

Research Article

Do Product Quality and Price Affect Word of Mouth and Purchase Decisions for Sharia Property?

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Abstract.

The research examines how quality products and price influence the decisions to purchase Sharia property, with word of mouth as a mediator. It employed descriptive quantitative methods to analyze responses from a sample of 71 consumers who purchase Sharia property. For the sampling process, we utilized the purposive sampling method. To collect data, we used questionnaires and conducted interviews. Partial Square analysis - Structural Equation Modelling (PLS-SEM) was used to analyze the data. Based on the data analysis, product quality significantly and positively impacts Sharia property purchase decisions. The price of Sharia property positively influences the decision to purchase. Additionally, word-of-mouth recommendations are significantly impacted by the quality of the product, while price also has a positive effect on word-of-mouth recommendations. Product quality positively and significantly influences Sharia property purchase decisions mediated by word of mouth. The findings indicate that word of mouth positively and significantly influences purchasing Sharia property.

Keywords: price, purchase decisions, product quality, word of mouth

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Published: 15 October 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 8th ICOS: Sustainable Economics Conference Committee.

1. Introduction

The need for shelter is a primary human need that must be met in addition to clothing and food. In a narrow sense, a house is a residential building that protects its residents from various factors or dangers that can threaten it [1]. Having a house is everyone's biggest desire because the house has a meaning and function that is very important for everyone. In addition to a place for a family to gather, a refuge, and a place to carry out various activities, a home symbolizes status and stability in one's life.

Along with Indonesia's economic recovery after the COVID-19 pandemic, the property business experienced growth. The need for housing supports the growth of the property business, which is still high. Based on data from the BPS (<https://www.bps.go.id/>), in mid-2023 Indonesia's population will reach 278.7 million people. The population increased

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by 1.05% from the previous year, which amounted to 275.77 people. The increasing population of Indonesia has increased the need for housing. Based on Susenas BPS data, there is a housing backlog of 12.7 million, and this number can increase as the number of new families increases, estimated to reach 800,000 heads of families each year.

Among all countries, Indonesia has the largest population of Muslims, which causes property business developers to offer the concept of sharia in their marketing strategies. The Sharia property business has developed due to changes in the trend of halal lifestyle in the community, so there is an increase in public demand for Sharia-based housing. Sharia property refers to a type of property that follows Islamic sharia for its transaction system. Sharia housing products aim not just to generate profits, but also to foster a Madani Islamic community. The transactions are conducted through halal buying and selling and contracts that adhere to Islamic sharia principles and are transparent to all parties involved [2]. Sharia Property enables direct transactions between property owner-developers and potential buyers, offering credit options for those unable to purchase in cash, without involving financial intermediaries. Notary involvement in Sharia housing transactions without banks is essential, and this is considered sufficient for the legality aspects of transaction activities [3].

A company must comprehend consumer purchasing decisions as they can significantly impact its marketing success. By understanding consumer purchasing behavior, businesses can identify what their customers require and desire. Consumers do not search for information when buying daily necessities or routine needs. However, when consumers buy durable goods, they are very selective and take a long time to find information, evaluate, and consider several alternatives to make purchasing decisions, especially when deciding to buy a house [4]. The evaluation process of a product doesn't end at the purchase stage. Customers will continue to assess the product after buying and using it. If they are happy with their purchase, they might share their satisfaction with others and recommend it. However, if they are dissatisfied, they are likely to share their disappointment with others, which could negatively impact the company.

When making purchasing decisions, consumers consider various factors such as product quality, price, and recommendations from others. Price and building quality are factors that encourage consumers to buy property [5]. According to Kotler and Lane [6], purchasing involves identifying and analyzing problems, seeking information, considering different options, deciding, and reflecting on purchases afterward. Word of Mouth will be a reference that shapes consumer product expectations. Word of

Mouth comes from a form that arises naturally due to the superiority of a product or service [7]. Spangenberg and Giese [8] found that Word-of-Mouth marketing is essential in consumer purchasing decisions. It has been proven that it significantly affects product evaluation and purchasing decisions. The study conducted by Pranandha and Kusumadewi [7]; Astaki and Purnami [9] proves that Word of mouth can positively and significantly mediate product quality's influence on consumer purchasing decisions. Product quality is closely tied to a consumer's purchase decision, crucial to a company's overall success. A quality product is considered to be of good quality if it can fulfill the desires or necessities of its consumers. Product quality must be considered so consumers are interested in purchasing Sharia property. The findings of the conducted research are as follows research indicates that the quality of a product significantly positively and significantly influences purchase decisions [4,5,10-13]. In addition, product quality is not a significant factor in purchasing decisions [14,15].

