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Consumer Value, Digital Content Marketing, And Housing Purchase Intention In Urban Residential Markets

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ABSTRACT

Urban housing markets are becoming increasingly competitive, requiring a deeper understanding of factors that shape housing purchase intention. This study examines the influence of functional, emotional, social, and experiential value on housing purchase intention and investigates the mediating role of digital content marketing. Data were collected from urban housing consumers in the Greater Jakarta area and analyzed using Partial Least Squares Structural Equation Modeling. The results indicate that emotional and social value significantly influence housing purchase intention, while functional and experiential value do not. Digital content marketing shows neither a direct effect nor a mediating role in the proposed relationships. These findings suggest that housing purchase intention is driven primarily by emotional and social evaluations rather than digital marketing influence, highlighting the importance of value-based decision-making in urban housing markets.

INTRODUCTION

The housing sector in urban areas is currently facing increasing challenges related to slowing sales performance and extended selling periods (United Nations, 2025). Despite continuous housing development, many residential projects are experiencing difficulty in securing buyers, indicating that housing products are becoming harder to sell in a highly competitive market (Market Research Indonesia, 2024). One of the primary causes of this condition is oversupply, where the growth of housing units exceeds the actual absorption capacity of the market *(Rahardjo & Haryantiningrum, 2023)*.

This challenge is further intensified by the continuous emergence of new residential areas and housing developments each year, particularly in locations surrounding major metropolitan regions (Silver, 2024). These areas, although not part of the capital city, have become important residential alternatives as the capital city itself faces severe population pressure, congestion, and limited housing availability *(Martinez & Masron, 2020)*. As a result, non-capital urban and peri-urban areas are increasingly positioned as places to live rather than places to work (Windarko et al., 2025).

In many developing countries, including Indonesia, overpopulation in the capital city has pushed workers to seek housing in surrounding urban areas that offer relatively more affordable prices, better living environments, and acceptable commuting access (Dehn, 2025). This demographic shift has accelerated housing development outside the capital, leading to rapid market expansion but also creating intense competition among developers (Zhong et al., 2023). Consequently, the abundance of housing choices has made consumers more selective and cautious in making purchase decisions (Beddu et al., 2021).

Under these conditions, housing purchase decisions are no longer driven solely by functional attributes such as location, price, or physical facilities (Emekci et al., 2025). Instead, consumers increasingly evaluate housing based on perceived value, including emotional value (feelings of comfort, security, and attachment), experiential value (the experience of interacting with the housing environment and its representations), and social value (status, identity, and social recognition) (Siahaan et al., 2019). Understanding these value dimensions is essential, as housing represents a long-term commitment and a significant personal investment (Rana, 2025).

In this context, exclusive housing has emerged as a distinctive market segment in which purchase intention is strongly influenced by symbolic and social considerations rather than purely functional benefits (Sheth et al., 1991). Executive housing is commonly associated with exclusivity, high social status, brand reputation, and lifestyle representation, which shape consumers' intention to buy by reinforcing self-identity and social positioning *(Hanzaee & Taghipourian, 2012)*; (Das et al., 2022). As a result, the intention to purchase exclusive housing is increasingly driven by perceived prestige value, emotional attachment, and anticipated social recognition, highlighting the importance of intangible value dimensions in contemporary housing decision-making.

At the same time, the marketing of housing products has undergone a significant transformation with the growing reliance on digital content marketing (White et al., 2024). Developers increasingly use digital platforms, such as social media, virtual tours, and visual storytelling through short form video, to communicate housing offerings. Through digital content, housing is no longer presented merely as a physical product but as a lifestyle and social symbol (White et al., 2024). However, despite the extensive use of digital content in housing promotion, empirical studies examining how digital content marketing influences housing purchase intention, particularly through value perceptions, remain limited (Zhang et al., 2023).

This study seeks to address this gap by examining consumer value as a determinant of housing purchase intention and analyzing the role of digital content marketing in the housing sales process within non-capital urban residential contexts. By integrating value-based perspectives with digital marketing approaches, this research aims to provide deeper insight into how housing purchase intention is formed in highly competitive residential markets outside overpopulated capital cities.

