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The Effect of Service Quality In Shaping Consumer Purchase Intention With Positive Perception As A Mediating Variable (Study In CitraGarden City Jakarta)

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Abstract: The aim of this research is to investigate how the service quality of a product influences consumer purchase intentions through positive perceptions as a mediator. The research aims to understand whether consumers tend to buy a product because they have a positive perception of the quality of the service provided, and how this positive perception mediates the relationship between service quality and purchase intention. In this context, "positive perception" can include consumers' views or evaluations of various aspects of the product, such as reliability, speed of service, responsiveness to customer needs, ease of use, and so on. Meanwhile, "purchase intention" reflects the consumer's tendency or willingness to buy the product within a certain time period. By using mediating variables, this research seeks to explore the mechanisms underlying how service quality influences purchase intentions through its influence on positive perceptions. With a deeper understanding of these factors, companies can improve their marketing and service strategies to more effectively influence consumer purchasing behavior. This research was conducted on consumers who had purchased products with a total of 168 consumers from various domiciles including: North Jakarta, West Jakarta, Central Jakarta, Tangerang, and other domiciles. This research uses descriptive quantitative methods because of clear measurement of the variables directly involved, in-depth statistical analysis, generalization of results to represent a wider population, making it possible to make generalizations about the relationship between the observed variables so that the research results can be more relevant in general. general, and the objectivity of the data collected is numerical and the analysis uses established statistical techniques so as to help reduce subjective bias in the interpretation of results. The research results show that the quality of consumer service has an influence in forming consumer purchase intentions with positive perceptions.

Keyword: Consumer Intention (Intention to Buy), Positive Perception (Positive Affection).

INTRODUCTION

The property industry is one of the many sectors experiencing positive progress (Haki, 2021). This should have an effect on increasing property sales in CitraGarden City Jakarta. However, based on internal company data, a problem was found, namely the percentage of sales transactions to the number of prospects (decreased by 4.25%) Internal data states that there is a decrease in the percentage of purchases from prospects to transactions as follows:

Table 1. Internal Company Data

Year	Number of Data Leads	Number of Transactions	Persentase
2022	3.134	271	8.65%
2023	3.412	150	4.40%

From the data above, a problem was found that the decline in transactions was caused by a decrease in consumer buying intentions. Therefore, researchers will look for the cause of the decline in consumer purchase intention towards CitraGarden City Jakarta.

Research on consumer purchase intentions has been conducted in previous research in the retail sector (Farida & Anggraeni, 2022), in the food and beverage sector (Sinambela et al., 2022), in the fashion sector (Hafidz & Rahma, 2023), in the automotive sector (Nurhalim, 2021), in the property sector (Low & Hara, 2022; Strathern & Hirsch, 2022; Wilson, 2023).

Consumer behavior will be studied in this stage of the research as consumers will gather information about the product by referring to their personal experience and information from their surrounding environment before deciding to purchase the product. After gathering this information, consumers will then conduct an assessment and evaluation of the product offered, before finally making a decision to purchase the product after obtaining it (Hanaysha, 2018; Peña-García et al., 2020).

It is hoped that this research can contribute to increasing consumer purchase intention in the property sector in general and in the CitraGarden City Jakarta project in particular.

To analyze the quality of service from competitors, it is necessary to collect data covering various aspects relevant to customer satisfaction and service effectiveness. Here are some examples of competitor data that can be used for service quality analysis:

Table 2. Competitor Service Quality Data

Metric	CitraGarden City Jakarta	Competitor A	Competitor B
Overall Rating	4.7/5 (261 Reviews)	4.0/5 (111 Reviews)	4.5/5 (91 Reviews)
Average Response Time	3 Hours	1.5 Hours	2 Hours
Problem Solving Time	48 Hours	36 Hours	24 Hours
Complaint Resolution Rate	85%	88%	90%
Hours Of Service	08:00 - 18:00	08:00 - 17:00	08:00 - 17:00
Communication Channels	Phone, Email, Live Chat My Ciputra	Phone, Email, Live Chat	Phone, Email, Live Chat
Product Damage Rate	3%	1.50%	2%
Loyalty Program	Prizes	Discount, Cashback	Points, Discounts, Cashback
Satisfaction With Staff	4.3/5	4.5/5	4.6/5
Completeness Of Information	Complete	Quite Complete	Very Complete
Ease Of Site Navigation	Easy	Easy	Very Easy

