

## THE INFLUENCE OF SOCIAL MEDIA MARKETING, ACCESS TO MONEY, PERCEIVED BEHAVIORAL CONTROL, PRICE PERCEPTION, AND PRODUCT PERCEPTION ON PROPERTY PURCHASE INTENTION IN JABODETABEK



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### Abstract

This study aims to examine the factors influencing property purchase intention among consumers in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia's largest property market. The research integrates the Theory of Planned Behavior (TPB) with external variables such as access to money, perceived behavioral control, physical quality perception, price perception, and social media marketing activities. A quantitative approach was employed using an online survey method, and data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that all five independent variables significantly influence property purchase intention. This study contributes both theoretically by reinforcing TPB in the context of real estate consumer behavior and practically by offering strategic recommendations for developers to enhance consumer engagement through digital marketing, transparent pricing justification, and improved physical product quality.

**Keywords:** Property Purchase Intentions, Financial Access, Behavioral Control, Physical Quality, Price Perception, Social Media Marketing Activities

## INTRODUCTION

The real estate industry plays a pivotal role in shaping national economic growth, contributing significantly to household wealth and gross domestic product (GDP) in both developed and developing countries (Acolin et al., 2021; Breuer & Steininger, 2020). In Indonesia, the property sector is a key driver of investment and employment, particularly in urban centers such as Jakarta and its surrounding areas—commonly referred to as Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). As one of the largest property markets in Southeast Asia, Jabodetabek has become a focal point for developers seeking to understand consumer behavior and optimize marketing strategies. In recent years, consumer decision-making processes in the property market have evolved due to technological advancements, increased access to information, and shifting lifestyle preferences. The proliferation of digital platforms, especially social media, has transformed how consumers search for, evaluate, and ultimately purchase real estate (Dirgayasa & Darma, 2024; Prasetyo Matak Aji et al., 2020). Additionally, financial accessibility, perceived behavioral control, physical product quality, and price perception have emerged as critical determinants influencing purchase intentions in this high-involvement buying process (Islam et al., 2022; Rachmawati et al., 2019). This study integrates the Theory of Planned Behavior (TPB), originally proposed by Ajzen (1991), with external variables such as access to money, perceived behavioral control, perceived physical quality, price perception, and social media marketing activities. By incorporating these elements into the TPB framework, the research aims to provide a more comprehensive understanding of property purchase intention within the Indonesian context, particularly among digitally engaged consumers in Jabodetabek. Several studies have explored consumer behavior in real estate using TPB, including Islam et al. (2022), who applied an extended version of the theory to examine apartment purchase intentions in Bangladesh. Their findings confirmed that attitude, subjective norms, and perceived behavioral control significantly influence purchase decisions. However, limited attention has been given to the integration of TPB with modern marketing practices and pricing dynamics in the Indonesian property market. This research addresses this gap by investigating how traditional behavioral constructs interact with contemporary marketing tools, particularly social media, and how price perception can act as either a facilitator or barrier to purchase intention depending on its alignment with perceived value (Chia et al., 2016; Kumar & Khandelwal, 2018). Moreover, it explores how physical quality, financial readiness, and perceived control over the purchasing process shape consumer attitudes toward property ownership. The significance of this study lies in its practical implications for property developers, marketers, and policymakers. Understanding the factors that drive purchase intention enables stakeholders to design more effective marketing campaigns, improve product offerings, and develop pricing strategies that align with consumer expectations. Furthermore, this research contributes academically by extending TPB to a new cultural and technological context, offering insights into the evolving landscape of real estate consumer behavior in emerging markets.

## REVIEW OF LITERATURE

The Theory of Planned Behavior (TPB) serves as the theoretical foundation of this study. Developed by Ajzen (1991), TPB extends the Theory of Reasoned Action by incorporating perceived behavioral control as a key determinant of behavioral intention.

