

The Effect of e-WOM, Security and Trust on Purchasing Decisions of Green Lake City Housing

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This research is about purchasing decisions for Green Lake City housing and this study aims to see the effect of e-WOM, Security and Trust on Purchasing Decisions of Green Lake City Housing and respondents who are owners of Green Lake City housing. This research is descriptive quantitative. Primary data and secondary data were obtained. Secondary data were obtained from various sources such as journalists, books and other related publications primary data obtained by distributing questionnaires to respondents. Determination of the number of samples using purposive sampling technique and will be displayed via google form to a minimum of 150 respondents. The results showed that e-WOM has a significant positive relationship with purchase decisions, security has a significant negative relationship with purchasing decisions, and trust has a significant positive relationship with purchasing decisions.

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INTRODUCTION

In Property Growth Throughout 2020 in the second quarter Indonesia led Southeast Asia in the ranking of the list of countries with the highest residential property growth. In the list of Global House Price Index issued by Knight Frank Q2 2020, Indonesia has recorded a growth in house prices, which is 1.6% year to date 2019 in the second quarter to the second quarter of 2020 from the same period the previous year, which caused Indonesia's position to be far above. Singapore (0.4%). There was a decline until 30 June 2020 when the Covid-19 pandemic emerged hitting a large part of the global market. It is not uncommon for official housing price indexes to be published with an interval of two or three months but this quarter 29 out of 56 countries are in doubt as a direct result of Covid-19 and operational challenges.

The data is still at a glance at the impact of Covid-19 with the number of countries and regions seeing price drops rising again in table 1.1 Turkey is leading the annual ranking with prices rising 25% year-on-year but it is worth noting that inflation is currently hovering around 12%. European nations occupy eight of the top 10 rankings this quarter with Baltic and Central and Eastern European countries well represented. New Zealand, Germany and South Korea, three countries initially thought to have handled the mixed-yield pandemic most effectively were listed.

New Zealand slipped from second to 11th place in the rankings between March and June despite still recording 9% annual price growth and South Korea, where anemic 0.1% price growth in Q1 saw annual price growth pick up to 1.3%. This trend shows the impact of the pandemic on the global housing market is likely to be inconsistent and irregular. Much will depend on the state of the housing market prior to the

pandemic, the length and severity of the lockdown and each country or region's dependence on international demand which has dried up in recent months due to travel restrictions. This fact can certainly illustrate the level of enthusiasm of the people in Indonesia in making residential property purchase decisions. This condition encourages business people to compete in offering attractive residential properties. They make various efforts to be able to dominate a wider market share and influence property purchase decisions.

A purchase decision is an action taken by a consumer to buy a good or service that begins with the fulfillment of needs and ends with a selection of alternative alternatives for goods or services (Hardiyanti. M. 2012), (Tjiptono 2018) states that the purchase decision is a stage that through the buyer in determining the choice of products and services to be purchased. where purchasing decisions are influenced by several factors such as: Word of Mouth (Kevin et al. 2013), security (Arasu and Viswanathan 2011), trust (McKnight et al. 2015). Word of Mouth is a positive or negative statement by potential, actual and former consumers regarding a product or company and distributed to others via the internet. According to Kevin et al. (2013). According to Kotler & Keller (2012) Word of mouth Communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups of a product or service that aims to provide personal information. Word-of-mouth (WOM) communication is generally recognized to play a considerable role in influencing and shaping consumer behavior.

Word of mouth (WOM) is a marketing effort that triggers consumers to talk about, promote, recommend, and sell our products / brands to other customers (Sumardy, 2011). Security in certain locations that have a high level of risk will result in a decrease in property value (Arasu and Viswanathan 2011). Where consumers will not make property purchases without any security guarantees. Because without adequate security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions. After consumers are satisfied with a product, they will not easily leave and change to another. Trust can also be referred to as an individual's belief in the trust of others which can be determined by their perceived integrity, virtue, and competence (McKnight et al. 2015).