Explanation Of Data Collection Methods:

1. Overall Rating: taken from aggregated customer reviews on online review platforms.
2. Average response time: measured from the first time a customer calls until they get a response.
3. Problem resolution time: the average time it takes to resolve a customer complaint or issue.
4. Complaint resolution rate: the percentage of complaints that are resolved within the specified time.
5. Customer service hours: customer service hours.
6. Communication channels: channels available for customers to contact customer service.
7. Product defect rate: the percentage of products reported damaged or defective.
8. Loyalty programs: types of loyalty programs offered to customers.
9. Satisfaction with staff: the average Rating of customer satisfaction with interactions with staff.
10. Completeness of information: an assessment of how complete the information available on the website or application is.
11. Ease of site navigation: an assessment of the ease of use of a website or application.

This Data can be used to conduct a SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats to each competitor's service quality, as well as formulate more effective service improvement strategies.

METHOD

This research uses a descriptive quantitative approach, focusing on the collection and analysis of data that can be measured quantitatively so that it has the purpose of describing or describing a phenomenon this involves making a better picture or understanding. The Data collected in this approach is then analyzed using statistical methods to produce figures and generalizations about the wider population from which the sample is drawn represent the population well so that generalizations can be made with a high degree of confidence (Saefuddin et al., 2023; Sari et al., 2022; Warsaw, 2023).

RESULTS AND DISCUSSION

Stimulus Organism Response Theory

Mehrabian and Russell (1974) introduced the S-O-R theory, which is an evolution of the S-R formulation proposed by Woodworth in 1954. In this theory, the stimulus acts as an independent variable, the organism acts as a mediator variable, and the response acts as a dependent variable. According to the model, the mood of the customer (O-Organism) can be influenced by the environment (S-Stimulus), which results in a behavioral response (R-Response) (Ligaraba et al., 2023; Sun et al., 2023). The S-O-R theory assumes that the environment contains a stimulus (s) that causes a change in the internal state, or an organism (O), which in turn causes an approach or avoidance response (R) (Dabija et al., 2023). Donovan and Rossiter (1982) were the first to apply the S-O-R theory in retail business, stating that stimuli, which are signals from the environment, and the response of the organism, both in the form of approach and avoidance, are determined by its emotional state and cognitive state. S-O-R theory has been adopted by many disciplines, including communication and psychology. In this study, this theory is known as "stimulus Organism Stimulus". Psychologists such as Parlov, Shiner, and Hull were the first to propose this theory. According to the Stimulus response of this Organism, the resulting effect is a specific reaction to a particular stimulus. As a result, one can estimate the conformity between the message and the response of the communication. The components of this theory consist of a "service quality" message (stimulus, S), a "positive perception" communication

(organization, O), and a "consumer purchase intention" effect (response, R) (Jin et al., 2023; Rahmat Abidin & Abidin, 2021).

Quality Of Service

Consumers rate service quality as a comparison between the level of Service received and the expected quality of Service. In cases where the service is received or perceived in accordance with the predictions, then the quality of the service is assessed as good and meets the needs. When customers consider the items they buy, they may end up buying other items more often and eventually become loyal customers (Imelda et al., 2023). Dynamic conditions that include products, services, people, processes, and environments that can meet and exceed customer expectations are called service quality (Wulansari & Nuzil, 2023). The overall attributes and features of a product or service that affect their ability to meet both stated and implied needs are known as service quality. The quality of services provided by a company to meet customer needs is known as service quality. The S-O-R paradigm was developed by Mehrabian Russell. Emerged as a guiding framework that is widely used in the field of consumer behavior (Alam & Noor, 2020). So that the quality of service in the field of property is the assistance provided to consumers before, during, and after the purchase of a property product. This may involve answering questions, resolving concerns, or solving problems. Good customer service involves providing support to consumers in a way that satisfies consumers and resolves their concerns or answers their questions about a property product. The best quality of consumer service is to be timely, respectful, and reflect positively on the company or business (Poškvienė et al., 2022). In applying the quality of service to consumers, it is necessary to pay attention to several processes, namely: (1.) Tangibles, it is meant the ability of a company or product to provide excellent service to each customer in concrete terms, which means customers can really feel the quality of the product, not just fantasize (Maric et al., 2016; Tager et al., 2021), (2.) Reliability, this is meant the ability of a company or product to provide satisfactory services to meet customer expectations (Arshad Khan & Alhumoudi, 2022; Omar et al., 2015), (3.) Responsiveness this is meant customer satisfaction which emphasizes on the company's quick response to customer problems (Suhartini, 2023; Yusefi et al., 2022), (4.) Assurance, it is meant a guarantee that the customer will get what they promised. This will foster customer confidence in the company (Boihaki et al., 2020; Green, 2002), (5.) Empathy, it is meant a psychological condition that makes a person feel or insert himself in a state of mind and feel comparable along with others. In this case, the organization's ability to truly understand customer feelings (Suhartini, 2023; Udayana & Dwifa, 2023), (6.) Attention, it is intended attitude can be a spotlight, attention, ready, preparedness, gubrisan, attention, as well as friendly and respectful attitude to consumers (Delahoz-Dominguez et al., 2020; Leonnard, 2021). "One of the initiatives undertaken by organizations to provide the best service to meet the wants and needs of customers with the products or services they need" (Qin et al., 2022; Sahhar et al., 2021).