LITERATURE REVIEW

Previous studies consistently underline the importance of emotional value in explaining consumer decision-making. (Mason et al., 2023) demonstrate that emotional value surpasses other value dimensions in predicting consumer responses, a conclusion echoed by (Corboș et al., 2024), who identify emotional value as one of the most influential determinants of purchasing behavior.

Emotional value derived from products, such as feelings of enjoyment, excitement, pleasure, and relaxation, tends to foster positive attitudes and favorable evaluations. Alongside emotional considerations, functional value plays a foundational role in shaping purchase-related outcomes. (Helinski et al., 2025) note that while functional value alone may not directly stimulate purchase intention, an adequate level of functionality is essential to support consumers' willingness to pay and is required to justify premium pricing. In this sense, functional value operates as both a necessary and baseline condition for purchase intention. In the context of circular products, functional value is reflected through reliable performance and consistent quality over time (Mostaghel & Chirumalla, 2021).

Beyond functional and emotional aspects, social value captures the benefits associated with a product's role in social interactions and group affiliations. Social value reflects external motivations such as acceptance, recognition, and approval within social networks (Shin et al., 2025) and is commonly assessed through the symbolic image and status conveyed by the product (Firmansyah & Wahyu Wibowo, 2024). This aligns with evidence suggesting that materialism functions as a self-enhancement mechanism that reinforces self-worth and perceived social standing (Klabi, 2025). In status-oriented markets, material possessions, particularly housing in prestigious locations, are often interpreted as signals of success and upward social mobility (Shammout et al., 2022).

Complementing these dimensions, experiential value refers to the subjective impressions formed through consumption experiences. Although the actual experience is temporary, experiential value tends to remain embedded in consumers' memory and continues to influence future evaluations (Larasati & Suprapto, 2013). Consistently, hedonic experiential value has been shown to generate pleasurable experiences, strengthen perceived product value, and ultimately enhance purchase intention, including in the context of green products (Ng et al., 2024).

Before consumers encounter the product in real conditions, its values are commonly conveyed through digital content marketing. (Holliman & Rowley, 2014) emphasize that digital content marketing (DCM) plays a pivotal role in cultivating consumer–brand relationships by strengthening engagement and trust. Rather than focusing primarily on overt promotional messages, DCM aims to build emotional bonds and encourage meaningful interactions between consumers and brands (Sawaftah et al., 2021).

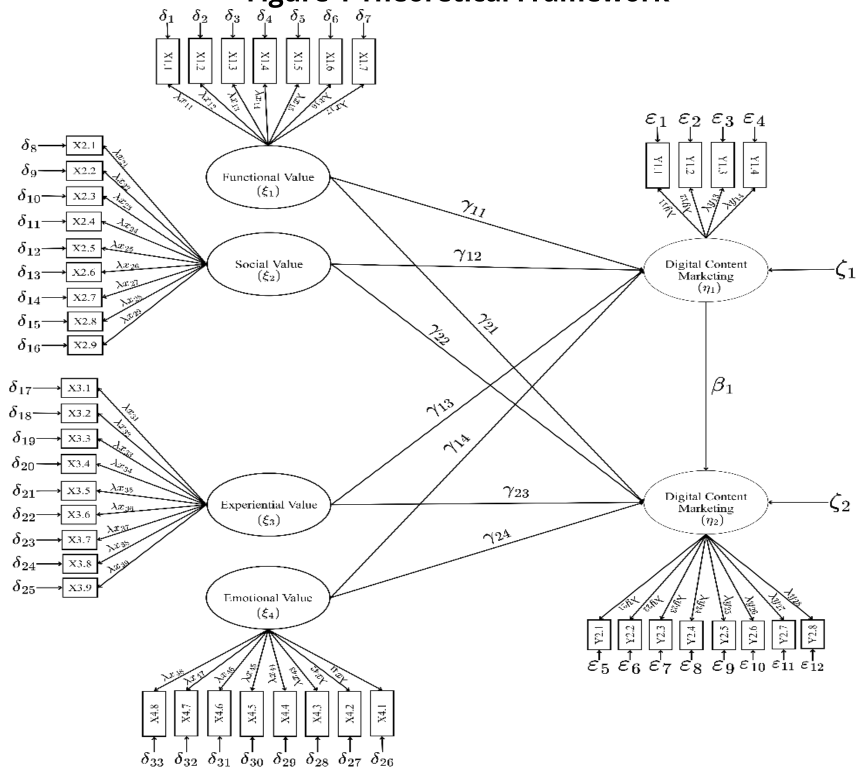
Conceptually, DCM refers to the process of creating, distributing, and sharing relevant, engaging, and timely content that connects with consumers at appropriate stages of their purchase decision journey, ultimately motivating behaviors that contribute to long-term business value (Holliman & Rowley, 2014).