The new culture that has developed in the community is to purchase property from development companies that have been proven to have high credibility and trustworthiness. PT Agung Sedayu Group is one of the largest property developers in Indonesia. Agung Sedayu Group provides a wide range of innovative products that are specifically tailored to the needs of investors. In 2020 green lake city housing there was a robbery in the Australian cluster which resulted in two victims being shot by a group of gunmen, victims of shooting by a security guard and an online motorcycle taxi driver by a group of gunmen in the Australian cluster area of the Green Lake City housing complex, Security in Green Lake City Housing was tightened after the incident. Shooting. Security guards for Green Lake City Housing, Tangerang City, have tightened security and guarding after the shooting incident. The security guard only opens one gate for access in and out of residents. the cluster gate which was the scene of the incident at Green Lake City Housing was only opened by one gate. The gate that is opened is a special gate for guests. Visitors or residents of housing enter and exit through the same gate. (Luxiana. K.M. 2020).

Many previous studies have examined important factors that influence purchasing decisions such as: brand image (Kurniawan et al, 2018; Foster, 2016), perceived price (Victor et al, 2018), risk perception (Maziriri et al, 2017), e- WOM (Kevin et al. 2013), Security (Arasu and Viswanathan 2011), Trust (McKnight et al. 2015) and many others. Meanwhile, important factors that are closely related to the object of this study which are the main considerations for consumers in purchasing decisions are e-WOM (Kotler & Keller, 2012), security (Arasu and Viswanathan, 2011), and trust (Adi, 2013). Not all of the factors studied can influence consumer purchasing decisions in housing purchases such as e-WOM (Sa'ait et al. 2016), security (Shareef et al., 2008), trust (Suhaily et al., 2017).

LITERATURE REVIEW

Purchasing Decisions

Before deciding to make a purchase, consumers will usually consider things before the purchase transaction is made. Kotler and Keller (2012) state that basic psychological processes play an important role in understanding how consumers actually make their purchasing decisions. The purchase decision process, namely: 1) identification of the problem; 2) information search; 3) evaluation of alternatives; 4) purchasing decisions; and 5) post purchase behavior. A purchase decision is an action taken by a consumer to buy a

good or service, which begins with the fulfillment of needs and ends with a selection of alternatives regarding the available goods or services. (Hardiyanti. M. 2012).

e-WOM

According to (Kotler and Keller 2017), Word of Mouth is an offer made by people in the form of oral, written, or electronic communication related to the good experience of buying or using products and services, is also a form of communication mix that is of course expected. can communicate something to other consumers. Meanwhile, according to (Thurau et al., 2013) Electronic Word of Mouth is a negative or positive statement made by actual, potential, or previous consumers regarding a product or company where this information is available to people or institutions via the internet media.

Security

Security in certain locations that have a high level of risk will result in a decrease in property value (Arasu and Viswanathan 2011). Where consumers will not make property purchases without any security guarantees. Because without adequate security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions.

Trust

Trusting various sources of perceived information can be an important recommendation that leads consumers to certain behaviors (Schiffman & Kanuk, 2013). When one party has the belief that the other party involved in the exchange has reliability and integrity, it can be said that there is trust (Kotler & Keller, 2013). Trust can also be referred to as an individual's belief in the trust of others which can be determined by their perceived integrity, virtue, and competence (McKnight et al., 2015).

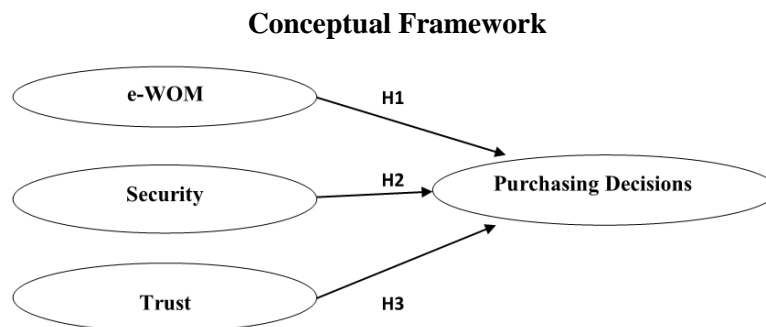


Figure 1 : Conceptual Framework

H1 : e-WOM has a significant positive effect on the decision

H2 : Security has a significant positive effect on purchasing decisions.

