ONLINE BUYING INTEREST IN THE CIAYUMAJAKUNING PROPERTY INDUSTRY FROM THE INFLUENCE OF ORGANIC AND NON-ORGANIC DIGITAL MARCOM

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Abstract

This study wants to find out if using free Live Streaming and paid Meta Ads to market online works to make people want to buy property in the Ciayumajakuning area. We got information from 270 people using online surveys, and we used math to look at the information. The study shows that both ways work to make people want to buy online, but Meta Ads works a little better. Live Streaming, however, enhances consumer trust through real-time interaction and product visualization. This research offers practical insights for property marketers in selecting adaptive and effective digital strategies based on campaign goals, consumer behavior, and resource allocation.

Keywords: Live Streaming, Meta Ads, Online Purchase Interest

INTRODUCTION

The Ciayumajakuning region (Cirebon, Indramayu, Majalengka, and Kuningan) in West Java Province has experienced significant economic and demographic growth over the past decade. According to data from the Central Bureau of Statistics (BPS, 2023), the population in this region has increased by an average of 1.25% per year, accompanied by a rising rate of urbanization and housing development. The West Java Housing and Settlement Office also reported that the demand for ready-to-move-in residential properties rose by approximately 17.8% in 2023, particularly in the areas surrounding Cirebon. This phenomenon positions Ciayumajakuning as a high-potential area for property industry development.

Along with increasing demand in the property sector, marketing strategies have also undergone a transformation—from conventional approaches based on print media and face-to-face interaction, to digital strategies utilizing information technology. This shift has been driven by changing consumer behavior, where individuals increasingly rely on digital media to seek information, compare products, and make purchasing decisions. In the context of digital marketing, two dominant approaches have emerged: organic marketing strategies and paid marketing strategies, implemented through various online platforms.

Organic marketing refers to promotional activities that do not rely on direct advertising costs but instead focus on quality content creation, digital community management, and search engine optimization (SEO). This approach builds long-term relationships with consumers and fosters trust through consistent engagement (Pulizzi, 2012). A widely adopted form of organic marketing in the property sector is Live Streaming, which allows property agents to deliver real-time, visual, and interactive presentations. Live streaming has been shown to increase consumer engagement through two-way communication, offering transparency and a more immersive product experience (Guo et al., 2021).

On the other hand, paid marketing strategies such as Meta Ads (including Facebook Ads and Instagram Ads) offer advantages in terms of broad audience reach and precise targeting. Meta Ads enable advertisers to tailor promotional messages to specific audiences based on demographics, online behavior, and consumer interests. This strategy is measurable and can be continuously optimized to improve the effectiveness of marketing campaigns (Dehghani et al., 2016).

While both strategies are widely used, there remains a key question regarding which approach is more effective in influencing consumers' purchase intentions, particularly in the property industry, where decisions involve high financial commitment. this study wants to find out how Live Streaming and Meta Ads affect the desire to buy property online for people in the Ciayumajakuning area, and compare the results, in order to provide practical insights for designing more targeted and effective digital marketing communication strategies.

REVIEW OF LITERATURE

Live Streaming and Purchase Intention

Marketing strategies using Live Streaming have gained increasing popularity in the digital landscape due to their ability to facilitate real-time interaction between sellers and consumers. Guo et al. (2021) explain that live broadcast features enable consumers to watch product demonstrations, ask questions, and receive immediate responses. This two-way communication enhances trust and emotional engagement, which are essential elements in shaping purchase intention—especially for high-involvement products such as real estate.

Research by Lin et al. (2021) identifies three key dimensions of live streaming interactivity: Interactivity Perceived Intensity (IPI), Interactivity Perceived Depth (IPD), and Interactivity Mediated Intensity (IMI). These dimensions influence how consumers perceive their digital experience. In the context of property marketing, features such as live virtual tours, Q&A sessions about home specifications, and interaction with sales agents can create a sense of telepresence, helping consumers make more confident decisions.

Additionally, elements of telepresence and perceived enjoyment contribute significantly. According to Chen and Lin (2018), an enjoyable and engaging live interaction experience fosters emotional involvement, encouraging consumers to develop stronger purchase intentions as they feel more connected and informed.

Meta Ads and Purchase Intention

Unlike organic approaches such as live streaming, Meta Ads rely on paid, algorithm-driven advertising strategies. Meta Ads—including platforms like Facebook and Instagram—allow advertisers to reach potential customers based on demographic data, interests, and online behavior (Dehghani et al., 2016). This strategy is considered more efficient in increasing product visibility and exposure.