Consumer Purchase Intention

Target consumer behavior is a purchase that wants to buy or choose a product based on their experience with choosing, using, or even wanting a product (Maleachi et al., 2022). Consumer behavior that shows their desire to buy goods or services is called purchase intention (Pahlevi & Lestari, 2023). The study is available to everyone involved in the housing industry (Jacob et al., 2023; Rizano & Salehudin, 2023). Characteristics, knowledge, positive perception, and interest in buying real Estate respondents are the focus of this study (Zulfikar et al., 2023). Intention is defined as the source of impulse that drives a person to do something (Larasati, 2023). Intention is defined as drive, that is, a strong internal stimulus

that drives people to action, Drive, and positive feelings about the product influence this strong motivation (Farahan F O & Lestari W D, 2023). The definition of intent is a decision made by a customer about which brand they will choose from their list of choices (Shafa & Sanaji, 2023). In general, intention is defined as all actions performed by a customer to obtain and use goods and services (Dewa & Untarini, 2023). By definition, intent is the process undertaken by buyers to create and use the goods and services they purchase (Moniaga et al., 2023). Everything that makes a Person Act or do something, just like buying goods or facilities, is called intention (Dalbosco et al., 2021; Ikechukwu a et al., 2017).

Positive Perception

The organization and interpretation of a person's sensory impressions to create positive meanings in their environment is known as positive perception (Aulia & Muryono, 2023). Positive perception is a good observation of their environment with their senses so that they become aware of everything around them (Fitria, 2023). Perception involves a person having to select, organize, and interpret certain information so as to create a certain meaning about a particular item or brand (Subiyanto et al., 2021). Consumer perception is a factor that affects customers' desire to buy goods because their perception of a product will affect their decision to buy the product. Consumer perception is the process they go through in making decisions, constructing, and interpreting information to gain meaning or make decisions (Jeong et al., 2022; Saliba-Júnior et al., 2022).

Relationship Between Variables

Quality of Service and consumer purchase intent

Good service quality, in the form of physical evidence, trust, responsiveness, assurance, empathy, and attention, will make customers feel comfortable and believe in what is delivered at CitraGarden City Jakarta (Wiyadi & Ayuningtyas, 2019). Service quality is based on delivering in accordance with customer expectations and meeting customer needs and desires (Shanti Nugrahani et al., 2022). This is the anticipated level of excellence (excellence) and control over profits to meet customer needs. The quality of Service has a positive and significant impact on consumer intentions. Service quality is the difference between what consumers expect and what they actually feel about the service provided by the company. Therefore, the quality of Service has a positive and significant impact on consumer intentions to promote property products sold and marketed by companies (GOELTOM et al., 2020; Liao et al., 2022; Wei et al., 2023; Yunus et al., 2021). Based on the above explanation, it can be concluded the following hypothesis:

H1: the quality of Service has a connection to the purchase intention of consumers on a product.

