

## **THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON TRUST AND WORD-OF-MOUTH MARKETING AMONG RESIDENTS OF PUNCAK BUKIT GOLF SURABAYA APARTMENTS**

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**Abstract:** This research explores the development of apartments, particularly focusing on Puncak Bukit Golf Apartments in Surabaya, a popular choice for millennials due to limited land availability and rising property prices. However, the apartment complex has received numerous complaints regarding its facilities and quality, such as broken lifts, damaged gym equipment, and slow service. To address these issues, a pre-survey was conducted with 30 respondents, revealing significant concerns about these facilities. As a result, the researcher seeks to examine the impact of service quality and facilities on word-of-mouth marketing and trust. The objectives of this study include investigating the relationship between facilities and service quality, the effect of service quality on word-of-mouth marketing, the influence of facilities on word-of-mouth marketing, and how service quality mediates these relationships. Additionally, the study examines the impact of word-of-mouth marketing on trust. The research uses a sample of 170 respondents, aged 21 to 60 years, who have lived in the apartment for at least six months. Data will be collected via online questionnaires distributed through Google Forms, with purposive sampling employed. Data analysis will be conducted using Smart-PLS software. The results of the study are expected to show significant interconnections between all the variables.

**Keywords:** *Land Scarcity, Service Quality, Facilities, Word-of-Mouth Marketing, Trust*

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### **1. Introduction**

In 2022, the male population increased by 3,169 people compared to 2021, while from 2022 to 2023, the male population grew by 2,926. For the female population, there was an increase of 3,770 people from 2021 to 2022, and from 2022 to 2023, the growth was 3,549 people. According to data from BPS (2023), this population growth creates a greater demand for housing, making apartment or vertical housing development a solution to this issue. As a result, available land for housing is shrinking, and agricultural land, which is crucial for meeting basic needs, cannot be used for housing in Surabaya and its surroundings.

Surabaya is facing spatial problems due to its increasing population, making apartments a viable solution. Many apartments have already been built in the city, ranging from affordable to very expensive ones. According to [Republika.co.id](http://Republika.co.id) (2016), as of March 18, 2016, 75 hectares of land in Surabaya are used each year for the development of hotels,

apartments, and other residential areas. If spatial planning is not regulated, it is predicted that Surabaya will run out of land within 15 to 20 years. Some of the remaining land is already controlled by property developers, while the unbuilt land is used by local residents for farming. Therefore, building apartments is necessary due to the limited available land in Surabaya.

In addition to the land scarcity issue, apartments are easier to rent out to students or employees near campuses or workplaces. This makes apartment prices per square meter high and provides passive income for owners. Owning an apartment offers financial benefits. According to Dan Bramasta and Redyantanu (2019) in their architectural research journal "Millennial Apartments in Surabaya," millennials and other age groups prefer living in apartments because they offer a more efficient lifestyle. Apartments are easier to manage, come with adequate facilities, and are strategically located, often with co-working spaces. These factors make apartment facilities essential to ensure they meet the needs of their residents.

The decision to choose an apartment is influenced by the facilities offered. The role of word of mouth (WOM) or word-of-mouth marketing is also significant in determining consumer choices for products or services. Good service leads to positive WOM, as shown in the research by Fauji (2018). WOM has a profound impact on consumer trust in the products or services they receive. According to Buttle, cited in Astaki and Pumami (2019), the characteristics of WOM are as follows: 1) WOM can be either positive or negative. Positive WOM occurs when a company or service provides good service, while negative WOM arises from poor service. 2) The intensity of WOM can be strong or weak, depending on how individuals communicate their experiences with others. The stronger the intensity of WOM, the deeper the impact, whether positive or negative. Therefore, companies should strive to create positive WOM.

Word of mouth also affects trust. Research by Elpansyah et al. (2019) indicates that positive WOM leads to higher levels of trust in an organization, product, or service. This highlights the importance of maintaining consumer trust. Service providers should focus on maintaining high-quality service and facilities to generate positive WOM, which in turn strengthens residents' trust in the service provider.