H3 : Trust has a significant positive effect on purchasing decisions.

METHOD

Research design

Based on the objectives and form of the problem in this study, this study uses a descriptive type of research with a quantitative approach that affects between variables, namely e-WOM, Security and Trust as exogenous variables, while purchasing decisions are endogenous variables. So this research uses a cause-and-effect relationship (causal). According to (Sugiyono, 2012), causal design is a study that aims to analyze the causal relationship between the independent (exogenous) variable and the dependent (endogenous) variable.

Population and Research Sample

The population of this study were residents of Green Lake City Housing. The data required for data processing with PLS-SEM requires at least 10 times the independent variables of the outer model and inner model or uses a sample size of ten times the number of construct-forming formative indicators (Hair et al., 2013). Then obtained a minimum of 150 research samples. The selection of respondents is residents of Green Lake City housing as a sample and uses a purposive sampling technique, which is the deliberate selection of informants based on their ability to explain certain themes, concepts, or phenomena (Robinson, 2014). The criteria for informants are consumers who are located in Green Lake City housing.

Data analysis technique

Model evaluation in PLS includes two stages (Hair et al., 2013), namely: 1) evaluation of the measurement model (Outer Model) and 2) evaluation of the structural model (Inner Model). The outer model is carried out using criteria (Vinzi et al., 2010), namely: a) Indicator reliability, showing how many variants of the indicator can be explained by latent variables by paying attention to the loading value. Where if the loading value is less than 0.5 then the indicator must be eliminated from the model; b) Construct reliability, which can be calculated through the composite reliability value of more than 0.6; c) Convergent validity, generally checked with an average variance extracted (AVE) value of at least 0.5 to show a good measure of convergent validity; and d) Discriminant validity, evaluated by comparing the root value of AVE to be higher than the correlation between constructs or the AVE value higher than the squared correlation between constructs.

Inner Model is done with criteria (Vinzi et al., 2010), namely: a) Goodness of Fit (GoF) Index, if the value of communalities is obtained by squaring the loading values with the criteria 0.1 (GoF small), 0.25 (moderate GoF), and 0.36 (GoF large); b) Effect Size (f^2) is R^2 , if the interpretation of the value is 0.02 (the influence of exogenous latent variables is weak), 0.15 (the influence of exogenous latent variables is moderate), and 0.35 (the influence of exogenous latent variables is strong); c) Stone Geisser Q^2 value, indicating the predictive capability of the model if it is above 0; and d) path coefficient, which describes the strength of the relationship between constructs. Relationships can be obtained by bootstrapping procedures, with the criteria if the value of $t\text{-count} > t\text{-table}$ (1.96) at the significance level ($\alpha = 5\%$), then the estimated value of the path coefficient is significant.

