchmarks as adapted for PLS-SEM by Hair et al. (2019), Purchase Decision falls within the moderate range while Purchase Intention sits closer to the weak-to-moderate boundary, suggesting acceptable yet not exceptional explanatory capacity. The marginal discrepancy between R^2 and adjusted R^2 across both constructs confirms that model complexity does not artificially inflate the reported explanatory power.

4.7. Necessary Condition Analysis

Necessary Condition Analysis (NCA) was conducted to determine whether each predictor constitutes a necessary condition for Purchase Decision, with effect sizes computed via CE-FDH and CR-FDH estimators (Dul, 2016). All five constructs demonstrated medium necessary effect sizes, confirming meaningful ceiling constraints on Purchase Decision outcomes. Experience Environment recorded the strongest necessary effect (CR-FDH = 0.2430, accuracy = 96.05%), establishing it as the most binding prerequisite, followed by Purchase Intention (CR-FDH = 0.1906), Personal Selling (CR-FDH = 0.1559), Social Media Marketing (CR-FDH = 0.1347), and Price Perception (CR-FDH = 0.1176) (Table 8). CR-FDH accuracy values ranging from 96.05% to 98.68% affirm ceiling line precision. These findings confirm that all five constructs represent indispensable, non-substitutable necessary conditions, meaningfully complementing the sufficiency-based inferences derived from PLS-SEM structural analysis.

Table 9 presents the CR-FDH ceiling line parameters and inefficiency statistics for each necessary condition predicting Purchase Decision. The slope and intercept values define the ceiling boundary within which Purchase Decision outcomes are constrained, while inefficiency metrics quantify the degree

Table 8: Necessity effect size and ranking for purchase decision

Condition variable	CE-FDH	CR-FDH	Effect category	CR-FDH accuracy (%)	Observation above ceiling	Rank
Experience environment	0.2665	0.2430	Medium	96.05	12	1
Purchase intention	0.1924	0.1906	Medium	97.04	9	2
Personal selling	0.1687	0.1559	Medium	98.03	6	3
Price perception	0.1322	0.1176	Medium	98.68	4	5
Social media marketing	0.1318	0.1347	Medium	97.37	8	4

Table 9: CR-FDH ceiling line parameters and inefficiency statistics

Variable	Slope (CR-FDH)	Intercept (CR-FDH)	Condition inefficiency (%)	Outcome inefficiency (%)	Relative inefficiency (%)	Absolute inefficiency
Experience environment	1.171	0.887	13.89	0.00	13.89	3.919
Purchase intention	1.074	1.331	36.31	40.14	61.87	15.924
Personal selling	0.820	2.824	36.84	50.65	68.83	19.304
Price perception	1.356	0.888	54.59	48.21	76.48	18.930
Social media marketing	0.618	3.411	26.99	63.11	73.07	17.563

Table 10: Minimum required condition values for each level of purchase decision

Purchase decision level (%)	LV score	Experience environment CE-FDH/CR-FDH	Purchase intention CE-FDH/CR-FDH	Personal selling CE-FDH/CR-FDH	Price perception CE-FDH/CR-FDH	Social media marketing CE-FDH/CR-FDH
0	1.576	NN/NN	NN/NN	NN/NN	NN/NN	NN/NN
10	2.119	2.575/NN	NN/NN	NN/NN	NN/NN	NN/NN
20	2.661	2.575/NN	NN/NN	NN/NN	NN/NN	NN/NN
30	3.203	2.594/1.978	NN/NN	NN/NN	NN/NN	NN/NN
40	3.746	2.776/2.441	2.490/NN	NN/NN	NN/NN	2.957/NN
50	4.288	2.776/2.904	3.242/2.753	NN/NN	2.563/2.508	2.957/NN
60	4.831	3.170/3.368	3.243/3.258	2.330/2.448	2.819/2.908	2.957/NN
70	5.373	3.403/3.831	3.248/3.762	3.414/3.110	3.412/3.308	2.986/3.172
80	5.915	3.806/4.294	4.255/4.267	3.414/3.772	3.776/3.708	2.986/4.050
90	6.458	4.024/4.757	5.017/4.772	4.549/4.433	4.603/4.109	5.048/4.927
100	7.000	6.277/5.220	5.017/5.277	5.208/5.095	4.603/4.509	6.781/5.804