Price refers to the cost of a specific good or service that a customer must pay to obtain it, as well as the value they obtain from possessing or utilizing it [16]. When consumers purchase property, the price is often the most crucial factor. Several studies have been conducted to support this statement [4,5,17,18]. Price has a positive and significant role in influencing purchase decisions. Research results contradict research conducted, which shows that the price does not affect purchase decisions [19,20].

This study investigates how Word of Mouth mediates the influence of product quality and price on Sharia property purchase decisions. This study was conducted because of gaps in the findings of previous studies. Researchers assume that the topics raised by researchers in this study are still relevant for future research because although this study and previous studies have some similarities, there are still procedural and conceptual differences.

2. Literature Review

2.1. Consumer behavior

Based on Peter and Olson [21], consumer behavior involves the result of a dynamic interplay between influence, cognition, behavior, and events in our surroundings. It is a process where humans engage in different aspects of the exchange. According to Mowen and Minor [22], consumer behavior pertains to examining purchasing actions and transaction procedures concerning the procurement and utilization of merchandise,

amenities, occurrences, and concepts. Consumer behavior refers to all the behaviors, actions, and psychological processes that consumers engage in when choosing, acquiring, and using goods and services [23]. According to Kotler and Lane [6] consumer behavior refers to selecting, purchasing, utilizing, and discarding products, services, ideas, or experiences to fulfill the wants and needs of individuals, groups, or organizations.

2.2. Theory of planned behavior

The planned behavior theory created by Ajzen [24] was used in the research. The theory of planned behavior is a theory that helps to explain the reasons behind behavioral intentions. This theory analyses the intentions of consumers. Attitudes, perceived behavioral control, and subjective norms are the main variables that influence behavior. To understand someone's actual actions, attitudes are a crucial factor. These attitudes are based on how people emotionally connect with a particular product and its underlying concept. They reflect people's subjective identification and evaluation of specific behaviors related to the product. A favorable view of a product or idea can increase consumers' likelihood of purchasing.

2.3. Product quality

According to Kotler and Lane [6] products can refer to various things such as physical items, services, experiences, events, individuals, locations, establishments, and concepts. According to Rares and Jorie [25], a product is marketed for people to buy, own, use, or consume and to satisfy their needs and wants. Product quality is the property of an item that creates value for every purchaser who uses it. Product quality is also the strength of any business, as consumers pay more attention than other factors. According to Sitanggang et al. [26], product quality aims to satisfy or surpass customers' expectations. Product quality meets specified quality standards. Quality is a constantly changing condition, along with changes in consumer preferences and product expectations. The purpose of making quality changes and improvements is to ensure that products meet the requirements and standards. This helps to maintain consumers' confidence in the products.

Based on Tjiptono and Chandra [27] here are eight dimensions of product quality that can serve as a framework for strategic planning and analysis. The following are the eight dimensions of product quality:

1. Performance
2. Additional features function as supplementary or secondary traits.
3. Reliability is the low probability of the product being damaged or failing to operate correctly.
4. Conformance to specifications measures how well the product's functioning features and design adhere to the set norms.
5. The product's durability refers to how long it may be used.
6. Serviceability includes responsiveness, skill, ease of use, and satisfying resolution of grievances.
7. Aesthetics refers to the product's appeal to the sensory apparatus.
8. The perceived quality of a product

2.4. Price

Price is a crucial element in the marketing strategy. The price is the sole factor in the marketing mix that directly impacts a company's sales and profits. Pricing too high will decrease sales, while pricing too low will reduce the company's profits [28]. According to Kotler and Armstrong [29], the price of a certain product or service is what consumers are prepared to pay for it, or the value they receive in return for utilizing it. Price indicators, according to Kotler and Lane [6], are:

1. Price according to quality
2. Price according to benefits
3. Affordability
4. Competitive price.

2.5. Word of Mouth (WoM)

According to Wikipedia, WoM marketing occurs when consumers share information about products or services they have tried with other consumers through conversations and recommendations. WoM is exchanging recommendations about a product

or service among individuals and groups [6]. The main objective of WoM is to share personal information. Word-of-mouth indicators are as follows [30]:

1. Consumers' willingness to talk positively about the quality of service and products to others (Talking about)
2. Recommendations of products and services to others.
3. Push

2.6. Purchase decision

According to Kotler and Amstrong [29], consumers make decisions to buy the brands they like best. Purchasing decisions are consumer decisions about the preferences of many alternative brands [6]. Making a purchase decision involves a decision-making process by consumers when making a purchase, which starts from awareness of meeting needs or desires [18]. According to Kotler and Lane [6] making a purchase decision is a process of problem-solving that includes identifying problems, searching for information, assessing options, making a decision, and then evaluating one's experience after the purchase has been made.

