International Journal of Economics, Business and Accounting Research (IJEBAR)
Peer Reviewed – International Journal
Vol.10, Issue-3, 2026 (IJEBAR)
E-ISSN: 2614-1280 P-ISSN 2622-4771
https://jurnal.stie-aas.ac.id/index.php/IJEBAR

THE INFLUENCE OF SOCIAL MEDIA, REFERENCES, AND BELOW THE LINE MARKETING ON PURCHASING DECISIONS MEDIATED BY WALK-IN CUSTOMERS AT JAVA RESIDENCE

Prawanita Sari[1)], David Sukardi Kodrat[2)]
Magister Management Universitas Ciputra[1,2]
E-mail: loveneetta@gmail.com

Abstract: Increasing competition in the property industry has encouraged companies to implement effective marketing strategies to enhance consumers' purchasing decisions. This study aims to analyze the influence of social media, references, and below-the-line marketing on purchasing decisions, with walk-in customer serving as a mediating variable at Java Residence. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 180 Java Residence consumers selected using purposive sampling. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that social media, references, and below-the-line marketing have a positive and significant effect on walk-in customer. Furthermore, social media, references, below-the-line marketing, and walk-in customer also have a positive and significant effect on purchasing decisions. The mediation analysis reveals that walk-in customer significantly mediates the effects of social media, references, and below-the-line marketing on purchasing decisions. The findings also demonstrate that walk-in customer is the most influential factor affecting purchasing decisions, while among the marketing variables, references exert the strongest direct effect on purchasing decisions compared with social media and below-the-line marketing. These findings suggest that enhancing the effectiveness of digital marketing strategies, strengthening customer referral programs, optimizing below-the-line promotional activities, and improving customers' on-site visiting experience can serve as effective strategies for increasing purchasing decisions at Java Residence.

Keywords: *social media, references, below-the-line marketing, walk-in customer, purchasing decision*

Submitted: 2026-09-08; Revised: 2026-09-28; Accepted: 2026-09-29

1. Introduction

The increasing population density has led to a proportional rise in the need for housing (Novianto & Widodo, 2024) . The depletion of residential land, especially in large cities and their surrounding suburban areas, has caused property prices to become increasingly expensive. However, owning a house remains a dream and a basic necessity for everyone, especially those with families. The value of construction projects in 2024 totaled Rp30.1 trillion, with the residential sector contributing a project value of Rp 6.7 trillion (Pratama, 2024). The

commercial property market trend in Indonesia in the first half of 2024 showed slightly better performance than the previous year, with landed houses priced under Rp 500 million remaining in high demand (Report, 2024).

Java Residence is a housing product developed to meet this specific market segment. Java Residence consists of four clusters spread across the Sidoarjo area (Krian and Sukodono). Clusters 1 and 2 were considered highly successful as they sold out in a relatively short time, Cluster 1 sold 257 units in just six months, and Cluster 2 sold 200 units in eight months. Following this success, Java Residence opened Cluster 3, which has sold 107 units with 98 units remaining, and is preparing to launch Clusters 4 and 5. With this ongoing development, an effective marketing strategy is crucial to accelerate the sales of the remaining units in Cluster 3 and ensure the upcoming clusters achieve similar success.

To promote its housing, Java Residence utilizes several marketing strategies, primarily focusing on social media, below-the-line (BTL) promotions, and references. Social media platforms like TikTok, Instagram, Facebook, and YouTube are actively used due to their accessibility, speed, interactivity, and longevity. Among these, the Java Residence TikTok account has the highest engagement, boasting 16.4K followers and over 319K likes, utilizing attractive visual content and educational property videos. Below-the-line promotions are executed through property exhibitions and brochure distributions. Exhibitions allow the company to present product samples, site plans, and housing designs directly to potential buyers, providing a tangible experience. Furthermore, references or word-of-mouth recommendations are highly effective, as they stem from personal experiences and are often perceived as more trustworthy by potential buyers compared to traditional advertisements.