According to Rizqy Amelia and Widyawati (n.d.), the success of Meta Ads is influenced by message personalization, flexible content scheduling, and the ability to track and optimize campaign performance in real time. These features make Meta Ads highly relevant for businesses seeking to adapt promotional strategies dynamically to market responses.

A study by Fitra et al. (2025) further notes that Meta Ads increase purchase intention by delivering visually appealing content directly into users' interactive spaces. Meta's algorithm prioritizes relevant and high-quality ad content, thus increasing the likelihood of consumer interaction and engagement with the advertisement.

Comparison and Application in the Property Context

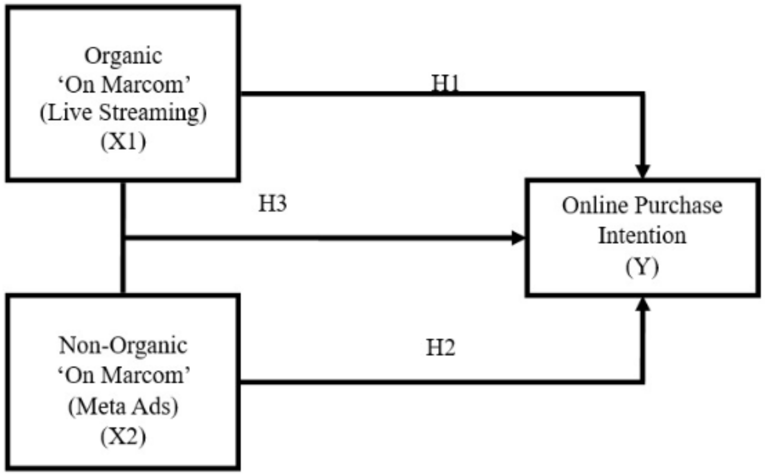
Although Live Streaming and Meta Ads utilize different approaches, both play critical roles in shaping consumer purchase intention. Live Streaming excels in building trust and deep engagement, while Meta Ads are more effective at reaching broad audiences quickly. In the property industry—where purchasing decisions involve significant financial investment and extended deliberation—factors such as trust, transparency, and visual information become vital.

Live Streaming enables consumers to evaluate properties virtually without being physically present, offering a more immersive experience. In contrast, Meta Ads serve as the initial promotional channel that captures attention through visually driven advertisements and directs consumers toward more interactive platforms such as live streaming sessions.

Literature Synthesis and Research Gap

Based on the reviewed literature, it can be concluded that both Live Streaming and Meta Ads have a significant influence on consumer purchase intention in the digital era. However, there remains a lack of research directly comparing the effectiveness of these two strategies within the real estate industry, particularly in emerging regional markets such as Ciayumajakuning. Furthermore, the application of live streaming interactivity dimensions in the context of high-value property purchases has not been critically explored. So, this study aims to address this issue by looking at and comparing how these two strategies affect whether people plan to buy property online.

Conceptual Framework



H1 : There is a significant influence of Live Streaming on Online Purchase Intention.

Several previous studies have shown that Live Streaming strategies positively influence consumers' purchase intention. According to Guo et al. (2021), live broadcasts create an interactive experience that enhances emotional engagement, information transparency, and consumer trust. In the property context, live sessions allow consumers to view products in real time, engage in Q&A directly with agents, and receive personalized explanations—all of which significantly increase their purchase intention.

H2 : There is a significant influence of Meta Ads on Online Purchase Intention.fd

Studies by Dehghani et al. (2016) and Rizqy Amelia & Widyawati (n.d.) indicate that algorithm-based digital advertisements like Meta Ads are highly effective in reaching targeted audiences efficiently. Through content personalization based on user interests, behaviors, and demographics, consumers are more likely to engage with relevant property information, thereby increasing their intention to purchase online.

H3 : There is a simultaneous significant influence of Live Streaming and Meta Ads on Online Purchase Intention.

When used together, Live Streaming and Meta Ads complement each other. Meta Ads help businesses reach a broad and specific audience quickly, while Live Streaming enhances consumer trust and engagement. The combination of these two strategies forms a powerful digital marketing approach to boost online purchase intention. This is supported by our research findings, which show that both variables jointly have a significant and positive impact on consumers' intention to purchase property in the Ciayumajakuning region.

RESEARCH METHOD

This study uses numbers and surveys to see how Live Streaming and Meta Ads affect whether people in the Ciayumajakuning area want to buy property online. Data collection was conducted through the distribution of an online questionnaire via Google Forms.

The population in this study consists of consumers who have previously purchased or expressed interest in purchasing property products online. The selected respondent age range is 21–40 years, based on the consideration that this age group represents the productive segment of the population, which is most active in making major financial decisions, particularly property purchases—either for residential or investment purposes. This justification is also supported by market reports indicating that first-time homebuyers typically fall within this age category.