Based on the phenomenon above, this study aims to examine whether trust has a positive influence on word of mouth (WOM) and if it can serve as a lesson for the future. The focus of the study is to investigate if poor facilities and service quality impact WOM. The object of this research is Puncak Group, which was established in 2008 and is the largest property developer in Surabaya, often targeting the middle class. Puncak Group frequently builds apartments alongside SOHO (Shop Office Home Office) units, commonly known as ruko. Their apartment projects are located in strategic areas with affordable pricing.

## **2. Literature Review**

In this research, the researcher used several journals, including both national and international journals. These journals serve as a foundation for referencing previous studies. The first journal used is a study conducted by Guntara and Suryani (2017) titled "The Influence of Collection Management, Manager Competence, and Library Facilities on the Quality of Library Services." The aim of this study is to determine whether there is an effect of collection management, library manager competence, and library facilities on the quality of library services. The results showed that the variable with the most significant impact was library facilities, at 10.89%, followed by collection management, which had an impact of

10.56%, and manager competence, which had a smaller effect of 9.00%. The connection between this previous study and the current research led the researcher to use the variables of Facilities and Service Quality in this study.

The second journal used in this research is a study by Prabowo et al. (2020) titled "Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms." The analysis results indicate that service quality, brand image, and word of mouth all influence repurchase intentions, both directly and indirectly. The variable with the most direct influence was word of mouth, while the variable that had an indirect effect through word of mouth was brand image. The conclusion of this study is that all the variables significantly influence each other. Based on the findings of this study and the previous one, which share similarities, the variables of service quality and word of mouth/word-of-mouth marketing are used in this research.

The third journal used in this research is titled "The Influence of Word of Mouth and Brand Image on Customer Loyalty to Oppo Smartphones Mediated by Brand Trust," conducted by Huda and Nugroho (2020). The results show that trust does not have a significant effect on purchase intention, but trust significantly affects purchase intention through word of mouth and customer retention, without mediation from purchase intention. The implication is that Indomaret must focus on building their value chain quality to enhance customer trust and word of mouth. Based on the explanation above, the variables of word of mouth/word-of-mouth marketing and trust are used in this study.

Expectancy Disconfirmation Theory (EDT), according to Oliver, is a psychological theory that explains how individuals evaluate their experiences based on their expectations of those experiences. According to this theory, individuals have expectations about how a product or service will meet their needs or desires. When the product or service meets those expectations, individuals feel satisfied, and confirmation of their expectations occurs. However, when the product or service does not meet those expectations, individuals feel disappointed, and expectancy disconfirmation takes place (Wijaya et al., 2023).

According to Bitner and Hubbert (2018), service quality is related to an organization's ability to meet customer needs and desires in an effective and efficient manner. The company must be able to satisfy the needs and wants of consumers through the Puncak Bukit Golf Apartments in Surabaya. Another expert, Paraskevas and Altinay (2018), stated that service quality involves aspects such as staff skills, service reliability, and the organization's ability to meet customer needs responsively. According to Ibrahim & Thawil (2019) in Mucai, Mbaeh, and Noor (2013), service quality is viewed as a "multidimensional concept, which is understood and evaluated by customers based on five dimensions: Responsiveness, reliability, assurance, empathy, and tangibles." The concept of service quality was initially used as part of a framework that considers the customer as the focal point. The multidimensional concept of service quality, understood and evaluated by customers based on these five dimensions, serves as the indicator used in this study.

According to Chen (2017), "word of mouth" (WOM) is the process by which consumers share information, opinions, or experiences about a product or brand with others through oral or written communication. Chen also emphasizes the importance of WOM in marketing, as consumers tend to trust recommendations from people they know more than advertisements or promotions from brands. Therefore, companies need to pay attention to WOM and leverage it as an effective marketing tool. Chen further highlights that WOM can influence consumers' perceptions of a brand or product and impact their purchasing decisions. As a

result, companies must understand and manage WOM carefully to achieve greater marketing success.