to which observations fall below their theoretically attainable maximum. Experience Environment exhibited the most favorable inefficiency profile, with condition inefficiency of 13.89%, outcome inefficiency of 0.00%, relative inefficiency of 13.89%, and absolute inefficiency of 3.919 — collectively indicating that respondents largely satisfied the necessary level of this condition, leaving minimal unexploited potential. This corroborates its first-ranked necessary effect size reported in Table 8.

Conversely, Price Perception recorded the highest relative inefficiency (76.48%) alongside substantial condition inefficiency (54.59%) and absolute inefficiency (18.930), suggesting that a considerable proportion of respondents failed to attain the minimum threshold of price perception necessary to support favorable purchase decisions. Personal Selling similarly exhibited elevated inefficiency across all metrics (relative inefficiency = 68.83%, absolute inefficiency = 19.304), indicating systemic underperformance relative to its ceiling constraint. Social Media Marketing (relative inefficiency = 73.07%) and Purchase Intention (relative inefficiency = 61.87%) further underscore the presence of meaningful gaps between observed conditions and their theoretically required levels. These inefficiency patterns collectively reveal that managerial attention should be prioritized toward elevating price perception transparency and personal selling effectiveness as the most binding and underperforming necessary conditions within the residential property purchase decision context.

4.7.1. Bottleneck analysis — CE-FDH method

Table 10 presents the minimum required latent variable scores across progressive Purchase Decision levels, derived from CE-FDH and CR-FDH ceiling estimators. At lower performance thresholds (0-20%), no binding minimum requirements are imposed across any condition, indicating that entry-level purchase decisions operate without stringent prerequisite constraints. Experience Environment is the first condition to activate a necessary threshold, imposing minimum requirements from the 10% level onward (CE-FDH = 2.575), consistent with its highest-ranked necessary effect size established in Table 9. As Purchase Decision levels escalate beyond 50%, minimum thresholds become simultaneously active across all five conditions, reflecting the increasingly demanding and non-substitutable nature of necessary conditions at higher performance levels. At maximum attainment (100%, LV Score = 7.000), all conditions require substantially elevated scores — Social Media Marketing (CE-FDH = 6.781) and Experience Environment (CE-FDH = 6.277) imposing the most demanding ceilings, followed by Personal Selling (CE-FDH = 5.208), Purchase Intention (CE-FDH = 5.017), and Price Perception (CE-FDH = 4.603). These progressive threshold patterns confirm that achieving optimal Purchase Decision outcomes necessitates simultaneously high performance across all necessary conditions, with no single condition capable of compensating for deficiencies in others.

5. DISCUSSION

5.1. Social Media Marketing and Purchase Intention

The significant positive effect of social media marketing on purchase intention confirms the theoretical logic embedded in the Stimulus-Organism-Response framework advanced by Mehrabian and Russell (1974), wherein digitally mediated content stimuli activate internal cognitive and affective processes including credibility evaluation, cognitive elaboration, and emotional engagement that progressively converge in the formation of behavioural disposition. This finding is consistent with Al-Gasawneh et al. (2021), who demonstrated that informative, entertainment-oriented, and visually compelling social media content constitutes a meaningful driver of purchase intention within residential property markets in an emerging economy context. The corroborating evidence from Alnaser et al. (2024) further reinforces this directional conclusion, confirming that social media marketing activities produce substantial effects on purchase intention through perceived value and social bonding as sequential mediating pathways. The full mediation of social media marketing's effect through purchase intention confirmed by the VAF analysis is theoretically grounded in Ajzen's (1991) Theory of Planned Behavior, which establishes purchase intention as the most proximate cognitive antecedent of actual behaviour. This sequential mechanism implies that digital content engagement does not directly precipitate transactional commitment but operates through an intentional intermediary stage wherein consumers evaluate, deliberate, and consolidate their behavioural predisposition before committing to a purchase. The complementary NCA finding that social media marketing constitutes a necessary condition of medium magnitude further enriches this interpretation: even where sufficiency-based effects are modest, the ceiling constraint analysis confirms that inadequate social media engagement imposes a genuine barrier to purchase decision attainment a distinction with important managerial consequences for digital marketing investment priorities in the Indonesian residential property sector.