Social media platforms facilitate this process by enabling firms to present offerings through visually appealing content, communicate authentic brand experiences, and deliver real-time information that supports compelling brand narratives (Rather et al., 2022). Consequently, digital content marketing on social media has become a core element of contemporary marketing practice, involving the systematic development and dissemination of valuable and consistent content designed to attract, involve, and retain targeted audiences while driving profitable customer actions (Krabokoukis, 2025)

Importantly, the effectiveness of DCM is not uniform across consumer segments but varies according to generational characteristics. (Sawaftah et al., 2021) report that user-generated content tends to resonate more strongly with Generation Z, whereas Generation Y shows a stronger preference for professionally produced corporate content. Despite its growing relevance, further theoretical inquiry is required to explain how DCM contributes to brand defence, as existing evidence indicates that its direct relationship with brand attachment does not yield statistically significant outcomes. (AlFraihat et al., 2025) argue that future theoretical development should explore alternative pathways through which DCM influences brand protection, including mediating mechanisms such as brand trust, perceived brand authenticity, and emotional brand engagement.

Drawing on relationship marketing perspectives, this study positions digital content marketing (DCM) as a mediating mechanism in housing purchase decisions. Through informative and engaging digital content, DCM enhances buyers' trust and emotional connection with housing projects, which in turn strengthens their purchase intention. Thus, DCM is expected to transmit the effect of housing-related evaluations into consumers' intention to buy. Accordingly, the following hypotheses are proposed:

Figure 1 Theoretical Framework



Hypothesis:

- H1,1: γ11 ≠ 0 → There is a significant effect of FV on DCM
- H1,2: γ12 ≠ 0 → There is a significant effect of EmV on DCM
- H1,3: γ13 ≠ 0 → There is a significant effect of SV on DCM
- H1,4: γ14 ≠ 0 → There is a significant effect of ExV on DCM
- H1,5: γ21 ≠ 0 → There is a significant effect of FV on HPI
- H1,6: γ22 ≠ 0 → There is a significant effect of EmV on HPI
- H1,7: γ23 ≠ 0 → There is a significant effect of SV on HPI
- H1,8: γ24 ≠ 0 → There is a significant effect of ExV on HPI
- H1,9: β1 ≠ 0 → There is a significant effect of DCM on HPI
  H1,10: γ11 × β1 ≠ 0 → DCM mediates the relationship between FV and HPI.
- H1,11: γ12 × β1 ≠ 0 → DCM mediates the relationship between EmV and HPI.
- H1,12: γ13 × β1 ≠ 0 → DCM mediates the relationship between SV and HPI.
- H1,13: γ14 × β1 ≠ 0 → DCM mediates the relationship between ExV and HPI.

METHODS

Data Source

This study focuses on urban housing consumers in the context of Indonesia's rapidly developing metropolitan housing market. Data were collected from residents and potential homebuyers domiciled in the Greater Jakarta area, including Jakarta, Bogor, Depok, Tangerang, and Bekasi, which represent major suburban housing growth zones. The sample covers individuals from diverse occupational backgrounds and income levels, reflecting the heterogeneity of urban housing demand. A purposive sampling approach was employed to specifically target respondents who have experience searching for housing or intention to purchase residential property, ensuring that the data capture relevant decision-making processes in contemporary urban housing markets.

Data Analysis

This study employs a quantitative research approach to examine a specific population or sample through data collection using research instruments, followed by numerical and statistical analysis to test the proposed hypotheses (Lim, 2025). The study is classified as explanatory research, as it aims to explain causal relationships among variables based on hypotheses derived from prior studies.