Similarly, Javed and Khan (2021) define "word of mouth" as the process through which consumers obtain information about a product or brand from others, such as family, friends, or acquaintances, and decide whether to purchase the product based on this information. WOM has a strong influence on consumer behavior, as consumers tend to trust advice from people close to them more than other sources of information like advertisements or direct promotions from brands.

### **Hypotheses Development**

The Influence of Facilities on Service Quality

H<sub>1</sub>: Facilities have a significant impact on Service Quality.

The Influence of Service Quality on Word of Mouth Marketing

H<sub>2</sub>: Service Quality has a significant impact on word of mouth marketing.

The Influence of Facilities on Word of Mouth Marketing

H<sub>3</sub>: Facilities have a significant impact on word of mouth marketing.

The Influence of Facilities and Word of Mouth Marketing on Service Quality with Service Quality as a Mediating Variable

H<sub>4</sub>: Facilities have a significant impact on word of mouth marketing through service quality as a mediating variable.

The Influence of Word of Mouth Marketing on Trust

H<sub>5</sub>: Word of mouth marketing has a significant impact on trust.

### **3. Research Method**

This research is a quantitative study aimed at obtaining valid data. The researcher uses a survey variant, such as conducting a pre-survey to ensure that any issues can be addressed by the respondents. After the pre-survey is completed, questionnaires containing questions according to the indicators of each variable are distributed. The variables used in this study are: facilities, service quality, customer satisfaction, and word-of-mouth marketing. In this study, the population consists of all residents of the Puncak Bukit Golf Apartment in Surabaya who have purchased or rented a unit in the apartment. The sample size to be used is 5 times the number of indicators in all variables in the study, thus using the "rule of thumb" formula, and the sampling method is purposive sampling. The data sources and types used in this study include primary data, which is distributed to the residents of the Puncak Bukit Golf Apartment in Surabaya and completed directly, and secondary data, which consists of national and international journals, the results of surveys from the Central Statistics Agency, and other supporting books. The method used by the researcher to collect data is the closed-ended questionnaire method. This study uses a Likert scale to make it easier for respondents to answer the questions. Data analysis in this study is conducted using Structural Equation Modeling (SEM) with the SmartPLS software.

#### 4. Results and Discussion

##### 4.1. Results

The respondents in this study are residents of the Puncak Bukit Golf Apartment in Surabaya who have purchased or rented a unit in the last 6 months. The respondents who participated are aged between 21 and 60, as they are more capable of thinking critically and providing opinions through the questionnaire. This study uses 170 respondents, selected based on age and gender. The gender distribution of the respondents is 82 males (48%) and 88 females (52%).

The validity test, or convergent validity, is conducted using the outer loading values. Below are the results of the validity test for each variable.

**Table 1.** Initial validity test

Variable	Indicator	Outer Loading	Remark
Facilities	X1.1	0.836	Valid
	X1.2	0.925	Valid
	X1.3	0.846	Valid
	X1.4	0.605	Invalid
	X1.5	0.872	Valid
	X1.6	0.624	Invalid
Service Quality	X2.1	0.755	Valid
	X2.2	0.783	Valid
	X2.3	0.648	Invalid
	X2.4	0.904	Valid
	X2.5	0.612	Invalid
Trust	Y1.1	0.812	Valid
	Y1.2	0.807	Valid
	Y1.3	0.780	Valid
Word of Mouth Marketing	Z1.1	0.872	Valid
	Z1.2	0.773	Valid
	Z1.3	0.884	Valid