However, according to Kotler and Lane [6], a consumer only sometimes goes through a five-step sequence when buying a product; they can skip or reverse several stages. Based on Hanaysha [31] argues that purchasing decisions refer to an individual's choice of specific products or services offered by a company compared to its competitors. There are five phases that consumers go through when making a buying decision. An overview of the purchase decision process is as follows:

1. Product Selection Decisions
2. Brand Selection Decisions
3. Choice of Dealer Decision
4. Time of Purchase Decision
5. Decision Regarding Payment Method

3. Conceptual Framework and Hypothesis Development

3.1. Conceptual framework

In this study, we investigated how the quality of a product and its price influence the decision to purchase Sharia-compliant properties through Word-of-Mouth communication. The theoretical framework of this particular theory can be explained as follows (see Fig. 1):

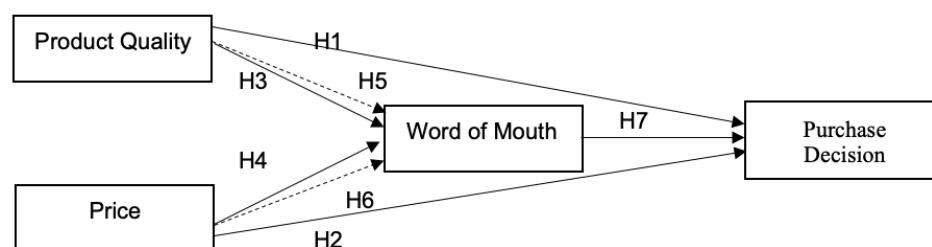


Figure 1: Conceptual framework.

3.2. Hypothesis development

A hypothesis is a temporary conjecture that has not been proven and is used to explain a fact. The development of hypotheses from this study is explained as follows:

3.2.1. The relationship between product quality and purchase decision

Based on Kotler and Lane [6], a product is considered high quality if it can meet consumer needs and wants. When consumers determine that a product is necessary, they may purchase it. One effective method for attracting consumer attention is to provide high-quality products. Good product quality will be a consumer consideration when making purchasing decisions [10,11]. Based on previous research findings, a hypothesis can be made, namely:

H1: It is suspected that the purchase decision is significantly and positively influenced by the quality of the product.

3.2.2. The relationship between price and purchase decisions

According to Brata et al. [28] price is one of the essential things that causes consumers to be interested in buying a product. More consumers will purchase and decide if the price is better and more reasonable. This statement is backed up by research that was

conducted by [4,5,12,18,32]. Considering the findings of earlier research, this study can formulate the following hypotheses:

H2: It is suspected that price has a positive and significant influence on buying decisions.

3.2.3. The relationship between product quality and Word of Mouth

Based on the findings of the research carried out by Pranandha and Kusumadewi [7], a product's quality significantly and favorably affects the amount of word of mouth marketing it obtains. According to the Astaki and Purnami [9] study, the quality of a product has a positive and significant impact on word-of-mouth marketing. If the quality of a product consumers will be happy to use it, thus causing positive behavior. Customers are more likely to provide favorable reviews and suggest a business to others when they are satisfied with the caliber of the products it offers. Conversely, consumers will respond negatively if their product is low-quality. After examining the outcomes of prior research, can formulate the following hypotheses:

H3: There is a suspicion that quality products have a positive and significant influence on word of mouth.

3.2.4. The relationship between price and Word of Mouth

Word of mouth can have an impact on a product or service's reputation based on its price. Word-of-mouth communication is a common practice. Prices that are relevant and per the products sold will cause consumers to be satisfied and tend to recommend them to others. Ruliati et al. [33] and Rambe et al. [34] shows that price positively and significantly affects word of mouth. The following hypothesis can be made possible by the relationship between the two variables:

H4: It is suspected that word-of-mouth and price have a positive and significant relationship.