Despite these extensive marketing efforts, a significant business phenomenon was observed. Internal data from February 2025 indicated that while Java Residence successfully attracted 142 walk-in customers (visitors to the model house), only 12 people (8%) decided to make a purchase, whereas 92% postponed or declined the purchase. This indicates that while the marketing stimuli successfully generated initial interest and site visits, there is a gap in converting these walk-in customers into actual buyers. The property purchasing decision is a high-involvement process that includes problem recognition, information search, evaluation of alternatives, and the final purchase decision (Kotler's Buyer's Black Box Theory).

Previous literature highlights the importance of these variables. Chopra & Gupta (2019) and Angelyn & Kodrat (2021) demonstrated the significant impact of social media marketing on consumer behavior and purchasing decisions. Ahmad & Elahi (2023) confirmed the effectiveness of brochure advertising (BTL) on sales, while Choi & Lee (2018) emphasized the critical role of physical model home visits on property purchasing decisions. Building on these studies, this research aims to comprehensively analyze the direct and indirect influences of social media, references, and BTL marketing on purchasing decisions, with walk-in customers serving as the mediating variable.

2. Research Method

This study employs a quantitative approach using a survey method. The population in this study comprises all consumers who have purchased a Java Residence product and have conducted a walk-in visit, having received information through social media, references, or BTL media. Due to the exact population size being unknown, the sample size was determined using the guideline for SEM-PLS analysis, which recommends 5 to 10 times the number of indicators. With 18 indicators in this study, the minimum sample size is 180 respondents.

A purposive sampling technique was used to select the 180 respondents based on strict

inclusion criteria: aged at least 17 years, have purchased a Java Residence product, have conducted a walk-in visit to the marketing office or site, and received information from at least one of the studied marketing channels (social media, references, BTL). Employees or internal marketing staff of Java Residence were excluded from the sample.

Data was collected using an online questionnaire distributed via Google Forms, utilizing a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research variables and their operational definitions are as follows:

1. **Social Media (X1):** Measured by ease of obtaining information, completeness of information, attractiveness of content, and interaction between managers and users.
2. **References (X2):** Measured by recommendations from family, recommendations from friends/relatives, and the level of trust in the received recommendations.
3. **Below The Line (X3):** Measured by the attractiveness of brochures, clarity of promotional information, effectiveness of exhibitions, and effectiveness of personal selling.
4. **Walk-in Customer (M):** Measured by the interest to visit directly, seriousness in seeking information during the visit, and desire to know more about the product post-visit.
5. **Purchasing Decision (Y):** Measured by the confidence in choosing Java Residence, product suitability with needs, the decision to buy a unit, and willingness to recommend to others.

Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) via SmartPLS software. The evaluation included the Outer Model (convergent validity, discriminant validity, and internal consistency reliability) and the Inner Model (R-square, path coefficients, and hypothesis testing through bootstrapping).

3. Results and Discussion

3.1. Results

Demographic Profile of Respondents

The characteristics of the 180 respondents provide insight into the target market of Java Residence. The demographic data is summarized in the following tables.

Table 1. Demographic Profile

Demographic Category	Classification	Frequency (n)	Percentage (%)
Gender	Male	102	56.7
	Female	78	43.3
Age	21–30 Years	42	23.3
	31–40 Years	71	39.4
	41–50 Years	45	25.0
	> 50 Years	22	12.2
Marital Status	Single	48	26.7
	Married	121	67.2
	Divorced/Widowed	11	6.1
Education	High School (SMA/SMK)	56	31.1

	Diploma (D3)	32	17.8
	Bachelor's Degree (S1)	78	43.3
	Postgraduate (S2/S3)	14	7.8
Occupation	Private Employee	74	41.1
	Entrepreneur	43	23.9
	Civil Servant/Military/Police	28	15.6
	Professional	16	8.9
	Others	19	10.6
Monthly Income	< Rp5,000,000	24	13.3
	Rp5,000,000 – Rp10,000,000	68	37.8
	Rp10,000,001 – Rp15,000,000	52	28.9
	> Rp15,000,000	36	20.0

Source: Processed Data (2025)

Measurement Model (Outer Model) Evaluation

The outer model evaluation ensures that the measurement instruments (indicators) reliably and validly measure the intended constructs. This includes assessing Convergent Validity, Discriminant Validity, and Internal Consistency Reliability.

a. Convergent Validity

Convergent validity is assessed based on the outer loading values of each indicator. An indicator is considered valid if its loading factor is greater than 0.60 and its T-statistics value is greater than 1.96. As shown in Table 2, all indicators across the five variables exhibit loading factors well above the 0.60 threshold (ranging from 0.923 to 0.950) with highly significant T-statistics, confirming excellent convergent validity.