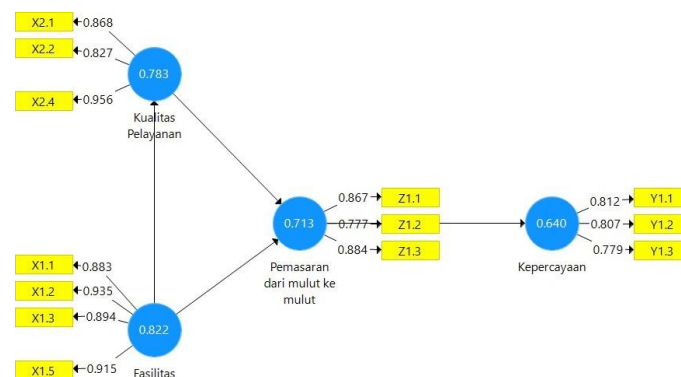
The results of the analysis using SmartPLS can be seen in the table above. The outer model values, or the correlations between constructs and variables, show that not all of the loading factor values are greater than 0.7. Therefore, the constructs for all variables are not fully valid according to the model, meaning that elimination of invalid indicators is necessary. Specifically, the invalid indicators are X1.4 and X1.6 for the **Facilities** variable, and X2.3 and X2.5 for the **Service Quality** variable. Below are the validity results after the elimination.

**Table 2.** Validity Test After Elimination

Variable	Indicator	Outer Loading	Remark
Facilities	X1.1	0.883	Valid
	X1.2	0.935	Valid
	X1.3	0.894	Valid
	X1.5	0.915	Valid
Service Quality	X2.1	0.868	Valid
	X2.2	0.827	Valid
	X2.4	0.956	Valid
Trust	Y1.1	0.812	Valid

	Y1.2	0.807	Valid
	Y1.3	0.779	Valid
Word of Mouth Marketing	Z1.1	0.867	Valid
	Z1.2	0.777	Valid
	Z1.3	0.884	Valid

The results of the analysis using SmartPLS after elimination can be seen in the table above. The outer model values, or the correlations between constructs and variables, show that overall, the loading factor values are greater than 0.7, meaning that the constructs for all variables are now valid according to the model. Below are the results of the structural model and outer model after elimination.



**Figure 1.** Structural Model and Outer Model After Elimination

After conducting the validity test using outer loading values, the next step is to perform the discriminant validity test using the average variance extracted (AVE) values. Below are the results of the discriminant test.

**Table 3.** Discriminant Validity Test

Variable	Average Variance Extracted (AVE)
Facilities	0.822
Trust	0.640
Service Quality	0.783
Word of Mouth Marketing	0.713

This test is conducted to assess the extent of the differences between variables. The value considered in this test is the average variance extracted (AVE) value. Overall, all variables have an AVE value greater than 0.5, indicating that they are valid. The results of the Fornell-Larcker Criterion and cross-loading measurements are presented in the table below. The results of the Fornell-Larcker Criterion measurement can be seen in the table below.

**Table 4.** Fornell-Larcker Criterion Between Variables

	Facilities	Trust	Service Quality	Word of Mouth Marketing
Facilities	<b>0.907</b>			
Trust	0.258	<b>0.800</b>		
Service Quality	0.298	0.363	<b>0.885</b>	
Word of Mouth Marketing	0.356	0.639	0.374	<b>0.844</b>

The results of the Fornell-Larcker Criterion between all latent variables are shown in the table above, where the value of an indicator is greater when calculating the variable for its respective construct than for other constructs. Based on these results, it can be stated that each indicator used has good discriminant validity to form its respective variable. Below are the results of the cross-loading.

**Table 5. Cross Loading Result**

	Facilities	Trust	Service Quality	Word of Mouth Marketing
X1.1	<b>0.883</b>	0.247	0.237	0.298
X1.2	<b>0.935</b>	0.298	0.220	0.306
X1.3	<b>0.894</b>	0.267	0.244	0.337
X1.5	<b>0.915</b>	0.268	0.234	0.346
X2.1	0.258	<b>0.868</b>	0.220	0.272
X2.2	0.252	<b>0.827</b>	0.398	0.275
X2.4	0.281	<b>0.956</b>	0.345	0.421
Y1.1	0.304	0.340	<b>0.812</b>	0.504
Y1.2	0.125	0.323	<b>0.807</b>	0.550
Y1.3	0.196	0.200	<b>0.779</b>	0.473
Z1.1	0.339	0.330	0.511	<b>0.867</b>
Z1.2	0.252	0.357	0.496	<b>0.777</b>
Z1.3	0.308	0.267	0.605	<b>0.884</b>