3.2.5. The relationship between product quality and purchase decisions through Word of Mouth

The research results by Junaidi and Meirisa [35] found that Word of Mouth positively affects purchasing decisions, supported by Lestari and Nurwulandari [36], who found

that product quality affects purchasing decisions. This means that product quality will effectively increase positive Word of Mouth and will be effective in improving consumer purchasing decisions. Pranandha and Kusumadewi [7] shows that product quality significantly and positively influences purchase decisions with Word of Mouth as a mediation variable. Drawing from the results of previous research, the following hypothesis can be proposed:

H5: It is hypothesized that a product's quality significantly and favorably influences consumers' decisions to buy it through word of mouth.

3.2.6. The relationship between price and purchase decisions through Word of Mouth

Research conducted by Rambe et al. [34] shows that price positively and significantly influences word of mouth. In the meanwhile, studies by Pradana and Wisnu [18] and Limpo et al. [37] found that pricing has a favorable and significant impact on consumers' decisions to buy. Word-of-mouth spreads more when the price is better. Based on the findings of earlier studies, the following hypothesis can be proposed:

H6: It is suspected that price has a positive and significant influence on purchase decisions through word of mouth.

3.2.7. The relationship between Word of Mouth on purchase decision

Word of mouth is face-to-face communication between news providers and recipients about a product, brand, or service [38]. Research conducted by Katz et al. [39] shows that receiving positive recommendations from others is seven times more impactful than ads seen in newspapers and magazines. It is four times more effective than face-to-face sales and twice as practical as radio advertising in convincing consumers to switch brands [9]. Purchase decisions are significantly and favorably influenced by word of mouth. The results of Pranandha and Kusumadewi [7], which found that word-of-mouth has a favorable and significant impact on purchasing decisions, are consistent with the findings of this study. Positive word of mouth then succeeded in making consumers interested and deciding to purchase the product concerned.

H7: It is hypothesized that Word-of-mouth has a positive and significant impact on influencing consumers' decisions to buy it.

4. Research Methods

This study utilizes quantitative descriptive methods and explanatory research to clarify the relationship between variables. It is therefore expected that this investigation will clarify the hypothesis regarding the influence and link between independent and dependent factors [40]. This study focuses on consumers who purchase Sharia property in Ponorogo Regency. The population includes 250 consumers who meet specific criteria, such as residing in Ponorogo Regency and having their homes constructed by Sharia housing developers. The technique that was used for sampling is purposive sampling. Researchers used the Slovin formula to calculate the number of samples and, from the calculation results, obtained some 71 respondents.

Data collection techniques used several instruments: questionnaires, observations, interviews, and documentation. A data source is made up of both primary and secondary data. The measurement scale uses a Likert scale of 1 – 5 with an assessment interval for each consumer answer of 1 to 5 to eliminate the occurrence of central tendencies, namely centralized symptoms, because respondents tend to choose the answer.

4.1. Research variables

TABLE 1: Research instrument indicator table.

No	Variable	Indicators	Source
1	Quality product (X1)	Performance Conformance Durability Reliability Aesthetic	[41]
2	Price (X2)	Price according to quality Price according to benefits Affordability Competitive price.	[29]
3	Word of Mouth (Y1)	Talking about Recommend Push	[42]
4.	Purchase decision (Y2)	Product selection decisions Brand selection decisions Choice of dealer decision Time of purchase decision Decision regarding payment method	[6]

Source: Secondary Data (2023)

4.2. Data analysis techniques

This research utilized data analysis methods, specifically descriptive statistical analysis and PLS-SEM analysis, to examine the relationship between price and quality in Sharia property purchase decisions. The research questions were addressed through descriptive statistical analysis, while PLS-SEM analysis was conducted using the statistical tool Smart PLS 3.0. The structural model analysis involved four stages: 1) Formulating the theory of the structural model, 2) Analyzing the external model, 3) Analyzing the inner model, and 4) Testing hypotheses.

4.3. Research results and discussion

4.3.1. Characteristics of respondents

This study involved 71 male respondents, 58% (41 people), and 42% (30 people) were female. Based on the age of the highest respondents, are between ages 36 and 45 years, which is 43% of the total respondents, followed by respondents aged between 26 and 35 years, which is 32%; aged between 46 and 55 years, which is 21%; and over 56 years old at 4%. Based on education level, the highest is higher education at 67%. Most respondents work as private employees, with a percentage of 41%. They were then followed by respondents who have jobs as entrepreneurs, with a percentage of 28%. According to the survey results, 12% of the respondents work as civil servants and police officers. While respondents who work as employees of BUMN have a percentage of 10%. In comparison, other jobs amounted to 9%.