5.2. Price Perception and Purchase Intention

Price perception emerged as the dominant predictor of purchase intention, a finding that aligns robustly with Zeithaml's (1988) foundational value-based price perception theory. Zeithaml argued that consumers evaluate price not in absolute monetary terms but through a comparative cognitive appraisal of what is given relative to what is received encompassing product quality, environmental benefits, and broader utility expectations. In high-involvement purchase categories such as residential property, this evaluative process is particularly consequential because the irreversibility and scale of capital commitment heighten the salience of perceived value-price congruence as a decision-relevant criterion (Njo and Sugeng, 2023). The full mediation of price perception's influence on purchase decision through purchase intention with purchase intention fully transmitting this effect confirms Ajzen's (1991) proposition that cognitive evaluations shape behavioural commitment through intentional pathways rather than through direct transactional impulse. This finding diverges from Njo and Sugeng's (2023) Surabaya-based study, wherein financial concern dimensions rather than price perception per se constituted the primary determinant of purchase orientation among 1st-time buyers, suggesting that the CitraLand Tallasa City consumer profile characterised predominantly by the productive working-age cohort of 26-45 years is more responsive to perceived value transparency and pricing competitiveness than to raw affordability constraints. The NCA inefficiency analysis adds a

critical diagnostic dimension: The elevated relative inefficiency of price perception across the sample indicates that a substantial proportion of respondents failed to perceive sufficient value-price alignment to support favourable purchase decisions a systemic gap in marketing communication effectiveness that sufficiency-based path analysis alone cannot reveal.

5.3. Personal Selling and Purchase Intention

The non-significant effect of personal selling on purchase intention represents the most counterintuitive finding of this study and warrants theoretically grounded contextualisation. Traditional sales literature, including Kotler and Keller (2016) and Guenzi and Georges (2010), consistently positions salesperson competence, trustworthiness, and relational capability as significant drivers of consumer intention in high-involvement categories. The divergence observed in the present study may reflect a structural shift in the information acquisition behaviour of Indonesian property buyers. Hassan et al. (2021) document that digital channel penetration has fundamentally altered the pre-purchase deliberation process, with prospective buyers increasingly completing the majority of their comparative evaluation and price-value appraisal through online platforms prior to engaging marketing representatives. Under these conditions, the marginal informational and persuasive contribution of personal selling interaction is effectively pre-empted by digitally mediated cognition, rendering face-to-face engagement less determinative of intentional formation than classical sales theory predicts. The NCA perspective qualifies this conclusion in an important respect: Despite its non-significant sufficiency-based contribution, personal selling constitutes a genuine necessary condition of medium effect, confirming that its minimum adequacy cannot be dispensed with. This dissociation between sufficiency and necessity a distinction that PLS-SEM alone cannot illuminate implies that personal selling functions not as an active driver of purchase intention but as a prerequisite threshold condition whose absence constitutes a barrier to purchase decision outcomes, particularly at higher performance levels where all necessary conditions activate simultaneously.