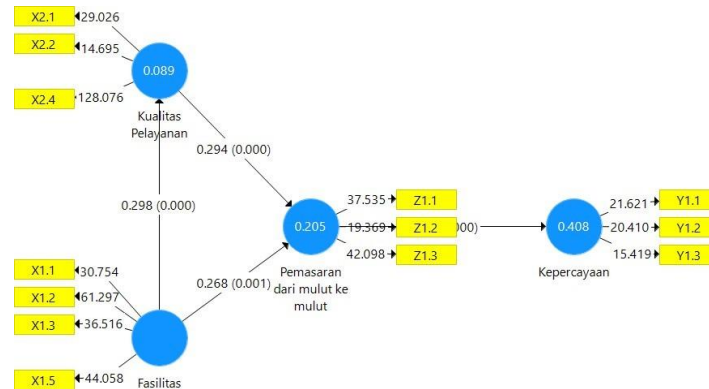
Reliability testing is conducted to determine whether the variables used in this study are reliable. The reliability test uses Cronbach's Alpha and composite reliability values. Below are the results of the reliability test.

**Table 6. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
Facilities	0.928	0.909	> 0.80	Reliable
Trust	0.719	0.842		Reliable
Service Quality	0.860	0.862		Reliable
Word of Mouth Marketing	0.936	0.946		Reliable

Based on the table above, it can be concluded that the constructs for all variables meet the reliability criteria. This is indicated by the Cronbach's Alpha and composite reliability values obtained from the SmartPLS estimation results. The values obtained are greater than 0.80, as per the recommended criteria.

The inner model or structural model test is conducted to examine the relationships between constructs, the significance values, and the R-square of the research model. The structural model is evaluated using the R-square for the dependent constructs, the t-test, and the significance of the structural path coefficient parameters.



**Figure 2.** Structural Model and Inner Model

In evaluating the model with PLS, the process begins by examining the R-square and Q-square for each dependent latent variable. Table 7 presents the estimated R-square and Q-square results using SmartPLS.

**Table 7.** R-Square and Q-Square Values

Variable	R Square	Q-square
Facilities	0,089	0,065
Service Quality	0,205	0,136
Word of Mouth Marketing	0,408	0,252

In principle, this study uses three variables that are influenced by other variables. The R-square value for the Service Quality variable is 0.089 or 8.9%, meaning that the Facilities variable can substantially explain the Service Quality variable at a rate of 8.9%, while the remaining portion is influenced by other variables not included in this research model.

Next, the R-square value for the Word-of-Mouth Marketing variable is 0.205 or 20.5%, meaning that the Facilities and Service Quality variables can substantially explain the Word-of-Mouth Marketing variable at a rate of 20.5%, while the remaining portion is influenced by other variables not included in this research model.

The R-square value for the Trust variable is 0.408 or 40.8%, meaning that Word-of-Mouth Marketing can substantially explain the Trust variable at a rate of 40.8%, while the remaining portion is influenced by other variables not included in this research model.

Furthermore, the Q-square values for the Service Quality variable is 0.065, for the Word-of-Mouth Marketing variable is 0.136, and for the Trust variable is 0.252. These values are all greater than 0, indicating that the exogenous variables are sufficiently good as predictor variables.

The significance of the estimated parameters provides valuable information about the relationships between the research variables. The basis used for testing the hypothesis is the value found in the output of the path coefficients.