Table 2. Convergent Validity (Outer Loadings)

Variable	Indicator	Loading Factor	T-Statistics	Decision
Social Media (X1)	X1.1	0.947	106.552	Valid
	X1.2	0.927	73.540	Valid
	X1.3	0.926	85.200	Valid
	X1.4	0.937	99.864	Valid
References (X2)	X2.1	0.925	88.325	Valid
	X2.2	0.929	92.623	Valid

Variable	Indicator	Loading Factor	T-Statistics	Decision
	X2.3	0.948	107.521	Valid
Below The Line (X3)	X3.1	0.946	109.130	Valid
	X3.2	0.950	126.501	Valid
	X3.3	0.936	103.493	Valid
	X3.4	0.923	72.319	Valid
Walk-in Customer (M)	M1	0.939	90.466	Valid
	M2	0.935	88.195	Valid
	M3	0.932	87.619	Valid
Purchasing Decision (Y)	Y1	0.950	122.120	Valid
	Y2	0.937	102.545	Valid
	Y3	0.943	111.251	Valid
	Y4	0.936	111.698	Valid

Source: Processed Data (2025)

b. Discriminant Validity

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) approach. According to rigorous statistical standards, HTMT values should be lower than 0.90 to establish that the constructs are empirically distinct. As presented in Table 3, all HTMT values between the constructs are well below the strict threshold of 0.90, confirming that discriminant validity has been thoroughly achieved.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Construct	X1	X2	X3	M	Y
Social Media (X1)	-				
References (X2)	0.292	-			
Below the line (X3)	0.297	0.389	-		
Walk-in customer (M)	0.621	0.547	0.514	-	
Purchasing Decision (Y)	0.555	0.640	0.614	0.798	-

Source: Processed Data (2025)

c. Internal Consistency Reliability

Internal consistency reliability was established as all constructs exhibited Cronbach's Alpha and Composite Reliability values greater than 0.70. Furthermore, the Average Variance Extracted (AVE) for all variables exceeded the 0.50 threshold, ensuring that the constructs capture adequate variance from their indicators. Results are presented in Table 4.

Table 4. Internal Consistency Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Social Media (X1)	0.951	0.965	0.873
References (X2)	0.927	0.954	0.873
Below The Line (X3)	0.955	0.967	0.881
Walk-in Customer (M)	0.928	0.954	0.874
Purchasing Decision (Y)	0.957	0.969	0.886

Source: Processed Data (2025)

Structural Model (Inner Model) Evaluation

The evaluation of the structural model indicates a strong predictive capability. The R-Square value for Walk-in Customer (M) is 0.695, indicating that 69.5% of the variance in walk-in customers is explained by social media, references, and BTL marketing. For Purchasing Decision (Y), the R-Square value is 0.525, meaning 52.5% of the variance is explained by the model's constructs. Hypothesis testing results, categorized into direct and indirect effects, are generated through the bootstrapping procedure and presented below.

Table 5. Direct Effect Hypothesis Testing

Hypothesis (Direct Effect)	Original Sample (O)	T Statistics	P Values	Result
H1: Social Media -> Walk-in Customer	0.431	7.361	0.000	**Accepted**
H2: References -> Walk-in Customer	0.295	5.137	0.000	**Accepted**
H3: Below The Line -> Walk-in Customer	0.255	4.652	0.000	**Accepted**
H4: Social Media -> Purchasing Decision	0.146	3.157	0.002	**Accepted**
H5: References -> Purchasing Decision	0.263	5.020	0.000	**Accepted**
H6: Below The Line -> Purchasing Decision	0.250	4.617	0.000	**Accepted**

Hypothesis (Direct Effect)	Original Sample (O)	T Statistics	P Values	Result
H7: Walk-in Customer -> Purchasing Decision	0.413	6.929	0.000	**Accepted**