Data analysis is conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. PLS-SEM is a multivariate analytical method used to examine causal relationships among latent variables and consists of two main components: the outer model, which assesses the validity and reliability of measurement indicators, and the inner model, which evaluates the structural relationships among latent constructs (Hair et al., 2021). The PLS approach is selected due to its ability to handle complex models, its suitability for relatively small sample sizes, and its lack of strict assumptions regarding data normality (Hair et al., 2021).

Hypothesis testing is performed using the bootstrapping technique within the PLS-SEM framework to obtain path coefficients, t-statistics, and p-values, which indicate the direction and significance of relationships among variables. A relationship is considered statistically significant when the t-statistic is ≥ 1.96 at a 5% significance level or when the p-value is < 0.05 (Hair et al., 2021).

RESULTS

Respondents' Profile

The respondents were predominantly domiciled in the Greater Jakarta metropolitan area, which is highly relevant given the concentration of housing development, population mobility, and competitive residential markets in this region. Most respondents were between 26 and 35 years old and reported monthly expenditures exceeding Rp10,000,000, reflecting an economically active demographic segment that is commonly in the life stage of housing search or first-time home ownership. This profile enhances the relevance of the sample, as it represents potential buyers with both the financial capacity and decision-making involvement required for housing purchase evaluation in urban contexts.

Table 1 Respondents' Profile

Respondents Profile	
Place of Domicile	
Bekasi	16%
Bogor	12%
Depok	21%
Greater Jakarta	29%
Tangerang	22%
Age	
<25 Tahun	7%
26 - 30 Tahun	33%
31 - 35 Tahun	45%
36 - 40 Tahun	9%
41 - 45 Tahun	6%

Spending	
< Rp5.000.000	3%
Rp5.000.000 - Rp10.000.000	9%
Rp10.000.000 - Rp15.000.000	33%
Rp15.000.000 - Rp 20.000.000	25%
> Rp 20.000.000	31%

Descriptive

The descriptive analysis in this study is complemented by grouping mean values into class intervals based on the Likert scale. This categorization is applied to facilitate clearer interpretation and improve the readability of respondents' answers. By using class intervals, each mean score can be assigned to a specific category, allowing the overall response tendency to be more clearly identified. This approach enables the researcher to systematically examine response patterns before proceeding to subsequent analyses.

The class interval width was determined using the following basic formula:

$$\text{Class Interval} = \frac{\text{Maximum Score} - \text{Minimum Score}}{\text{Number of Classes}} = \frac{5-1}{5} = 0.8$$

The calculation yields an interval width of 0.8. This value was then used to define the boundaries of each evaluation category, ensuring that mean scores are consistently positioned within predetermined interpretive ranges. The following table presents the category intervals used as the basis for interpreting mean scores on the Likert scale:

Table 2 Five-Class Category Intervals

Category	Interval
Strongly Disagree (SD)	1.00 – 1.80
Disagree (D)	1.81 – 2.60
Neutral (N)	2.61 – 3.40
Agree (A)	3.41 – 4.20
Strongly Agree (SA)	4.21 – 5.00

Functional Value (FV) has a mean score of 3.201 with a standard deviation of 1.024, which falls within the Neutral (2.61–3.40) category. This suggests that respondents neither clearly agree nor disagree regarding the functional aspects of housing, indicating a relatively balanced or uncertain perception of functional attributes.

Social Value (SV) records a mean score of 4.133 and a standard deviation of 0.960, placing it in the Agree (3.41–4.20) category. This result indicates that respondents generally perceive housing as providing social benefits, such as social recognition or status, and tend to agree with statements related to social value.

Table 3 Descriptive Results

Variable	Mean	Standard Deviation
FV	3.201	1.024
SV	4.133	0.960
EmV	4.093	0.969
ExV	4.092	0.962
DCM	3.720	0.930
PI	4.083	0.962

Emotional Value (EmV) has a mean score of 4.093 with a standard deviation of 0.969, which also falls within the Agree category. This finding suggests that emotional aspects, such as feelings of comfort, security, and attachment, are positively perceived by respondents in the housing context.