5.4. Experience Environment and Purchase Decision

The significant direct effect of experience environment on purchase decision provides robust empirical confirmation of Bitner's (1992) Servicescape framework, which specifies that physical environmental elements — encompassing ambient conditions, spatial layout, aesthetic coherence, accessibility, and service quality — systematically shape consumer affective states and behavioural responses independent of their cognitive antecedents. In the residential property context, this theoretical logic carries particular force because the environment encountered during deliberation is itself a dimension of what is being evaluated and ultimately purchased. Prospective buyers visiting a marketing gallery or show unit are simultaneously consuming an experiential preview of the residential environment they are considering acquiring, making experiential resonance a direct input into purchase commitment rather than merely a contextual backdrop (Pine and Gilmore, 2011). The NCA results provide the most emphatic corroboration of this construct's centrality: experience environment recorded the strongest necessary effect among all conditions and was the first to impose a binding minimum threshold at low levels of purchase decision performance. The distinctively low inefficiency profile of this condition indicating that most respondents already satisfy its minimum requirements suggests that CitraLand Tallasa City's physical environment meets baseline experiential standards. However, the bottleneck analysis reveals that achieving superior purchase decision outcomes demands substantially elevated experiential quality well beyond current baseline levels, confirming that the development's competitive advantage lies in the sustained differentiation of its experiential environment rather than merely in meeting minimum standards.

5.5. Moderation: Experience Environment as Boundary Condition

The absence of a significant moderating effect of experience environment on the purchase intention–purchase decision relationship constitutes a theoretically informative null finding that refines, rather than undermines, the conceptual contribution of this study. The simple slope analysis confirms that the positive effect of purchase intention on purchase decision remained stable and consistently positive across all levels of experience environment, exhibiting marginal attenuation rather than meaningful conditional differentiation. A theoretically coherent interpretation draws on the conceptual independence between Ajzen's (1991) intentional pathway and Bitner's (1992) environmental pathway: In the CitraLand setting, the servicescape appears to function as a parallel additive determinant of purchase decision rather than as a boundary condition that modulates the intentional conversion process. This finding suggests that experiential quality and purchase intention operate through distinct psychological mechanisms the former activating affective and approach behaviours directly, the latter mediating the downstream translation of cognitive evaluations into commitment rather than through a hierarchically conditioned system in which the environment amplifies or attenuates intentional effects. The theoretical implication is that experience environment and purchase intention represent complementary but independent pathways to purchase decision, both of which require simultaneous investment rather than sequential prioritisation.

5.6. Integrated Theoretical Synthesis

The combined PLS-SEM and NCA findings produce an integrative theoretical portrait that transcends what either method alone could yield. The sufficiency-based path analysis identifies the active drivers of purchase decision outcomes, while the necessity-based ceiling analysis identifies the minimum prerequisite conditions whose inadequacy constitutes a binding constraint regardless of performance on other dimensions. The progressive activation of necessary condition thresholds across purchase decision levels with all five conditions operating simultaneously only at higher performance thresholds aligns with Dul's (2016) theoretical proposition that complex high-involvement decisions are governed by multiple non-substitutable necessary conditions operating as joint gatekeepers. This finding carries a substantive implication for theoretical model specification in property marketing research: Future studies should incorporate both sufficiency and necessity perspectives as complementary analytical lenses, recognising that the conditions required to avoid poor outcomes are not equivalent to the conditions required to achieve superior outcomes. The theoretical architecture established in this study integrating

the Theory of Planned Behavior, Servicescape theory, and the Stimulus-Organism-Response model within a unified necessary-and-sufficient analytical framework — offers a replicable template for subsequent investigation of high-involvement consumer behaviour in emerging residential property markets.

6. CONCLUSION

This study investigated the determinants of residential property purchase decision at CitraLand Tallasa City Makassar, integrating social media marketing, personal selling, price perception, purchase intention, and experience environment within a unified analytical framework combining PLS-SEM and Necessary Condition Analysis. The findings confirm that price perception and social media marketing drive purchase intention through full mediation, while experience environment exerts an independent direct effect on purchase decision. Personal selling, despite its non-significant sufficiency-based contribution, constitutes a genuine necessary condition whose minimum adequacy cannot be substituted. The hypothesised moderating role of experience environment was not supported, indicating that experiential and intentional mechanisms operate as complementary independent pathways rather than as a conditioned system. NCA bottleneck analysis establishes that achieving superior purchase decision outcomes demands simultaneously elevated performance across all five necessary conditions. These findings advance theoretical understanding of high-involvement consumer decision-making and provide actionable strategic guidance for property developers navigating Indonesia's evolving residential real estate landscape.

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