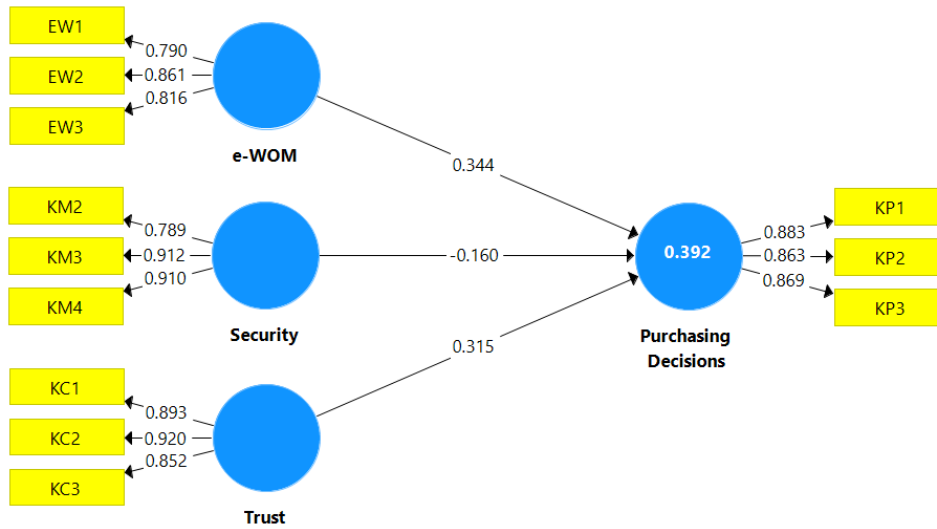
RESULTS AND DISCUSSION

The structural analysis model in this study has two relationships which include: 1) an outer model that specifies the relationship between latent variables and indicators (measurement model); 2) inner model which specifies the relationship between latent variables (structural model).

Evaluation results of the outer model

Convergent Validity. The loading factor of all construct items is above 0.70, so it can be concluded that all indicators in reflecting on the construct can be accepted / valid after re-estimating (drop model), because it has a value below 0.70. In addition to seeing the model on the measurement of the outer model to determine whether or not the indicators used are valid, it can also be seen in the AVE (Average Variance Extracted) results.

Figure 2 : Convergent Validity



Source: From data processing (2021)

Table 1: AVE (Average Variance Excracted)

Variabel	AVE	Information
<i>e-WOM</i>	0,677	Valid
Security	0,761	Valid
Trust	0,790	Valid
Purchasing Decisions	0.760	Valid

Source: From data processing (2021)

Than the table 1 above, the decision-making criteria for all indicators in reflecting on their constructs have good valid values, because they are above 0.50. This means that the measurements used have met the Convergent Validity assumption or the items have diversity in reflecting on their constructs.

Discriminant Validity. In Table 2 above, it shows that all loading factors have the highest value to the intended construct compared to the loading factors of other constructs. That is, the Cross Loading of all construct items has met the assumption of Discriminant Validity. Furthermore, the Fornell-Larcke assessment was carried out, the fornell-Larcke value compared the AVE square root value of each construct with the correlation between other constructs (Henseler et al., 2015).

Table 3: Result Fornell-Larcker

	<i>e-WOM</i>	Security	Trust	Purchasing Decisions
<i>e-WOM</i>	0,823			
Security	-0,031	0,873		
Trust	0,604	-0,142	0,889	
Purchasing Decisions	0,539	-0,216	0,546	0,872

Source: From data processing (2021)

Based on Table 3 above, it can be seen that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and another in the model. So that the estimated model can meet the criteria for discriminant validity. After the Fornell-Larcke cration assessment is fulfilled, then to see the evaluation of the decriminant validity seen from the HTMT (Heterotrait-Monotrait) value as shown in Table 4.

Table 4 : Result HTMT (Heterotrait-Monotrait)

	<i>e-WOM</i>	Security	Trust
Security	0,129		
Trust	0,746	0,142	
Purchasing Decisions	0,648	0,129	0,631

Source: From data processing (2021)

From the results of the HTMT (Heterotrait-Monotrait) assessment in table 4 it shows that it has met the evaluation of the discriminant validity test, meaning that the model has met the level of good test criteria.

Internal Consistency Reliability. From Table 5 above, it shows that all variables have a composite reliability value above 0.7 and a Cronbach's alpha value below 0.7, so for all variables it cannot be said to be reliable and consistent in the model formed, because it is caused by the questionnaire used as a parameter are still less reliable and consistent. Whereas for other variables that have a composite reliability and Cronbach's alpha value above 0.7, it can be said to have a reliable and consistent value and the questionnaire used as a parameter in this study has been reliable and consistent.