The sample size was determined using Roscoe's guideline (Sekaran, 2003), which suggests that for quantitative research, an appropriate sample size ranges between 30 and 500 respondents. Based on this principle and considering that the total population was not clearly defined, 270 respondents were deemed sufficient for the analysis. Roscoe's formula was chosen due to its flexibility and suitability for exploratory research involving multiple independent variables and undefined population parameters—unlike Slovin's or Cochran's formulas, which require known population sizes and variance estimations.

The study used a survey where people answered questions using a scale from 1 to 5, where 1 meant "strongly disagree" and 5 meant "strongly agree. " The survey asked about Live Streaming, Meta Ads, and how likely people were to buy things online (Online Purchase Intention). The information gathered was examined using SPSS software. This examination included making sure the data was correct and consistent, and also using simple and multiple linear regression analysis.

RESULTS AND DISCUSSION

Validity Test

The validity test is conducted to ensure that the research instrument (in this case, the questionnaire) accurately measures what it is intended to measure. Validity is closely related to the accuracy and appropriateness of a measurement tool in capturing the intended construct, which is crucial for generating reliable data that truly reflects the phenomenon under study. In this research, the questionnaire items were designed to represent three key variables: Live Streaming, Meta Ads, and Online Purchase Intention. Therefore, it is essential to test whether each statement item in the questionnaire genuinely reflects the concept it is meant to measure.

Table 1.
Questionnaire Collection Results

No	Corrected Value Items Total Correlation /r Count	Sig	r Table	Criteria
X1.1	0.601	0.000	0,1192	Valid
X1.2	0.600	0.000	0,1192	Valid
X1.3	0.642	0.000	0,1192	Valid
X1.4	0.738	0.000	0,1192	Valid
X1.5	0.754	0.000	0,1192	Valid
X1.6	0.726	0.000	0,1192	Valid

X1.7	0.700	0.000	0,1192	Valid
X1.8	0.776	0.000	0,1192	Valid
X1.9	0.719	0.000	0,1192	Valid
X1.10	0.685	0.000	0,1192	Valid
X1.11	0.696	0.000	0,1192	Valid
X1.12	0.706	0.000	0,1192	Valid
X1.13	0.686	0.000	0,1192	Valid
X1.14	0.689	0.000	0,1192	Valid
X1.15	0.667	0.000	0,1192	Valid
X1.16	0.713	0.000	0,1192	Valid
X1.17	0.693	0.000	0,1192	Valid
X1.18	0.699	0.000	0,1192	Valid
X1.19	0.695	0.000	0,1192	Valid

Source: Results of data processing and SPSS Program

Table 2.
Questionnaire Collection Results

No	Corrected Value Items Total Correlation/r Count	Sig	r Table	Criteria
X2.1	0.590	0.000	0,1192	Valid
X2.2	0.557	0.000	0,1192	Valid
X2.3	0.688	0.000	0,1192	Valid
X2.4	0.705	0.000	0,1192	Valid
X2.5	0.680	0.000	0,1192	Valid
X2.6	0.708	0.000	0,1192	Valid
X2.7	0.690	0.000	0,1192	Valid
X2.8	0.703	0.000	0,1192	Valid

Source: Results of data processing and SPSS Program

Table 3.
Questionnaire Collection Results

No	Corrected Value Items Total Correlation/r Count	Sig	r Table	Criteria
Y1	0.647	0.000	0,1192	Valid
Y2	0.595	0.000	0,1192	Valid
Y3	0.674	0.000	0,1192	Valid
Y4	0.712	0.000	0,1192	Valid
Y5	0.742	0.000	0,1192	Valid
Y6	0.697	0.000	0,1192	Valid
Y7	0.677	0.000	0,1192	Valid
Y8	0.651	0.000	0,1192	Valid
Y9	0.704	0.000	0,1192	Valid
Y10	0.670	0.000	0,1192	Valid
Y11	0.728	0.000	0,1192	Valid

Source: Results of data processing and SPSS Program

Reliability Test

Once we know the tool is good, we need to test if it's reliable. This makes sure the tool measures what it's supposed to consistently. Reliability means the tool gives similar and trustworthy results when used in the same way. In this study, the tool has several questions for each thing we're measuring: Live Streaming, Meta Ads, and Online Purchase Intention. The reliability test checks if the questions for each thing being measured are consistent with each other.