Experiential Value (ExV) shows a mean score of 4.092 and a standard deviation of 0.962, corresponding to the Agree category. This indicates that respondents generally have favorable perceptions of experiential elements associated with housing, such as impressions formed through visual representations or interactions during the search process.

Digital Content Marketing (DCM) yields a mean score of 3.720 with a standard deviation of 0.930, which is classified under the Agree category. This suggests that respondents tend to agree that digital content marketing efforts provide useful and engaging information related to housing projects.

Purchase Intention (PI) has a mean score of 4.083 and a standard deviation of 0.962, placing it within the Agree category. This indicates a generally positive intention among respondents to purchase housing, reflecting a favorable overall evaluation of housing offerings.

Measurement Model Assessment

The measurement model demonstrates satisfactory reliability and convergent validity across all constructs. Cronbach’s alpha and composite reliability values exceed the recommended threshold of 0.70, indicating consistent internal measurement without signs of redundancy. In addition, average variance extracted values surpass the 0.50 criterion, suggesting that the constructs capture a substantial proportion of indicator variance relative to measurement error. Collectively, these results indicate that the measurement model is sufficiently robust and suitable for evaluating the proposed structural relationships.

Table 4 Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DCM	0.791	0.795	0.865	0.617
EmV	0.896	0.898	0.916	0.579
ExV	0.916	0.917	0.930	0.570
FV	0.971	1.020	0.975	0.846
PI	0.892	0.893	0.914	0.571
SV	0.913	0.915	0.928	0.591

The structural model was assessed using bootstrapped path coefficients (β), t-statistics, and p-values, with the results of the direct effect analysis summarized in Table 5.

Table 5 Structural Model Results and Hypothesis Testing

No.	Path	β	T-statistic	P-value	Decision
1	**DCM → PI**	0.027	0.466	0.641	Not significant
2	**EmV → DCM**	0.295	2.220	0.026	Significant
3	**EmV → PI**	0.543	5.894	<0.001	Significant
4	**ExV → DCM**	0.282	1.216	0.224	Not significant
5	**ExV → PI**	−0.050	0.316	0.752	Not significant
6	**FV → DCM**	0.051	1.457	0.145	Not significant
7	**FV → PI**	−0.027	1.609	0.108	Not significant
8	**SV → DCM**	0.396	2.249	0.025	Significant
9	**SV → PI**	0.460	3.708	<0.001	Significant

The results indicate that Digital Content Marketing does not exert a significant direct effect on Housing Purchase Intention (β = 0.027, t = 0.466, p = 0.641). Accordingly, H1,9 is not supported, suggesting that digital content marketing does not directly translate into purchase intention within the proposed model.

Regarding the value dimensions, Emotional Value demonstrates a significant positive effect on Digital Content Marketing (β = 0.295, t = 2.220, p = 0.026), thereby supporting H1,2. Emotional Value also exhibits a strong positive direct effect on Housing Purchase Intention (β = 0.543, t = 5.894, p < 0.001), providing support for H1,6. These findings identify emotional value as a key driver influencing both digital content marketing effectiveness and consumers' purchase intention.Similarly, Social Value shows a significant positive influence on Digital Content Marketing (β = 0.396, t = 2.249, p = 0.025), supporting H1,3, and a strong positive direct effect on Housing Purchase Intention (β = 0.460, t = 3.708, p < 0.001), thus supporting H1,7. This indicates that social considerations play a substantive role in shaping consumers' responses to digital content marketing and their housing purchase intentions.

In contrast, Functional Value does not have a significant effect on Digital Content Marketing (β = 0.051, t = 1.457, p = 0.145), leading to the rejection of H1,1, nor does it significantly influence Housing Purchase Intention (β = −0.027, t = 1.609, p = 0.108), resulting in the rejection of H1,5. Likewise, Experiential Value fails to show a significant effect on Digital Content Marketing (β = 0.282, t = 1.216, p = 0.224) and Housing Purchase Intention (β = −0.050, t = 0.316, p = 0.752), leading to the rejection of H1,4 and H1,8, respectively. These findings indicate that functional and experiential considerations do not play a decisive role in explaining digital content marketing effectiveness or purchase intention in this context.