Table 5 : Result Composite Reliability dan Cronbachs Alpha

Variable	Cronbachs Alpha	Composite Reliability
<i>e-WOM</i>	0,766	0,863
Security	0,858	0,905
Trust	0,866	0,918
Purchasing Decisions	0,843	0,905

Source: From data processing (2021)

Evaluation results of the model Inner Model

Value Test R-Square. From the results of the R-Square value in Table 6 above, two conclusions can be drawn, namely the coefficient of the R-Square value of the Purchasing Decision variable has a value of 0.392, then it is said to be moderate. This means that the ability of the e-WOM, Security and Trust variables to identify and explain the Purchasing Decision variable is 39.2%, and the remainder is identified and explained by other variables outside the research model.

Table 6 : Result Uji R-Square

Endogen Variable	R Square
Purchasing Decisions	0,392

Source: From data processing (2021)

Value Test Cross-validated Redundancy (Q^2). The results of the above calculations show that the predictive-relevance (Q^2) value is $0.285 > 0$. This means that the research model has met predictive-relevance and the research model built is feasible and acceptable to be developed in further research models.

Table 2: Result Cross Loading

	eWOM	Security	Trust	Purchasing Decisions
EW1	0,790	0,067	0,594	0,376
EW2	0,861	0,143	0,487	0,542
EW3	0,816	0,051	0,425	0,378
KM2	0,018	0,789	-0,013	-0,064
KM3	-0,058	0,912	-0,167	-0,204
KM4	-0,012	0,910	-0,124	-0,220
KC1	0,567	-0,107	0,893	0,464
KC2	0,549	-0,138	0,920	0,513
KC3	0,496	-0,133	0,852	0,476
KP1	0,503	-0,210	0,379	0,883
KP2	0,495	-0,167	0,567	0,863
KP3	0,406	-0,191	0,467	0,869

Source: From data processing (2021)

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Endogen Variable	R Square
Purchasing Decisions	0,392

Source: From data processing (2021)

Value Test *Cross-validated Redundancy (Q²)*. The results of the above calculations show that the predictive-relevance (Q²) value is 0.285 > 0. This means that the research model has met predictive-relevance and the research model built is feasible and acceptable to be developed in further research models.

Table 7 : Result *Cross-validated Redundancy (Q²)*

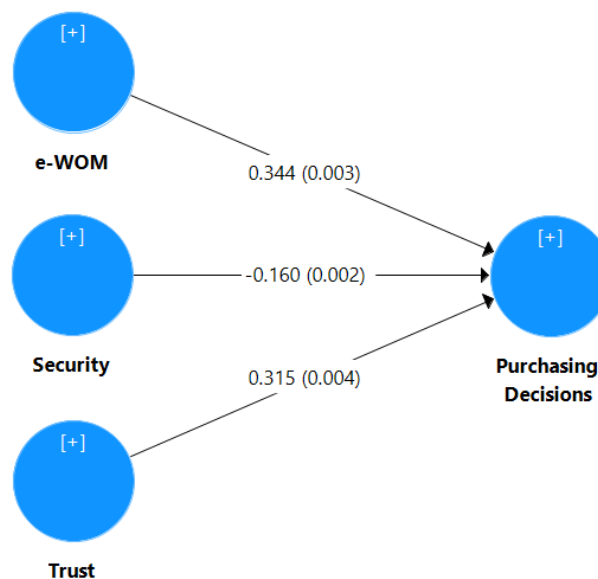
Endogen Variable	(Q ²)
Purchasing Decisions	0,285

Source: From data processing (2021)

Structural Model Evaluation. Based on the results of the Path Coefficient (hypothesis) test in Figure 3 above, the conclusions are as follows:

- The estimation results of the path coefficient (0.344), the T statistical value (2.887 > 1.96), and the p value (0.004 < 0.05), means that the first hypothesis is accepted. This shows that the e-WOM variable has a positive and significant effect on purchasing decisions.
- The estimation results of the path coefficient (-0.160), the T statistic value (3.396 > 1.96), and the p value (0.001 < 0.05), means that the second hypothesis is rejected. This means that the security variable has a negative and significant effect on purchasing decisions.
- The estimation results of the path coefficient (0.315), the T statistical value (2.764 > 1.96), and the p value (0.006 < 0.05), means that the first hypothesis is accepted. This means that the trust variable has a positive and significant effect on purchasing decisions.