The test used Cronbach's Alpha to see how well the different parts of what was being measured fit together. If the Cronbach's Alpha number is higher than 0.60, it means we can be confident that the measurement is consistent. (Hair et al., 2010). If the alpha value is higher, it means that the concept being measured is more consistent within itself.

Table 4.
Reliability Test Results

Variables	Cronbach's Alpha	Conclusion
Live Streaming	0.940	Reliable
Meta Ads	0.820	Reliable
Online Purchase Intention	0.884	Reliable

Source: Results of data processing and SPSS Program

Multiple Linear Regression Analysis

Multiple linear regression helps us understand how two or more things that change on their own effect something else that changes as a result. In this study, multiple regression is used to figure out how much Live Streaming (X1) and Meta Ads (X2) together influence whether people want to buy property online (Y).

This method is appropriate for the research objective, which aims to explore the causal relationship between digital marketing strategies and consumer behavior in the context of online property purchasing. The analysis shows how much each individual thing helps to create the final result. It also finds out which thing has the biggest effect on what is being measured.

Table 5.
Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.587	1.820		4.169	<,001
	Live Streaming (X1)	.168	.030	.298	5.561	<,001
	Meta Ads (X2)	.780	.079	.531	9.914	<,001

a. Dependent Variable: Minat Beli Online (Y)

Source: Results of data processing and SPSS Program

$$\mathbf{Y = 7.587 + 0.168X_1 + 0.780X_2}$$

- The constant value of 7.587 means that even if X1 and X2 are both 0, Y will still be 7.587.

- The regression test results for variable X1 show that its regression coefficient is positive and equal to b = 0.168. This means that if variable X1 goes up by 1 point, variable Y will go up by 0.168.
- Based on variable X2, the regression test indicates that variable X2 has a positive regression coefficient of b = 0.780. This means that for every 1-point increase in variable X2, variable Y will increase by 0.780 as well.

It has been shown that using live streaming and Meta Ads together really gets people interested in buying property online in the Ciayumajakuning area. However, Meta Ads works better than live streaming. This means Meta Ads is a more powerful way to get people to want to buy property in this situation.

Multiple Correlation Test

Table 6.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7207.622	2	3603.811	187.487	<,001[b]
	Residual	5112.951	266	19.222		
	Total	12320.572	268			

a. Dependent Variable: Minat Beli Online (Y)

b. Predictors: (Constant), Meta Ads (X2), Live Streaming (X1)

The F-value we calculated (187.487) is larger than the F-table value (3.03), as shown in the table, and the significance value (0.001) is less than 0.05. This means that X1 and X2 together have a positive and significant impact on Y. Therefore, we agree with H3 and disagree with H0.

The study uses the t-test to find out how much each variable separately affects the dependent variable. Here's how the decisions are made:

- If the t-count is bigger than the t-table value, and the significance value is 0.05 or less, then we reject H0 and accept Ha. This means the dependent variable has a strong link.
- If the calculated t-value is smaller than the t-table value, and the significance value is 0.05 or higher, then we accept H0 and reject Ha. This means there is no important connection between the variables.

The third hypothesis (H3), stating that Live Streaming and Meta Ads simultaneously influence consumers' online purchasing interest, is accepted. Conversely, H3 is rejected, as there is a real and statistically significant relationship between the combination of the two digital marketing strategies and consumers' online purchasing interest in property products.

CONCLUSION

This study discovered that people are more likely to want to buy property online in the Ciayumajakuning area if both Live Streaming and Meta Ads are used. Meta Ads have a greater impact than Live Streaming. This is because Meta Ads have higher regression coefficients and standardized Beta values.

The effectiveness of Meta Ads can be explained through the lens of algorithmic personalization and high audience targeting precision, which aligns with the Elaboration Likelihood Model (ELM). In this context, persuasive messages delivered through Meta Ads engage consumers via the central route of processing—where logical content, relevance, and perceived credibility influence purchase intention.

On the other hand, Live Streaming, although less dominant in statistical strength, plays a crucial role in building trust, emotional connection, and authenticity—factors that are critical in high-involvement purchases such as property. This aligns with digital trust-building mechanisms that emphasize source credibility, real-time interaction, and perceived transparency, allowing potential buyers to feel more secure and emotionally engaged during the decision-making process.

Strategically, these findings imply that digital marketers in the property industry should not rely solely on Meta Ads, but rather integrate them with Live Streaming content, especially at different stages of the consumer decision journey. Meta Ads can be maximized for brand awareness and lead acquisition, while Live Streaming should be leveraged for conversion and engagement, particularly for properties that require higher trust and emotional resonance.

Future research is encouraged to explore the integration of influencer collaboration, short-form video content, and AI-driven personalization to further enhance digital marketing performance in the property sector.

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