Quality of Service and positive perception

Good service quality can create a positive perception for consumers at the time of marketing and product offerings CitraGarden City Jakarta, this is because good service quality, in the form of being friendly, easy to connect, and being respectful will create a positive perception for consumers. A company that is able to provide services that are based on meeting the demands, needs, and expectations of its customers is known as a good quality of Service. Although the quality of Service is not an issue for the upcoming quality control, it is more about preventing poor quality from starting from scratch. The positive perception of consumers can vary because each consumer can assess the quality of service after they feel it (Lolo, 2020; Meijerink & Schoenmakers, 2021; Prasetyo et al., 2021; Ramadhanti & Sulistiono, 2022; Somantari & Rastini, 2019). Based on the above explanation, it can be concluded the following hypothesis:

H2: good service quality can create a positive perception so that consumer intentions will be formed by itself.

Positive perceptions and consumer buying intentions

Positive perceptions of consumers must be formed by marketing personnel, namely Marketing or Sales when providing offers and marketing of CitraGarden City Jakarta products. So it can create the intention of consumers to buy the product. Marketing personnel such as marketing and sales need to be given special training related to forming a positive perception for potential customers. In forming a positive perception is very important because the consumer's intentions can grow by starting with a positive perception first. When a positive perception is formed, it will arise the consumer's intention to see, seek more in-depth information on what is offered so that it can create sales to consumers. Consumers need to be given education related to property products offered so that a sales and marketing can create a positive perception for potential consumers who want to find property in accordance with the needs and desires of these consumers. If the positive perception for consumers has been formed by sales and marketing, then the consumer's intention will itself arise to see, find out more information until the purchase of property products in CitraGarden City Jakarta (Cakici & Tekeli, 2022; Purwati & Cahyanti, 2022; Román et al., 2023; Yuniarti et al., 2022) (Zhai et al., 2022). Based on the above explanation, it can be concluded the following hypothesis:

H3: positive perception of late consumers formed so as to create consumer buying intentions will be offered products.

Therefore, in this research proposes the following conceptual model:

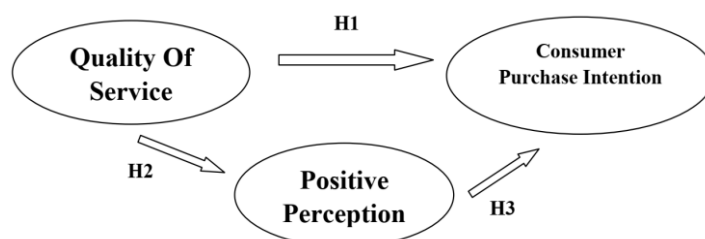


Figure 1. Proposed conceptual Model

Data Analysis

SmartPLS Software is intended to analyze this analysis data. This study has 3 latent variables and 15 indicators. For the ratio of observations to this variable, the general rule is that the number of observations is at least fivefold large compared to the number of variables to be analyzed; in addition, a sample measurement would make more sense in a 10:1 ratio. Multivariate Data Analysis (MVDA) techniques are used to analyze data involving many variables or dimensions at once. MVDA techniques are used when researchers want to understand the complex relationships between these variables, as well as how they can be used to make predictions or describe complex data structures (Broberg et al., 2023; Landler et al., 2022).

Quality And Validity Of Statistical Models

A Brief Description Of Each Of The Elements Mentioned

Variables: these are the constructs or dimensions that are being studied in the analysis. Each variable may consist of several items or indicators.

Items: these are individual questions or statements used to measure variables or constructs. These items can be questionnaire questions, Likert scale statements, or other observed variables.

Loading Factors: Outer Loading refers to coefficients that measure the extent to which measurement indicators represent the latent variables associated in partial path analysis. This illustrates the strength of the relationship between the indicator and the measured latent variable (Kumar et al., 2023; Setyaningrum et al., 2023). Outer Loading is calculated as a regression coefficient between the indicator and the latent variable, and its value ranges between 0 and 1. A higher value indicates that the metric contributes greater in evaluating latent variables. The Outer Loading value is considered good if it has a value above 0.7. Then, indicators with an external load of less than 0.7 should be removed from the framework of the research model (Hair et al., 2017; Jallo et al., 2017).