Figure 3 : Structural Model Evaluation



Source: From data processing (2021)

DISCUSSION

Based on the hypotheses built in this study concerning the Effect of e-WOM, Security and Trust on Green Lake City Housing Purchase Decisions, will describe the effects of interrelated variables. Where, the first hypothesis in this study is that e-WOM has a significant effect on purchasing decisions, the second hypothesis, namely security has a significant effect on purchasing decisions and the third hypothesis is that trust has a significant effect on purchasing decisions.

e-WOM has an effect on Purchasing Decisions

From the hypothesis that has been built, namely e-WOM has a positive and significant effect on purchasing decisions (H1: accepted). This means that if e-WOM has provided consumers with good advice regarding their own consumption by engaging in word-of-mouth electronic promotion, it will improve purchasing decisions. The results of this study are in accordance with the research developed by (Yayli, A., & Bayram, M. 2012) which suggests that e-WOM can have a positive and significant effect on consumer purchasing decisions. Security has a significant effect on purchasing decisions.

From the hypothesis that has been built, namely security has a significant effect on purchasing decisions can be accepted. That is, security is the most important and guaranteed aspect, it will improve purchasing decisions. The results of this study are in accordance with the research developed by (Irawan, I. A. 2018) which implies that security can have a positive and significant effect on consumer purchasing decisions.

Security of influences on Purchasing Decisions

From the hypothesis that has been built, namely security has a negative and significant effect on purchasing decisions (H2: Hypothesis Denied). This means that the lack of security related to safeguards will lead to negative consumer attitudes which lead to a decrease in purchasing decisions for the housing. The results of this study are in accordance with the research developed by (Fandiyanto et al., 2018) which states that security can have a negative and significant effect on consumer purchasing decisions.

Trust of influences on purchasing Decisions.

From the hypothesis that has been built, namely trust has a positive and significant effect on purchasing decisions can be accepted (H3: accepted). That is, the factors that explain trust, namely perceived benevolence, perceived integrity, and perceived competence, will increase purchasing decisions. The results of this study are in accordance with the research developed by (Che, J. W., Cheung, C. M., & Thadani, D. R. (2017). It implies that trust can have a positive and significant effect on consumer purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of research that aims to answer the hypotheses that have been built. This study discusses the effect of e-WOM, security and trust on purchasing decisions for Green Lake City housing. Where, the findings of this study include.

- 1) e-WOM has a significant effect on the decision to purchase Green Lake City Housing. This means that, when e-WOM has provided consumers with suggestions regarding their own consumption by engaging in electronic promotion by word of mouth, it will carry out positive talking, promoting and selling for the Green Lake City Home Purchase Decision.
- 2) Security has a significant effect on the purchase decision of Green Lake City Housing. That is, if security is guaranteed such as suspicion of fraud, product quality, price compatibility and customer satisfaction, it will make consumers make a Green Lake City Home Purchase Decision.
- 3) Trust has a significant effect on the decision to purchase Green Lake City housing. This means that the trust offered by the Green Lake City housing has integrity, which will lead to consumer purchasing decisions for Green Lake City Housing.

Suggestion

Researcher's suggestion from an academic point of view regarding the findings of this study is that it can be a reference for further research. However, there are several shortcomings in this study such as: there is still a lack of samples used, so it is necessary to add more samples to get better and more precise research results. Using variables outside the research, because based on the results of the determination test it is still not in accordance with the expectations of the researcher, such as variables of company image, location access, social class / social influence.

Meanwhile, the suggestion for practitioners or business actors is that they can implement aspects of this research. Aspects in this research include: talk, promote, sales, ability, kindness, integrity. Where, these aspects have been tested empirically and are also supported by previous studies. Therefore, the importance of these aspects to be implemented as an effective and appropriate strategic marketing decision making, of course, in creating business continuity in the future.

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