According to TPB, behavioral intention is influenced by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of property purchase decisions, these components can be interpreted as follows: Attitude refers to the individual's overall evaluation of purchasing property, which may be shaped by personal preferences, past experiences, and emotional associations with homeownership. Subjective norms reflect the influence of social pressure or expectations from significant others such as family, friends, or colleagues regarding property ownership. Perceived behavioral control relates to the individual's belief in their ability to perform the behavior, in this case, the financial and situational feasibility of purchasing property. Ajzen (2015) further explains that TPB is particularly effective in predicting behaviors that are not entirely under volitional control, making it especially relevant for high-involvement purchases such as real estate. This aligns with findings from Islam et al. (2022), who applied an extended version of TPB to examine apartment purchase intentions in Bangladesh and found that perceived behavioral control was a significant predictor of purchase intention. However, TPB has been critiqued for its limited applicability in longitudinal studies (Sniehotta et al., 2014) and for not fully capturing contextual or cultural influences on behavior (Yazdanpanah & Forouzani, 2015). Therefore, this study integrates TPB with additional external factors—access to money, physical quality perception, price perception, and social media marketing activities—to enhance its predictive power in the context of property purchase decisions in Jabodetabek.

Access to money, often referred to as financial accessibility, plays a crucial role in enabling property purchase decisions. It encompasses the availability of personal savings, access to credit facilities, and the ease of securing mortgage loans (Wibawa et al., 2017). In Indonesia, where property acquisition often requires substantial upfront capital, financial readiness significantly affects consumer confidence and decision-making. Tan et al. (2017) highlight that perceived behavioral control is closely tied to individuals' beliefs about the influence of situational and internal factors on their purchasing capabilities. Wibawa et al. (2017) also emphasize that financial accessibility, along with time availability and information access, strongly influences apartment purchase decisions in the real estate sector.

Perceived behavioral control (PBC) reflects the extent to which individuals believe they can perform a specific behavior based on their resources and opportunities. In the context of property purchase, PBC involves confidence in one's financial capacity, knowledge of the market, and the ability to navigate the buying process. Islam et al. (2022) found that PBC had a strong positive relationship with purchase intention among apartment buyers in Bangladesh. Similarly, Khoo et al. (2019) argue that consumers with higher PBC are more likely to proceed with high-value purchases, as they feel empowered to overcome potential barriers.

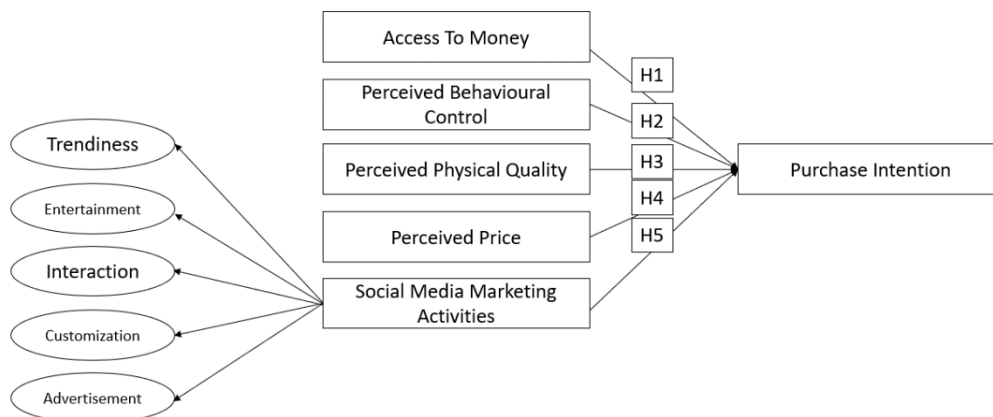
Perceived physical quality refers to how consumers evaluate the tangible attributes of a property, including design, construction materials, spatial layout, and environmental features. High-quality physical attributes contribute to a sense of comfort, safety, and long-term value, which are essential considerations in property investment decisions. Kamal and Pramanik (2015) note that consumers are more inclined to invest in properties that are visually appealing and functionally efficient. These findings are consistent with those observed in Jabodetabek, where physical quality often serves as a differentiator in a competitive market. Additionally, research by Khoo et al. (2019) underscores the importance

of physical quality perception in building consumer confidence in long-term investment value.