**Table 8.** Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Facilities -> Service Quality	0.398	0.301	0.071	4.194	0.000



Service Quality -> Word of Mouth Marketing	0.294	0.302	0.068	4.320	0.000
Facilities -> Word of Mouth Marketing	0.268	0.275	0.085	3.159	0.001
Service Quality -> Word of Mouth Marketing -> Trust	0.188	0.195	0.047	4.005	0.000
Word of Mouth Marketing -> Trust	0.639	0.645	0.057	11.268	0.000

Based on the hypothesis testing of direct effects above, the results can be explained as follows:

a. Hypothesis Testing H1 (Facilities have a positive and significant effect on Service Quality)

The results of hypothesis testing H1 show that the relationship between the Facilities variable and Service Quality indicates an estimation value of 0.398 (positive), meaning that the Facilities variable has a positive influence of 0.398 on Service Quality. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.194 > 1.96$ , so it can be concluded that Facilities have a positive and significant effect on Service Quality, meaning that hypothesis H1 is accepted.

b. Hypothesis Testing H2 (Service Quality has a positive and significant effect on Word-of-Mouth Marketing)

The results of hypothesis testing H2 show that the relationship between the Service Quality variable and Word-of-Mouth Marketing indicates an estimation value of 0.294 (positive), meaning that the Service Quality variable has a positive influence of 0.294 on Word-of-Mouth Marketing. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.320 > 1.645$ , so it can be concluded that Service Quality has a positive and significant effect on Word-of-Mouth Marketing, meaning that hypothesis H2 is accepted.

c. Hypothesis Testing H3 (Facilities have a positive and significant effect on Word-of-Mouth Marketing)

The results of hypothesis testing H3 show that the relationship between the Facilities variable and Word-of-Mouth Marketing indicates an estimation value of 0.268 (positive), meaning that the Facilities variable has a positive influence of 0.268 on Word-of-Mouth Marketing. The p-value is  $0.001 < 0.05$ , and the t-statistic value is  $3.159 > 1.645$ , so it can be concluded that Facilities have a positive and significant effect on Word-of-Mouth Marketing, meaning that hypothesis H3 is accepted.

d. Hypothesis Testing H4 (Service Quality has a positive and significant effect on Trust through the mediation of Word-of-Mouth Marketing)

The results of hypothesis testing H4 show that the relationship between the Service Quality variable and Trust through the mediation of Word-of-Mouth Marketing indicates an estimation value of 0.188 (positive), meaning that the Service Quality variable has a positive influence of 0.188 on Trust through the mediation of Word-of-Mouth Marketing. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.005 > 1.645$ , so it can be concluded that Service Quality has a positive and significant effect on Trust through the mediation of Word-of-Mouth Marketing, meaning that hypothesis H4 is accepted.

e. Hypothesis Testing H5 (Word-of-Mouth Marketing has a positive and significant effect on Trust)

The results of hypothesis testing H5 show that the relationship between the Word-of-Mouth Marketing variable and Trust indicates an estimation value of 0.636 (positive), meaning that the Word-of-Mouth Marketing variable has a positive influence of 0.636 on Trust. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $11.268 > 1.645$ , so it can be concluded that Word-of-Mouth Marketing has a positive and significant effect on Trust, meaning that hypothesis H5 is accepted.

## **4.2. Discussion**

### **The Effect of Facilities on Service Quality**

A good facility will improve service quality, as evidenced by the results of the Facilities variable on Service Quality, which show an estimation value of 0.398 (positive), meaning that the Facilities variable has a positive effect of 0.398 on Service Quality. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.194 > 1.96$ , so it can be concluded that Facilities have a positive and significant effect on Service Quality, meaning that the first hypothesis is accepted.

The Puncak Bukit Golf Apartments have provided excellent facilities, including a good security system (security guards, fire prevention system), which is regularly controlled every month. As a result, the service quality in terms of security is excellent, as the apartment management takes good care of the residents' security through these quality facilities.

This is consistent with previous research by Guntara and Suryani (2017) titled "The Effect of Collection Management, Manager Competence, and Library Facilities on Library Service Quality," where a similar finding was found—facilities significantly influence service quality.

### **The Effect of Service Quality on Word-of-Mouth Marketing**

Good service quality will improve word-of-mouth marketing, as shown by the results of hypothesis testing H2. The relationship between the Service Quality variable and Word-of-Mouth Marketing shows an estimation value of 0.294 (positive), meaning that Service Quality has a positive effect of 0.294 on Word-of-Mouth Marketing. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.320 > 1.645$ , indicating a positive effect of Service Quality on Word-of-Mouth Marketing.