Source: Processed Data (2025)

Table 6. Indirect Effect Hypothesis Testing (Mediation)

Hypothesis (Indirect Effect)	Original Sample (O)	T Statistics	P Values	Result
H8: Social Media -> Walk-in Customer -> Purchasing Decision	0.178	4.833	0.000	**Accepted**
H9: References -> Walk-in Customer -> Purchasing Decision	0.122	4.403	0.000	**Accepted**
H10: Below The Line -> Walk-in Customer -> Purchasing Decision	0.105	3.537	0.000	**Accepted**

Source: Processed Data (2025)

3.2. Discussion

The effect of social media, references, and below the line on walk-in customers

The hypothesis testing demonstrated that Social Media (X1) has a significant and positive effect on Walk-in Customer (M) with a high original sample coefficient of 0.431. This finding aligns with the Integrated Marketing Communication (IMC) theory proposed by Kotler & Keller (2016), which positions social media as a primary interface for connecting companies with consumers. By delivering informative and visually appealing content—such as high-resolution property photos, virtual tours, and updates on building progress—social media successfully stimulates consumer curiosity. This curiosity acts as an initial stimulus that drives potential buyers to verify the information by visiting the property physically. This is corroborated by Chopra & Gupta (2019), who state that compelling social media content directly encourages consumers to explore products further, resulting in physical site visits.

Similarly, References (X2) showed a significant positive impact on Walk-in Customer (0.295). This result strongly supports the Reference Group Theory (Kotler & Keller, 2016), highlighting the critical role of trust. Alfiansyah (2023) and Smruti Rekha Patro (2025) note that recommendations from family, friends, and peers significantly lower the perceived financial risk associated with property buying. Consumers generally consider personal experiences from trusted individuals to be more objective than corporate advertising, thereby strengthening their intent to visit the site.

Furthermore, Below The Line marketing (X3) significantly influences walk-in customer rates (0.255). Belch & Belch (2021) assert that IMC strategies executed through direct events and exhibitions enhance active consumer engagement. Tangible promotional efforts, such as well-designed brochures and direct explanations by sales personnel at exhibitions, provide concrete information regarding pricing, building specifications, and facilities. This is consistent

with the findings of Close et al. (2020) and Smith & Jones (2020), who demonstrated that event marketing and clear brochure distributions effectively motivate consumers to conduct physical site visits to validate the promotional claims.

The effect of social media, references, and below the line on purchasing decisions

The direct influences of the marketing mix on the final Purchasing Decision (Y) are all significant. Social media holds a direct path coefficient of 0.146. Consistent with the Consumer Decision-Making Process (Kotler & Keller, 2016), consistent digital exposure helps build brand awareness and trust, gently nudging the consumer toward a purchase decision over time. Below The Line marketing exhibits a stronger direct effect (0.250). In accordance with IMC principles (Belch & Belch, 2021), detailed and physical interactions—such as comprehensive brochures and transparent communication by sales agents—strengthen buyer conviction.

Most notably, among the external marketing stimuli, References exert the strongest direct effect on purchasing decisions (0.263). Real estate is intrinsically a high-involvement and high-risk product. According to Reference Group Theory (Kotler & Keller, 2016), when evaluating such significant investments, buyers naturally place more weight on the objective, word-of-mouth recommendations from trusted sources, which effectively mitigates perceived risks and solidifies their confidence to purchase.

The Crucial Role of Walk-in Customers and Mediation

The findings establish that Walk-in Customer (M) is the most dominant factor influencing the Purchasing Decision (Y), exhibiting the highest path coefficient of 0.413. Buying a house requires the physical validation of seeing the property, experiencing the environment, and directly interacting with sales personnel to alleviate any remaining uncertainties. This aligns with Lemon & Verhoef (2020), who assert that direct customer experiences significantly impact purchasing decisions and brand loyalty. Furthermore, physical interaction at the model homes builds trust and ownership (Rojas & Villanueva, 2018; Arnett & McCarty, 2021) and substantially accelerates the purchasing process (Cohen et al., 2019; Wilson et al., 2020).