Price perception is defined as the consumer's subjective evaluation of whether a product or service is fairly priced relative to its benefits. In the real estate context, price perception is critical due to the high cost and long-term commitment associated with property purchases. Chia et al. (2016) identify price as one of the most influential factors in residential property purchase decisions in Malaysia. Rana and Paul (2017) emphasize that while premium pricing can signal status and quality, misalignment between price and perceived value can deter purchase intentions. Kamenidou et al. (2020) further support this by stating that consumers tend to consider alternatives if they perceive property prices as exceeding actual benefits. In this study, price perception is interpreted as having a potentially negative impact on purchase intention when consumers view prices as unjustifiably high. This interpretation aligns with empirical findings indicating that transparent pricing strategies, supported by clear value justifications, are essential for maintaining consumer interest.

Social media marketing activities (SMMA) refer to promotional efforts made via digital platforms to attract potential buyers and build brand awareness. In today's digital era, social media has become a powerful tool for engaging with consumers, providing property information, and influencing purchase intentions. Godey et al. (2016) demonstrate that luxury brands leveraging social media effectively can strengthen brand equity and drive consumer engagement. Kim and Ko (2012) show that social media marketing enhances customer equity through increased interaction and emotional connection. Similarly, Dirgayasa and Darma (2024) find that SMMA significantly influences property purchase intention in Indonesia, particularly among younger, digitally savvy consumers. Prasetyo Matak Aji et al. (2020) confirm that Instagram-based marketing positively impacts purchase intention in Indonesia's ready-to-drink tea industry, reinforcing the broader applicability of social media in shaping consumer behavior across sectors.

Based on TPB and the inclusion of external variables, the conceptual model proposes that access to money, perceived behavioral control, physical quality perception, price perception, and social media marketing activities collectively influence property purchase intention. This integrated framework allows for a deeper exploration of consumer behavior in the real estate market, particularly in the context of Jabodetabek, where digital transformation and rising consumer expectations are reshaping traditional buying processes. The conceptual model is illustrated :



## RESEARCH METHOD

This study employed a quantitative research approach to investigate the factors influencing property purchase intention among consumers in the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia's largest property market. A survey-based methodology was selected as the primary data collection technique, allowing for systematic measurement of consumer perceptions through structured questionnaires. The use of quantitative methods enabled the researchers to generalize findings across a broader population and assess the statistical relationships between variables using standardized tools and techniques (Creswell & Creswell, 2017). The conceptual framework was based on the Theory of Planned Behavior (TPB), which was extended by incorporating external variables such as access to money, perceived behavioral control, perceived physical quality, price perception, and social media marketing activities. These constructs were operationalized into measurable indicators to ensure alignment with the study's objectives. The research was conducted in the Jabodetabek area, which is recognized as a key hub for property transactions in Indonesia due to its high demand for residential properties and rapid urbanization. Data collection took place over three months, from January to March 2025, ensuring sufficient time for respondent engagement and data analysis. A non-probability sampling method was applied, specifically purposive sampling, to select respondents who met predefined criteria relevant to the research objectives. The selection criteria included being an active social media user. Age between 18 and 55 years. Having expressed property purchase intention within the past year. Residing in the Jabodetabek region. To determine the minimum sample size, the rule of thumb proposed by Hair et al. (2019) was used: at least five times the number of questionnaire items. With 48 items in the survey, the minimum required sample size was calculated as 240 respondents. Primary data were gathered through an online survey distributed via digital platforms such as Google Forms and social media channels (e.g., Instagram, Facebook, WhatsApp). This approach ensured broad reach, cost-effectiveness, and ease of access to the target demographic, digitally engaged consumers interested in property purchases. Each item was measured using a seven-point Likert scale, ranging from 1 ("strongly disagree") to 7 ("strongly agree"), allowing respondents to express their opinions in a graduated manner and facilitating robust statistical analysis. All constructs were adapted from validated scales used in previous studies to ensure consistency and reliability.