Mediation Analysis Results

The mediating role of Digital Content Marketing (DCM) in the relationships between the value dimensions and Housing Purchase Intention (HPI) was examined using the bootstrapping procedure. The indirect effects of Functional Value, Emotional Value, Social Value, and Experiential Value on HPI through DCM are reported in Table 6.

Table 6 Mediation Analysis Results

No.	Mediation Path	Path Coefficient (β)	T-statistic	P-value	Decision	Conclusion
1	**EmV → DCM → PI**	0.008	0.439	0.661	Not significant	DCM does not mediate the effect of EmV on PI
2	**ExV → DCM → PI**	0.008	0.308	0.758	Not significant	DCM does not mediate the effect of ExV on PI
3	**FV → DCM → PI**	0.001	0.367	0.714	Not significant	DCM does not mediate the effect of FV on PI
4	**SV → DCM → PI**	0.011	0.463	0.643	Not significant	DCM does not mediate the effect of SV on PI

The results indicate that the indirect effect of Functional Value on Housing Purchase Intention through Digital Content Marketing is not statistically significant (β = 0.001, t = 0.367, p = 0.714). Therefore, H1,10 is not supported, indicating that DCM does not mediate the relationship between functional value and housing purchase intention.

The indirect effect of Emotional Value on Housing Purchase Intention through Digital Content Marketing is not significant (β = 0.008, t = 0.439, p = 0.661). Therefore, H1,11 is not supported, suggesting that digital content marketing does not serve as a mediating mechanism between emotional value and housing purchase intention.

The results further show that the indirect effect of Social Value on Housing Purchase Intention via Digital Content Marketing is also statistically insignificant (β = 0.011, t = 0.463, p = 0.643). Thus, H1,12 is rejected, indicating the absence of a mediating role of digital content marketing in the relationship between social value and housing purchase intention.

Likewise, the indirect effect of Experiential Value on Housing Purchase Intention through Digital Content Marketing is not significant (β = 0.008, t = 0.308, p = 0.758). Accordingly, H1,13 is not supported, demonstrating that digital content marketing does not mediate the relationship between experiential value and housing purchase intention.

The mediation analysis confirms that Digital Content Marketing does not function as a mediating variable in the relationships between the four value dimensions and housing purchase intention. This absence of mediation is consistent with the non-significant direct effect of digital content marketing on housing purchase intention observed in the structural model, indicating that the influence of value dimensions on purchase intention operates primarily through direct pathways rather than indirect transmission via digital content marketing.

Predictive Relevance

Predictive relevance was assessed using the blindfolding procedure with cross-validated redundancy (Q^2). The results indicate that both endogenous constructs demonstrate substantial predictive relevance. Specifically, Digital Content Marketing (DCM) exhibits a Q^2 value of 0.407, while Purchase Intention (PI) shows a Q^2 value of 0.540. According to established guidelines, Q^2 values greater than zero indicate predictive relevance, and values exceeding 0.35 suggest large predictive relevance. Therefore, the findings confirm that the proposed model has strong predictive capability for both DCM and PI.

Table 7 Predictive Relevance (Q^2) Results

Construct	Q^2	Interpretation
DCM	0.407	Large predictive relevance
PI	0.540	Large predictive relevance

DISCUSSION

Consistent with recent consumer research, emotional value emerges as a central determinant of housing purchase intention, exerting both a direct effect on purchase intention and a positive influence on digital content marketing. Recent studies emphasize that emotional evaluations, such as anticipated comfort, psychological security, and affective attachment, are particularly influential in high-risk and infrequent purchase decisions (Rana, 2025); (Emekci et al., 2025).

In the housing context, emotional value reflects long-term lifestyle aspirations rather than short-term consumption benefits, which explains its strong and stable effect across decision stages. Similar conclusions have been reported in recent real estate and high-involvement consumption studies, which argue that emotional appraisal often outweighs rational assessment when perceived commitment and irreversibility are high (Zhong et al., 2023); (Beddu et al., 2021).