Ave (extracted average variation): AVE is a measure of how well the items in a variable reflect the variability in the construct that can be measured using that variable. The high value of AVE indicates that certain items correlate well with each other and measure well the same variable (Nusa Setiawan Pasaribu et al., 2022). Average Variance Extracted (Ave) in SMARTPLS is a statistical measure used to measure the extent to which the variation in the indicators used to measure a construct can be explained by the construct itself. The AVE describes how much the latent variable contributes to the variance of the indicators that measure it (Alshurideh, 2022; Hair et al., 2018). If the AVE value reaches a high level, it indicates that the observational variable measuring the latent variable is able to explain most of the variation of the latent variable. As a result, the validity of such latent variables is considered strong. However, if the Ave value is low, this indicates that the observed variable may not efficiently describe the latent variable, so the validity of the structure may need to be questioned. (Garson, 2016; Suharto et al., 2022). Consideration in making decisions based on AVE, if the value of AVE exceeds 0.5, then the variable is considered not to face reliability problems (Shamout et al., 2022).

Composite Reliability: it measures how consistent and reliable the items are in measuring a particular variable or construct. A high Composite reliability score indicates that the items consistently measure the same construct. Composite Reliability refers to the degree to which the indicators that measure a variable have a significant relationship and are interconnected with each other. (Fernandez & Woldgabreal, 2024; Garson, 2016). The decision regarding Composite Reliability is taken by examining whether a variable composition reliability value is less than 0.7. If so, this indicates that the variable has a low correlation between its indicators and requires improvement. In some cases, reconsideration of the use of such variables in research models may be necessary (Hair et al., 2017; Parsakia et al., 2023).

R-Square: also known as the coefficient of determination, indicates how much of many exogenous variables account for the endogenous variables in the model. This indicates the quality of the model that matches the data concerned. The R-Square also displays how many different variables are bound that can be inferred by the independent variables in the research model (Hair et al., 2017; Purwanto et al., 2023). The scale of the value of R Square is between 0 and 1, where the value of 1 indicates that the independent variable has the perfect ability to predict the dependent variable. (Capriati, 2023; Isnaini et al., 2023).

Q-Square: Q-Square is used in the measurement of the reliability of the prognosis of the constructed model. A high Q-Square value indicates the ability of the model to predict good data. For structural models, the relevance of the Q-Square evaluates the success rate of the observation values generated by the model, as well as the estimation of its parameters. If the value of Q-Square >0 , then the model has a high predictor relevance, while the value if the Q-Square ≤ 0 , then the model has a low predictor relevance (Affandi et al., 2023; Bagus Anggara et al., 2023; R. Hidayah & Ratri, 2023).

Discriminant Validity

Table 3. Discriminant Validity

Discriminant Validity	Fornell-Larcker Criterion	Heterotrait-Monotrait Ratio (HTMT)
KL	0.8072 (80.72%)	-
NBK	0.8746 (87.46%)	0.7754 (77.54%)
PPK	0.9009 (90.09%)	0.8684 (86.84%)

The Fornell-Larcker test evaluates discriminant validity between constructs or latent variables in partial path analysis. This test assesses the average variation (AVE) of each variable. The AVE value of a variable is expected to be greater than the correlation value between variables in the same structure. In other words, if the AVE value does not meet this condition, then the internal correlation between the variables in the structure is considered low and does not meet the Fornell-Larcker standard (Ainani Lukman & Indrawati, 2024; Garson, 2016). From the data in Table Figure 6 above, it can be seen that the correlation value between variables and other variables has a higher value. This implies that testing based on the Fornell-Larcker criteria has been successfully fulfilled (Irsa & Pradana, 2023; Kair et al., 2023; Zulkarnain et al., 2024).

In partial path analysis, heterotrait-monotrait (HTMT) is a statistical technique used to consider discriminant validity among certain constructs or latent variables. The purpose of the HTMT method is to find out how low the correlation between different constructions is compared to the correlation between indicators of the same construction. The HTMT method compares correlations between different constructs with correlations between indicators of the same construction. The validity of discrimination is considered fulfilled if this comparison has a value below 0.950, the limit used (El Malki et al., 2024; Garson, 2016). Based on Table Figure 6 above, it can be seen that the HTMT value in each variable is below 0.950. This signifies that each variable satisfies the initial criteria of HTMT and satisfies discriminant validity (Obenza et al., 2024; Taufiqurokhman et al., 2024).