4.3.2. Analysis and finding

Data processing from questionnaires utilizes the SmartPLS application version 3.0. The initial model of correlation between variables can be seen in Figure 2. This model is made based on the Thinking framework and indicators in each question on the questionnaire.



Figure 2: Thinking framework.

4.3.3. Outer model testing

The purpose of outer model testing is to determine the accuracy and consistency of a model. This analysis evaluates the Fornell-lacked value, loading factor value, cross-loading, average variance extracted (AVE), and Cronbach's Alpha and composite reliability (see Fig. 3).

Validity tests for convergent and discriminant hypotheses are used to assess the outer model. If the loading factor (0.6) and (AVE) are greater than 0.5, the model validity tests are considered valid. The values of the loading factor and AVE can be seen in Table 2.

The concurrent validity test results are shown in Table 2, which shows that all of the model's indicators have been correctly extracted and have loading factors > 0.7 . This demonstrates that the indicators utilized in this study effectively describe constructs. The AVE values for variance extraction are as follows: all construct variables have AVE values

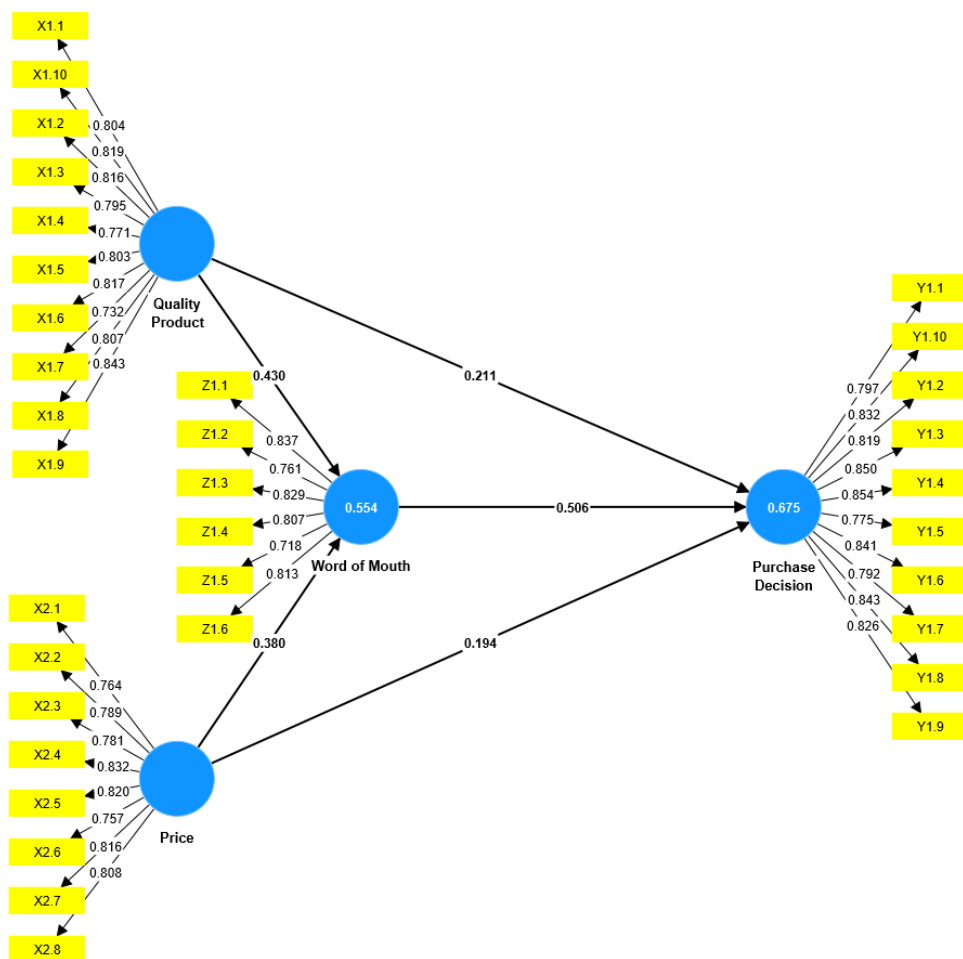


Figure 3: Outer model analysis.

exceeding 0.5, thus demonstrating that the model meets strong convergent validity and can proceed to discriminant validity testing. Using the Fornell-Lacker criterion, the discriminant’s validity was evaluated. The test results are displayed in Table 3 below:

All variables are discriminantly valid since their AVE root values are bigger than their correlation values with other variables. According to Abdillah et al. [43], it is important to look at Cronbach’s alpha and Composite reliability values when assessing reliability. For a construct to be deemed reliable, Cronbach’s alpha value should be > 0,6, and the Composite reliability value should be > 0,7. The results of the reliability test can be found in Table 4 below:

Table 4 shows that all construct variables have Cronbach’s alpha values > 0,7, indicating their reliability.