Moreover, the mediation analysis (H8-H10) proves that Walk-in Customer acts as a significant partial mediator. The highest indirect effect is observed in the Social Media → Walk-in Customer → Purchasing Decision pathway (0.178). This effectively illustrates the Customer Journey Theory (Kotler & Keller, 2016). While external marketing stimuli (Social Media, BTL, References) are essential for generating initial awareness and interest, the physical visit acts as the critical conversion point. Therefore, the ultimate success of marketing strategies relies on their ability to funnel consumers into making physical site visits, which eventually mature into final purchasing decisions.

4. Conclusion

This comprehensive study concludes that Social Media, References, and Below The Line marketing have positive and significant direct impacts on generating Walk-in Customers and enhancing Purchasing Decisions at Java Residence. The results validate that Walk-in Customers successfully and significantly mediate the relationship between these three independent marketing variables and the final purchasing decision. The physical visit to the property exerts the strongest overall influence on the decision to buy, proving that while marketing creates the initial interest, the physical interaction solidifies the transaction.

Managerial Implications and Suggestions

Based on the findings, it is highly recommended that Java Residence shifts its primary marketing KPI from simply generating "leads" to increasing the conversion rate of "site visits" (Walk-in Customers). Management should implement an integrated digital booking system across all social media platforms with clear Call-to-Action (CTA) buttons (e.g., "Schedule a Site Visit") linking to automated reminders. Given the high impact of References, Java Residence must develop a structured, incentive-based referral program rewarding past buyers who successfully bring in new customers. Furthermore, BTL activities should utilize digital registrations (like QR codes at exhibitions) to seamlessly bridge offline interest with scheduled physical visits. Finally, standardizing the customer visit experience via strict Standard Operating Procedures (SOPs) for sales agents will ensure every walk-in customer receives exceptional service, thereby maximizing the likelihood of a successful purchase.

References

Afrizki, M., Irlangga Putra Jadmiko, Nugroho, A. H., Rifqi Firman Irsyadi, & Anggraeni, N. D. (2024). Pengaruh Keahlian Berbicara Sales dalam Mendorong Tingkat Penjualan Mobil Dealer Toyota pada Bidang Industri Otomotif Masa Kini. *Jurnal Bisnis Dan Komunikasi Digital, 1*(4), 12.

Ahmad, N., & Elahi, A. R. (2023). The Effectiveness of Promotion through Brochure Advertising on Merchandise Sales: A Case Study of Multiple Retail Stores of Pakistan. *Journal of Policy Research, 9*(2), 732.

Alfiansyah. (2023). Pengaruh Word of Mouth terhadap Minat Berkunjung Konsumen. *Jurnal Pemasaran Properti*.

Angelyn, A., & Kodrat, D. S. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE), 1*(1), 16–24.

Arnett, D. B., & McCarty, J. A. (2021). The Impact of Physical Product Experience on Purchase Decisions. *Journal of Consumer Behavior*.

Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.

Choi, J., & Lee, S. (2018). Effects of Visit Experience to Model Homes on Purchase Decisions. *Journal of Real Estate Research*.

Chopra, C., & Gupta, S. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences, 11*(3), 209–233.

Close, A. G., et al. (2020). Event Marketing and Consumer Engagement in Retail. *Journal of Event Marketing*.

Cohen, J., et al. (2019). Direct Experience and Purchase Acceleration in Real Estate. *Housing Market Journal*.

Hair J, R, A., Babin B, & Black W. (2014). *Multivariate Data Analysis*. Australia: Cengage.

Keller, K., & Kotler, P. (2016). *Marketing Management*. Boletin cultural e informativo - Consejo General de Colegios Medicos de España.

Lemon, K. N., & Verhoef, P. C. (2020). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*.

Rojas, C., & Villanueva, J. (2018). Trust Building through Physical Validation in Property Sales. *Real Estate Economics*.

Smith, T., & Jones, A. (2020). The Efficacy of Tangible Promotions in the Digital Age. *Journal of Promotional Management*.

Smruti Rekha Patro. (2025). Leveraging Existing Customers for Real Estate Expansion. *International Business Review*.

Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.

Wilson, R., et al. (2020). Consumer Confidence and On-Site Property Evaluations. *Journal of Property Research*.