Access to Money (ATM) is measured using items assessing financial availability and affordability (Wibawa et al., 2017). Perceived Behavioral Control (PBC) is evaluated through statements reflecting individuals' confidence in making property purchases (Ajzen, 1991). Perceived Physical Quality (PPC) focused on architectural design, construction materials, and spatial layout (Rachmawati et al., 2019). Price Perception (PPP): Assessed how respondents evaluated property prices relative to value (Kumar & Khandelwal, 2018). Social Media Marketing Activities (SMMA): Measured the influence of promotional content on digital platforms (Dirgayasa & Darma, 2024). Purchase Intention (PI): Captured the likelihood of respondents purchasing property shortly. Before full-scale data collection, a pretest was conducted with a small group of respondents to ensure clarity, relevance, and consistency of the questionnaire items. Content validity was assessed by comparing definitions and indicators with those used in prior literature. Construct validity was tested using exploratory factor analysis (EFA), outer loading values, and Average Variance Extracted (AVE). Reliability was evaluated using Cronbach's alpha and composite

reliability. Constructs with Cronbach's alpha and composite reliability scores exceeding 0.7 were considered internally consistent and reliable (Hair et al., 2021). Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3.0 software. PLS-SEM was chosen due to its suitability for predictive modeling and its ability to handle complex relationships between latent variables (Hair et al., 2021). The analytical process involved two stages. Measurement Model Evaluation (Outer Model) convergent validity was assessed using outer loadings ( $\geq 0.7$ ), AVE ( $>0.5$ ), and composite reliability ( $>0.7$ ). Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion, with acceptable thresholds below 0.90 (Hair et al., 2021). Reliability was confirmed through Cronbach's alpha and composite reliability values above 0.7. Structural Model Evaluation (Inner Model) The structural model was assessed using  $R^2$ ,  $Q^2$ , and  $f^2$  indices to measure the model's explanatory power, predictive relevance, and effect size, respectively. Bootstrapping was conducted to test the significance of path coefficients, with t-values greater than 1.96 and p-values less than 0.05 indicating statistical significance. Goodness-of-fit was evaluated using the Standardized Root Mean Square Residual (SRMR), with values below 0.08 considered acceptable (Hair et al., 2021).

## RESULTS AND DISCUSSION

The descriptive analysis revealed that the majority of respondents were aged between 26 and 40, accounting for 49.6% of the total sample, with most holding bachelor's degrees (58.8%) and being employed on a full-time basis (72.4%). A significant portion of the respondents, 69.6% accessed social media platforms such as Instagram, WhatsApp, TikTok, and Facebook daily, while 59.6% reported viewing property advertisements online every day. These demographic characteristics reflect a digitally engaged consumer base, aligning with the research focus on individuals who are likely to make residential property purchase decisions shortly. The measurement model was evaluated using several criteria, including convergent validity, discriminant validity, and internal consistency, to ensure the reliability and accuracy of the constructs. Convergent validity was assessed through outer loading values and Average Variance Extracted (AVE), with all indicators demonstrating outer loadings above the recommended threshold of 0.7, indicating strong relationships between the items and their respective latent variables. Furthermore, AVE values exceeded 0.5, ranging from 0.61 to 0.931, which confirms that each construct explained more than half of the variance in its indicators, meeting the standard set by Hair et al. (2021). Discriminant validity was examined using cross-loadings and the Heterotrait-Monotrait Ratio (HTMT), where results showed that each indicator loaded more strongly on its intended construct than on others, satisfying the requirements for discriminant validity. HTMT values ranged from 0.61 to 0.87, all below the acceptable threshold of 0.90, further supporting the model's adequacy. Internal consistency was verified through Cronbach's Alpha and Composite Reliability measures, both of which exceeded the minimum acceptable value of 0.70, with Cronbach's Alpha scores ranging from 0.896 to 0.967 and Composite Reliability values ranging from 0.926 to 0.971, demonstrating high reliability and internal consistency across all constructs. The structural model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationships between five independent variables—Access to Money (ATM), Perceived Behavioral Control (PBC), Perceived Physical Quality (PPC), Price Perception (PPP), and Social Media Marketing Activities

(SMMA)—and their collective impact on Purchase Intention (PI). The coefficient of determination ( $R^2$ ) for Purchase Intention was found to be 0.768, meaning that approximately 76.8% of the variation in consumer purchase intention could be explained by the combined influence of these five variables, indicating a strong explanatory power of the model. This result is consistent with previous studies conducted by Islam et al. (2022) and Dirgayasa & Darma (2024), which also found high  $R^2$  values when examining property purchase behavior. Predictive relevance was assessed using the Stone–Geisser  $Q^2$  test, and the resulting value was greater than zero ( $Q^2 > 0$ ), confirming that the model has good predictive accuracy and can be generalized beyond the sample data. To assess the magnitude of each variable’s effect on purchase intention, effect sizes ( $f^2$ ) were calculated based on Cohen’s (1988) guidelines, where values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. The findings indicated moderate to large effect sizes for all five variables, suggesting that each plays a meaningful role in shaping consumer intentions toward property purchase. These statistical outcomes support the robustness of the model and provide a solid foundation for hypothesis testing and interpretation in the subsequent sections of the study.