TABLE 2: Value loading factor and AVE model.

Indicator	Loading Factor	AVE	Indicator	Loading Factor	AVE
X1.1	0.804	0.642	Z1.1	0.837	0.632
X1.2	0.816		Z1.2	0.761	
X1.3	0.795		Z1.3	0.829	
X1.4	0.771		Z1.4	0.807	
X1.5	0.803		Z1.5	0.718	
X1.6	0.817		Z1.6	0.813	
X1.7	0.732		Y1.1	0.797	0.678
X1.8	0.807		Y1.2	0.819	
X1.9	0.843		Y1.3	0.850	
X1.10	0.819		Y1.4	0.854	
X2.1	0.764	0.634	Y1.5	0.775	
X2.2	0.789		Y1.6	0.841	
X2.3	0.781		Y1.7	0.792	
X2.4	0.832		Y1.8	0.843	
X2.5	0.820		Y1.9	0.826	
X2.6	0.757		Y1.10	0.832	
X2.7	0.816				
X2.8	0.808				

Source: Data processed (2023)

TABLE 3: Fornell-Jackcer criterion.

	Price	Purchase Decision	Quality Product	Word of Mouth
Price	0.796			
Purchase Decision	0.681	0.823		
Quality Product	0.688	0.694	0.801	
Word of Mouth	0.675	0.783	0.691	0.795

Source: Data processed (2023)

4.3.4. Inner model testing

The inner model is one type of structural model that can be used to forecast causal relationships between latent variables [43]. Several tests are used to evaluate the inner model; the parameter coefficient with t-statistical tests achieved by bootstrapping and the coefficient of determination R2 are the two criteria to take into account. The

TABLE 4: Construct reliability.

	Cronbach's Alpha	Composite Reliability (rho_b)	Composite Reliability (rho_c)	Requirement
Price	0.917	0.919	0.933	>0,7
Purchase Decision	0.947	0.949	0.955	>0,7
Quality Product	0.938	0.939	0.947	>0,7
Word of Mouth	0.883	0.886	0.911	>0,7

Source: Data processed (2023)

goodness of fit in SEM PLS is known in R^2 value and Q^2 value. According to Hair et al. [44], if the R^2 value > 0.75 is tough, $R^2 > 0.50$ is moderate, and $R^2 > 0.35$ is weak.

TABLE 5: Value R square.

	R Square
Purchase Decision	0.675
Word of Mouth	0.554

Source: Data processed (2023)

The statistical measure value (also known as the “coefficient of determination” or “R Square”) for the purchase decision variable is 0.675 in Table 5, which displays the study results. This value corresponds to 67.5% of the goodness test – fit model or alignment test, which suggests that Product Quality, Price, and Word-of-Mouth variables have a 67.5% influence on Purchase Decisions. In contrast, the remaining influence is attributed to other variables outside the model. The same principle applies to the Word-of-Mouth variable, where 55.4% can be clarified by product quality and price, and the rest is accounted for by other variables beyond the model, including the moderate model.

TABLE 6: Value Q square.

	R Square
Purchase Decision	0.545
Word of Mouth	0.523

Source: Data processed (2023)

Table 6 shows that the predictive relevance value (Q^2) for Word of Mouth is 0.523 and for the endogenous latent variable of Purchase Decision is 0.545. Given that both values are greater than 0, it may be concluded that the model has good predictive relevance (see Fig. 4).