The Puncak Bukit Golf Apartments have improved service quality by offering quick services via the BPL (Building Management Office). If residents visit the BPL office directly (in person), they receive faster service, and this has led to positive recommendations among residents. For quicker service from the BPL, residents recommend that others visit the office in person, as responses via WhatsApp take longer.

This relationship between Service Quality and Word-of-Mouth Marketing is consistent with previous research, such as "The Impact of Service Quality and Facility on Customer Satisfaction and Word of Mouth in Health Clubs" by N. J. Setiadi and F. Tjiptono (2017).

### **The Effect of Facilities on Word-of-Mouth Marketing**

There is a relationship between the Facilities variable and Word-of-Mouth Marketing, as shown by the results of hypothesis testing H3. The relationship between Facilities and Word-of-Mouth Marketing shows an estimation value of 0.268 (positive), meaning that Facilities

have a positive effect of 0.268 on Word-of-Mouth Marketing. The p-value is  $0.001 < 0.05$ , and the t-statistic value is  $3.159 > 1.645$ .

The Puncak Bukit Golf Apartments have provided excellent facilities, such as an advanced security and fire system, which contributes to the comfort and safety of residents. These good facilities have led to positive word-of-mouth, as residents share information about the apartment's security and fire safety systems, encouraging others to visit the apartments without concerns.

This finding is consistent with previous research, such as "The Impact of Service Quality and Facility on Customer Satisfaction and Word of Mouth in Health Clubs" by N. J. Setiadi and F. Tjiptono (2017), which also found a positive effect of Facilities on Word-of-Mouth Marketing.

### **The Effect of Facilities on Word-of-Mouth Marketing through Service Quality**

There is a significant relationship between Facilities and Word-of-Mouth Marketing, with Service Quality as a mediator. The results of hypothesis H4 show that the relationship between Service Quality and Trust through the mediation of Word-of-Mouth Marketing shows an estimation value of 0.188 (positive), meaning that Service Quality has a positive effect of 0.188 on Trust through Word-of-Mouth Marketing. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $4.005 > 1.645$ .

The Puncak Bukit Golf Apartments provide good facilities, such as security and fire systems, which are regularly checked. This has encouraged residents to recommend the apartment's security and fire systems, increasing trust among both current and potential residents. As for hypothesis H4, there has been no previous research on this specific topic, making it a novel aspect of this study.

### **The Effect of Word-of-Mouth Marketing on Trust**

The influence of Word-of-Mouth Marketing on Trust is demonstrated in hypothesis H5. The relationship between the Word-of-Mouth Marketing variable and Trust shows an estimation value of 0.636 (positive), meaning that Word-of-Mouth Marketing has a positive effect of 0.636 on Trust. The p-value is  $0.000 < 0.05$ , and the t-statistic value is  $11.268 > 1.645$ . Positive word-of-mouth shared by residents about the apartment's security, fire systems, and other services builds trust among new residents and potential customers. Maintaining positive WoM is crucial to gaining trust. This finding aligns with previous research titled "The Impact of Word of Mouth and Brand Image on Smartphone Customer Loyalty, Mediated by Trust" by Huda and Nugroho (2020), which also found a significant influence of Word-of-Mouth Marketing on Trust.

## **5. Conclusion**

This research model was developed to examine the facilities and service quality issues at Puncak Bukit Golf Apartments in Surabaya, and to assess their impact on word-of-mouth marketing and resident trust. The final results of this study show that all variables have a significant influence on each other, and there is a novelty in this research, which is the effect of Facility on word-of-mouth marketing through Service Quality as a mediating variable among residents of Puncak Bukit Golf Apartments in Surabaya. This is a quantitative study using purposive sampling, collecting valid data from 170 respondents. Data analysis was performed using the Structural Equation Modeling (SEM) method and the SmartPLS

application. Future researchers may consider adding additional variables, such as the service charge variable, to this study.

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