**Table 1**  
**Hypothesis Result**

	<b>Relationship</b>	<b>Path Coefficient</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Conclusion</b>
H1	ATM -> PI	0,401	12,828	0,000	Supported
H2	PBC -> PI	0,393	12,266	0,000	Supported
H3	PPC -> PI	0,385	11,41	0,000	Supported
H4	PPP -> PI	0,399	10,906	0,000	Supported
H5	SMMA -> PI	0,37	11,488	0,000	Supported

The findings of this study indicate that financial accessibility, perceived behavioral control, physical property quality, price perception, and social media marketing activities all significantly influence property purchase intention in the Jabodetabek region. Notably, price perception was found to have a negative impact on purchase intention, suggesting that when consumers perceive property prices as excessively high or unjustified relative to the value offered, it becomes a key barrier in their decision-making process. The results underscore the critical role of digital presence in shaping consumer attitudes toward property purchases. Developers are encouraged to invest in compelling and informative social media content that not only highlights property features but also emphasizes long-term benefits such as investment potential, sustainability, and lifestyle enhancement. Effective digital storytelling through platforms like Instagram, TikTok, and YouTube can foster emotional engagement and build brand trust among prospective buyers. However, despite the effectiveness of digital marketing, price remains a decisive factor in influencing consumer behavior. The negative relationship between perceived price and purchase intention indicates that high pricing—without clear justification—can deter even the most interested buyers. Therefore, developers should adopt transparent pricing strategies, supported by strong value propositions such as low maintenance costs, strategic location advantages, or future appreciation potential.

Communicating these justifications effectively through marketing materials and customer interactions is essential to mitigate buyer hesitation. Moreover, physical property quality continues to serve as a key differentiator in a highly competitive market. Aspects such as architectural design, construction materials, spatial efficiency, and environmental sustainability were identified as crucial factors influencing purchase intention. Developers should prioritize delivering high-quality, functional, and aesthetically pleasing properties that align with evolving consumer preferences, particularly among younger, tech-savvy demographics. From a managerial perspective, fostering a sense of autonomy and control in consumers can significantly enhance purchase confidence. This can be achieved through personalized consultation services, interactive virtual tours, and responsive customer support systems that empower buyers with information and reduce perceived risks. Additionally, collaboration between developers and financial institutions to provide flexible financing options, such as low-down payment schemes, subsidized interest rates, or income-tiered mortgage plans, can help bridge the gap between consumer aspirations and financial realities. In conclusion, while digital marketing and product quality play pivotal roles in attracting potential buyers, pricing strategies must be carefully aligned with consumer perceptions of value. Developers who succeed in balancing affordability with perceived worth will be better positioned to convert interest into actual purchase decisions in the dynamic and competitive real estate landscape of Jabodetabek.

## CONCLUSION

This study shows that several factors significantly influence the purchase intention of property buyers in the Jabodetabek area. These include access to money, perceived behavioral control, perceived physical quality, price perception, and social media marketing activities. All of these variables have a positive relationship with purchase intention according to statistical results. However, price perception requires special attention. While the data shows a positive link, theory and practical understanding suggest that if consumers feel the price is too high compared to the value they receive, it can actually reduce their interest in buying. This highlights the importance of fair pricing and clear value communication in influencing buyer decisions. Developers are advised to be transparent about pricing and explain the benefits. Use effective digital marketing to build brand awareness. Improve the physical quality of properties to stand out in a competitive market. Work with financial institutions to offer flexible payment options. In short, while digital presence and product quality help attract potential buyers, pricing strategies must match what consumers believe is fair and valuable in order to turn interest into actual purchases in the real estate market.

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