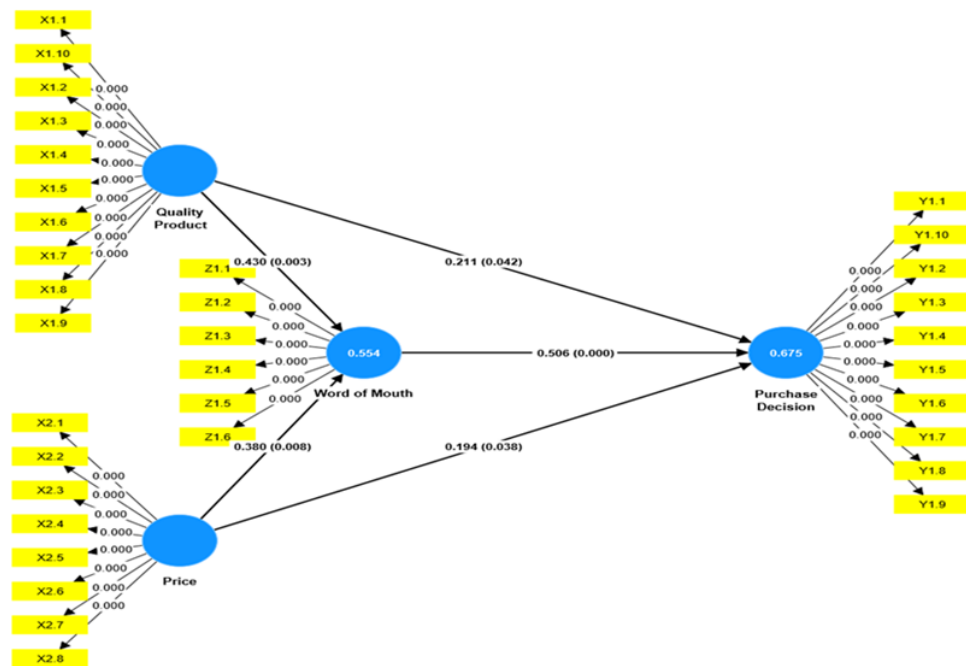


Figure 4: Inner model analysis.

4.3.5. Hypothesis testing

Hypothesis testing in SEM PLS can be done with an alpha level of 5% which makes the critical value for this study 1.96. The test was declared significant if the t-statistic value > 1.96 and the p-value < 0.05 [45].

TABLE 7: Test the hypothesis (direct).

Direct Relationship Tested	T (O/STDEVI)	Statistic P Values	Results
Product quality → Purchase decision	2.033	0.042	Significant
Price → Purchase decision	2.073	0.038	Significant
Product quality → Word of Mouth	2.966	0.003	Significant
Price → Word of Mouth	2.672	0.008	Significant
Word of Mouth → Purchase decision	4.022	0.000	Significant

Source: Data processed (2023)

Tables 7 and 8 display the direct and indirect influence of product quality, price, and word of mouth on the purchase decision of Sharia property in Ponorogo Regency. According to Table 7, which displays t-statistics of 2.033 > 1.96 and a p-value of 0.042 < 0.05, there is a substantial positive correlation between product quality and the decision to buy Sharia properties in Ponorogo Regency. H1 is therefore supported. H2

TABLE 8: Test the hypothesis (indirect).

Indirect Tested	Relationship	T (O/STDEV)	Statistic	P Values	Results
Product quality	→ Word of Mouth → Purchase decision	2.251		0.024	Significant
Price	→ Word of Mouth → Purchase decision	2.324		0.020	Significant

Source: Data processed (2023)

is supported since the direct impact of price on purchasing decisions was shown to be positive and significant (t-statistic of $2.073 > 1.96$ and p-value of $0.038 < 0.05$).

The quality product significantly and positively impacts Word of Mouth (t-statistic of $2.966 > 1.96$ and p-value of $0.003 < 0.05$); therefore, H3 is supported. The effect of price on word of mouth (t-statistic of $2.672 > 1.96$ and p-value of $0.038 < 0.008$) shows that the price has a positive and significant effect on word of mouth. So H4 is supported. The direct influence of word of mouth on purchase decisions proved positive and significant, as shown by the p-value of $0.000 < 0.05$ with a t-statistic value of $4.022 > 1.96$, so H7 is supported.

Table 8 shows that Product Quality has a significant positive indirect influence on Purchase Decisions through Word of Mouth because the t statistics value is $2.324 > 1.96$. Also, the p-value is $0.020 < 0.05$. Therefore H5 is supported. Price indirectly affects the purchase decisions through Word of Mouth with t statistics values of $2.251 > 1.96$ and p values of $0.024 < 0.05$, which supports H6 and means that price positively and significantly influences purchasing decisions through word of mouth.

4.4. Discussion

4.4.1. The influence of product quality on Sharia property purchase decisions

Results of hypothesis testing research demonstrate that a product's quality positively and significantly impacts Sharia property purchase decisions, so the first hypothesis (H1) is supported. This indicates product quality is a determining factor that consumers pay attention to when purchasing Sharia property. Respondents who answered in this research mostly agreed to purchase decisions with indicators of product quality, namely performance, conformance, reliability, durability, and aesthetics, that influence purchasing decisions on sharia property in the Ponorogo regency. Furthermore, in

interviews conducted with respondents, in obtaining information that the quality of the house in the sharia property they bought was excellent, quality materials, a guarantee that if there is damage within one year, it will be repaired, adequate public facilities and support Islamic activities, respondents also liked the excellent and up-to-date design of the house, the reliability of the building and the specifications offered by actual conditions.