The findings also confirm the importance of social value as a significant predictor of housing purchase intention, reinforcing contemporary perspectives on symbolic and status-driven consumption. Recent literature suggests that housing decisions increasingly function as social signals that communicate identity, prestige, and social mobility, especially in rapidly urbanizing regions(Shammout et al., 2022); (Truong et al., 2009). In metropolitan housing markets, social value is closely tied to neighborhood reputation, exclusivity, and perceived social standing, which are critical determinants of purchase intention (Siahaan et al., 2019); (Dehn, 2025). The significant influence of social value on digital content marketing further indicates that digital platforms serve as important spaces for projecting symbolic meanings and reinforcing social narratives associated with housing projects.

In contrast, functional value and experiential value do not exert significant effects on either digital content marketing or purchase intention. This finding aligns with recent arguments that functional attributes in housing markets often operate as hygiene factors rather than sources of differentiation, particularly when minimum quality standards are widely assumed (Mostaghel & Chirumalla, 2021); (Helinski et al., 2025). Similarly, experiential value may be constrained by the limited ability of consumers to fully experience housing benefits prior to ownership. Recent studies in *Journal of Retailing and Consumer Services* and *Journal of Business Research* suggest that experiential value plays a weaker role in credence goods and high-involvement purchases compared to services or frequently consumed products (Ng et al., 2024); (Das et al., 2022).

One of the most critical findings of this study is that digital content marketing does not directly influence housing purchase intention, nor does it mediate the relationships between value dimensions and purchase intention. While recent digital marketing studies emphasize the role of digital content in enhancing engagement, trust, and brand-related outcomes (Hollebeek & Macky, 2019); (Rather et al., 2022); (Krabokoukis, 2025), the present results suggest that its effectiveness is context-dependent.

In high-involvement housing decisions, digital content appears to function primarily as an informational and symbolic tool rather than as a direct persuasive mechanism. This is consistent with recent evidence indicating that digital content marketing is more effective at shaping awareness and evaluation stages than triggering final purchase decisions in high-risk contexts (Sawaftah et al., 2021); (AlFraihat et al., 2025).

The absence of mediation further implies that value perceptions are internalized and directly translated into purchase intention, rather than being transmitted through marketing communications. Recent theoretical developments argue that when perceived risk and financial commitment are high, consumers rely more heavily on intrinsic value judgments than on external promotional cues (Zheng et al., 2019); (Rana, 2025). While digital content marketing can reinforce brand narratives and communicate symbolic meaning, it does not replace the foundational role of emotional and social value in shaping housing purchase decisions.

CONCLUSION

This study aimed to explore how different value dimensions influence housing purchase intention and whether digital content marketing plays a role in this process. The findings indicate that emotional and social values are the most influential factors shaping consumers' intention to purchase housing. Feelings related to comfort, security, and attachment, along with considerations of social image and recognition, appear to outweigh functional and experiential aspects. This suggests that housing decisions are guided more by personal meaning and social symbolism than by technical attributes alone.

Functional and experiential values do not show a significant influence on purchase intention, suggesting that these aspects may be perceived as basic requirements rather than motivating factors. Buyers may assume that functional standards and initial experiences are already fulfilled in urban housing markets, reducing their impact on decision-making. In addition, digital content marketing does not directly affect purchase intention and does not mediate the relationship between perceived values and intention. This indicates that digital content primarily supports information delivery and brand representation, while the final decision remains driven by consumers' internal evaluations.

Taken together, the findings show that housing purchase intention is shaped largely through direct emotional and social assessments, rather than through indirect influence from digital marketing efforts. This reflects the high-involvement and long-term nature of housing decisions, where personal values and social considerations play a central role. By highlighting the limited mediating role of digital content marketing, this study contributes to a more grounded understanding of how consumers evaluate and commit to housing purchases in urban settings.

LIMITATION

This study has several limitations that should be acknowledged. The data were collected from housing consumers in the Greater Jakarta area, which may limit the generalizability of the findings to other regions with different housing market conditions. In addition, the use of cross-sectional survey data captures perceptions and purchase intention at a single point in time and does not reflect changes in decision-making over time and does not consider other external factor such as economic condition of the country or environmental conditions. The model also focuses on value dimensions and digital content marketing, while other relevant factors such as trust, perceived risk, and financial considerations were not examined. These limitations provide opportunities for future research to further refine and extend the findings.

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