F-Square

Table 4. F-Square

F-Square	KL	NBK	PP
KL	-	1.1306 (101.30%)	0.2383 (23.83%)
NBK	-	-	0.4188 (41.88%)
PP	-	-	-

PLS-SEM (Least Squares structural Equation Model) uses F-Square to calculate the strength of the relationship between exogenous variables, also known as independent variables and endogenous variables (dependent variables). The F-Square provides information about how much the exogenous variable explains the variation in the endogenous variable. It helps researchers in evaluating the importance of exogenous variables in predicting or explaining endogenous variables in research models (Bhat & Gopalakrishna, 2023; Grohs & Liehr, 2024; Jo, 2023).

1. If f^2 is less than 0.02, then the effect is small or insignificant.
2. The effect is small if it is $0.02 < f^2 \leq 0.15$.
3. The effect is moderate if $0.15 < f^2 \leq 0.35$.
4. Significant effect if $f^2 > 0.35$.

Path Coefficients

Table 5. Path Coefficients

Mean, STDEV, T-Values, P-Values	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
KL -> NBK	0.7284 (72.84%)	0.7294 (72.94%)	0.0583 (05.83%)	12.482	0.000
KL -> PP	0.3875 (38.75%)	0.3888 (38.88%)	0.0664 (06.64%)	5.828	0.000
NBK -> PP	0.5137 (51.37%)	0.5097 (50.97%)	0.0690 (06.90%)	7.439	0.000

The path coefficient is a measure used in path analysis, a statistical technique used to examine cause-and-effect relationships between variables in a model. Path coefficients indicate the strength and direction of the influence of one variable on another in the model.

1. Path coefficients can be positive or negative.
2. A positive value indicates that an increase in the cause variable will increase the effect variable.
3. A negative value indicates that an increase in the cause variable will decrease the effect variable.
4. A larger absolute value indicates a stronger influence.

Research Explanation

Research on pengaru service quality towards consumer purchase intention with positive perception as a mediating variable is an interesting topic in the field of marketing and consumer behavior. In the study, researchers will probably collect data to evaluate how much the quality of a product's service affects consumers' buying intentions. They will also likely explore whether positive perceptions of the product play a role as a link between service quality and consumer buying intentions (Arto & Rivera'i, 2024; Dewi et al., 2023; Lukiman & Magdalena, 2024). The results of the study can provide useful information for marketing practitioners and business managers in understanding the importance of service quality and positive perceptions of consumers in forming purchase intentions. They can use these findings to improve their marketing strategies, such as improving service quality to increase consumer buying intention (Danuarta et al., n.d.; Mailani et al., 2023; Pulungan et al., 2023).

This research has several significant implications in the context of marketing and business strategy:

1. The importance of focusing on service quality: the results of the study highlight the importance of service quality in influencing consumer buying intentions. As a result, businesses must pay sufficient attention to improving and maintaining service quality as part of a marketing strategy.
2. The role of positive perception: according to this study, consumers' positive perception of services can act as a mediator in the relationship between service quality and consumers' buying intentions. This proves that the company not only needs to focus on improving the quality of services but also must ensure that consumers have a positive perception of the service.
3. Purchase intention improvement strategy: with the understanding that service quality directly and indirectly through positive perceptions can affect consumer purchase intention, companies can make better plans to improve consumer purchase intention. This could involve the development of training programs for staff, investment in technologies that improve service efficiency, or the development of marketing campaigns that enhance positive perception.
4. Importance of measurement and monitoring: the study also highlights the importance of continuous measurement and monitoring of service quality and consumer perception. By monitoring changes in the positive perception of consumers and the quality of services, companies can respond more quickly and effectively to market changes.
5. Sustainability and differentiation: this study emphasizes the importance of sustainability in maintaining service quality and positive perception of consumers. In the fierce competitive environment, companies need to continuously innovate and improve services to maintain the company's differentiation in the market.

By understanding the implications of this research, companies can create better and sustainable marketing plans to increase consumer buying intentions and strengthen the company's position in the market.

CONCLUSION

Service quality affects purchase intention: The findings confirm that service quality directly affects consumer purchase intentions. This shows the importance of companies to focus on providing quality services to increase consumer satisfaction and trust.

Positive perceptions mediate the relationship: Consumers' positive perceptions of the service act as a link between service quality and purchase intention. This suggests that companies' efforts in building positive perceptions can strengthen the positive impact of service quality on purchase intentions.

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