Product quality can attract consumers to make Sharia property purchase decisions getting higher the quality of Sharia property products, the more consumers make purchase decisions. Product quality is a critical factor for consumers when making Sharia property purchase decisions in the Ponorogo regency. The results of this study align with previous research that has been conducted [11-13], research shows that the quality of a product has a significant positive impact on purchasing decisions.

4.4.2. The influence of price on Sharia property purchase decisions

The price of a property significantly and positively influences the decision to purchase a Sharia-compliant property. This shows that consumers make price a determining factor when purchasing Islamic property. Price indicators that influence Sharia property purchase decisions include affordable prices, price suitability with product quality, price competitiveness, and price suitability with the benefits. When deciding to purchase a Sharia property, the price offered by the developer is a significant factor that consumers consider.

This study aligns with previous research conducted [4,12,17,18], which demonstrates that the price of a product significantly and positively impacts consumers' purchasing decisions.

4.4.3. The influence of product quality on Word of Mouth

After conducting hypothesis testing, it has been demonstrated that The quality of a product has a significant and positive effect on Word-of-Mouth, which means that the higher the product quality, the higher and more positive word of mouth in Sharia property. Product quality is the condition of an item based on an assessment of the item's suitability with established measurement standards. In comparison, Word of Mouth is person-to-person communication between the message's source and the recipient's recipient, where the recipient receives a message about a product, service, or brand.

Word of Mouth becomes a reference that shapes customer expectations. The research [7,9] found that product quality positively and significantly influences word of mouth.

4.4.4. The influence of price on Word of Mouth

The hypothesis test results indicate that price and word-of-mouth marketing have a substantial positive link. This means that customers will be more satisfied and likely to recommend a product to others if prices are competitive and relevant, matching the product's quality and benefits. This research aligns with what was conducted [33,34] proving that price positively and significantly affects word of mouth.

4.4.5. The influence of product quality on Sharia property purchasing decisions through Word of Mouth

Word of mouth is a mediating factor between consumer purchasing decisions and product quality since it has a positive and significant impact on the decision to purchase Sharia property. The influence of product quality on Sharia property purchase decisions can be indirect because product quality can also affect Word of Mouth. This means good product quality will effectively increase positive word of mouth; if what happens is positive word of mouth, then there will tend to be purchasing decisions by consumers. According to earlier research [7,9], product quality significantly and favorably influences decisions made about what to buy based on word-of-mouth recommendations. This study supports those findings.

4.4.6. Price's influence on Islamic property purchase decisions through Word of Mouth

This research proves that price positively and significantly influences Sharia property purchase decisions through Word of Mouth, so Word of Mouth is a mediating variable between product quality and consumer purchasing decisions. The influence of price on Sharia property purchase decisions can be indirect because product prices can also affect Word of mouth. This means prices that are relevant, affordable, and have compatibility with product quality and benefits will effectively increase positive Word of Mouth, if what happens is positive Word of Mouth, then there will tend to be purchasing decisions by consumers.

4.4.7. The influence of Word of Mouth on Sharia property purchase decisions

The results of the hypothesis test indicate that word of mouth has a significant and positive impact on the decision to purchase Sharia property, which means that if positive Word of Mouth increases, more consumers will make Islamic property purchase decisions. Word of Mouth greatly influences a person because the information obtained is believed to be accurate and honest, and a person is more likely to trust product information than they hear from friends, relatives, and the closest people who have experience with the product. This research aligns with previous studies conducted [7,9], which state that positive and significant influence on purchasing decisions is attributed to Word-of-Mouth.

5. Conclusion and Suggestions

After considering the research findings and the discussion, the conclusion is that purchasing decisions are strongly influenced directly, namely product quality and price, and indirect influences, namely through word of mouth, as an intervening or mediation variable. The study's theoretical implications and findings support the advancement of marketing management science and consumer behavior science related to purchasing decision-making, starting from consumers recognizing needs, searching for information, and choosing alternatives to making purchase decisions. This research provides an understanding that good product quality and prices that are relevant and by quality, as well as positive word of mouth, can significantly improve purchasing decisions.

This study's findings can serve as a valuable reference for researchers examining product quality, pricing, word of mouth, and purchasing decisions. Further studies can explore other variables not covered in this research that may impact consumer buying decisions.

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