

# FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION TO ONLINE TRAINING IN INDONESIA: A CONCEPTUAL STUDY

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## ABSTRACT

*The objective of this study was to determine the influencing factors that determine consumers' intentions to accept online training shopping in Indonesia. This paper developed a conceptual framework that would provide a better understanding of consumers' purchase intentions. Secondary data were used for supervision in this study. We conducted a critical review of the relevant literature to reach our conceptual model. The paper revealed that online training shopping intentions and their continuity depend on consumer behaviour which are ultimately influenced by the identified factors. The proposed conceptual framework presented a good theoretical platform for an empirical basic research of online training shopping in the research area.*

*Keywords: consumer behaviour, purchase intention, online training, social media, brand awareness, perceived quality, Indonesia*

## INTRODUCTION

The advancement of technology and the internet resulted in the rapid exchange of information without being hindered by geographical aspects. The influence of technological innovations will change the way of life in modern society. With these rapid changes, all aspects must be able to adapt their lives into digital aspects or digital transformation (Ngafifi, 2014). In addition to facilitating the activities of human life, technological developments have brought economic aspects to growth, for example, people can now conduct cashless transactions or transactions without exchanging any cash. With this, there are certainly many startup companies or new businesses to fulfil daily needs that can be completed online, such as transportation services, hotel reservations, access to education, and other things only by using gadgets (Saputra, 2015).

According to Katadata, Indonesia is the country with the fifth largest number of startups in the world with a total of 2,074 startups in 2019 (source: [www.katadata.com](http://www.katadata.com)). The data are an

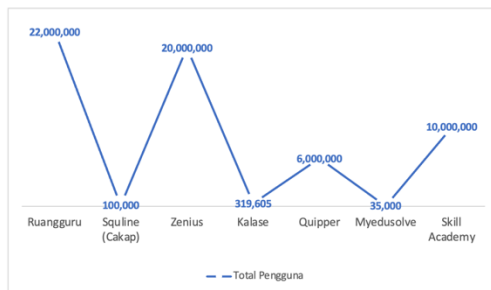
opportunity as well as an open challenge for digital startup business actors to continue to support the development of the country's economic value (Saputra, 2015).

This positive development in digital business has emerged along with the COVID-19 pandemic that has occurred since 2020 and is still ongoing today. With the pandemic putting pressure on all industrial and life sectors, almost all life activities are obviously disrupted to reduce the chain of transmission and the more severe impact due to COVID-19. The business that is in demand by business actors in the digital business industry is education. The development of education business among the community has currently become a trend as a means and a way to gain access to increasing their knowledge and abilities. This is supported by a survey which stated that the highest percentage of digital business profits in the pandemic era in Indonesia is the education sector with an increase of 55% (source: [www.katadata.com](http://www.katadata.com)). It is not surprising that the education sector has benefited the most from the Covid-19 pandemic because

digital consumers have plenty of time to continuously improve their skills and knowledge, even when it is impossible for them to leave the house.

This trend in the development of the educational startup business cannot be separated from the increase in the number of startups in Indonesia which is expected to continue to grow every year. Meanwhile, the majority of startups that are established in Indonesia in 2021 with a percentage of 39.59% operate in Jakarta ([www.dataindonesia.id](http://www.dataindonesia.id), accessed on March 4, 2022). In comparison to other areas, that number is very high. The impact of the high number of startups in the Jakarta area causes startups in the edu technology sector to face a strongly tight competition between companies along with the growth of the industrial sector. There are startups engaged in education to provide online courses and training in the Jakarta area.

Figure 1 shows that Myedusolve has the lowest number of users, which is only 35,000. The low number of consumers can also be estimated that purchase intention on Myedusolve is also very low (Nurhasanah & Karyaningsih, 2021).



**Figure 2**  
List of Education Technology Startup Users in Jakarta 2021

The reason for the low number of applicants for online training on Myedusolve is that consumers will prefer online training products that they consider have good quality. When consumers buy a product, it refers to the consumer's personal thoughts and perceptions regarding the quality of the product. Perceived quality itself is based on the various information they get about the product. If the company does not widely spread the information,

consumers will not be able to evaluate the product to be purchased. Low perceived quality may also be indicative of bad reviews on social media from previous consumers which can influence the thoughts and perceptions of other consumers when viewing online training products (Shahid et al. 2017).

Regarding the low number of users on Myedusolve, this can be reckoned with because in determining educational products such as online training, consumers do not only choose them randomly, but the popularity and quality, as well as promotions carried out by the company, are also determining factors. The number of social media followers affects how many people or consumers know about the existence of a company. This means that a small number of followers can be ascertained that many of the products offered are unknown to consumers so that consumers are not aware of the brand. This will ultimately have an impact on the purchase intention of company products. Social media marketing assists companies to be more broadly known by the market. The most widely known brand will convince and create consumer perceptions that the products offered are of good quality. It means that Social Media Marketing has an effect on Perceived Quality. This is in line with a previous study conducted by Sadek et al., which stated that social media marketing had an effect on perceived quality (Sadek, Elwy, and Eldallal 2018).

A product with a high level of brand awareness will create an increased market share so that perceived quality will be formed which will eventually lead to an evaluation of higher quality as well. This means that brand awareness has a significant effect on perceived quality. This is in accordance with a study conducted by Praditha, which stated that brand awareness has a significant and positive effect on perceived quality (Pradhita, 2018). The level of purchase intention of a product and service depends on whether the product

is in demand or not by customers who have perceived quality for the product. Every consumer has their own perception of products and services because perceived quality is based on various kinds of information on a product and service from what they catch (Arifin & Fachrodji, 2016). The view of consumers' perceived quality of a product can influence their purchase intention. This is also supported in a study conducted by (Kaunang, 2013) where perceived quality has a significant effect on purchase intention. Meanwhile, a study carried out by Arifin showed that there is no significant effect between perceived quality on purchase intention (Arifin and Fachrodji, 2016).

## **LITERATURE REVIEW**

### **A. Social Media Marketing**

Social media is a means of promoting and marketing company products or services. According to Kim and Ko in Angkie (2019), social media marketing is a two-way communication that seeks empathy with users and the social media activities of a brand. It is useful for increasing brand value by creating a platform for exchanging ideas and information with the public. Therefore, social media marketing is important to do so that marketing activities can create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly (Mileva, 2018). The dimensions according to Ganelius in Mileva (2018) consist of four social media marketing, including content creation, content sharing, connection and community.

### **B. Brand Awareness**

Brand awareness is an individual's awareness whether it is remembering or recognizing a brand, product, and service. Brand awareness will be built when consumers have received information about the brand or product. It is the ability of consumers to be able to do brand identification, brand recognition, and the

ability to remember the brand (Kotler & Keller, 2016). Brand awareness can be an important factor required by a company to strengthen its product brand to compete with existing competitors. According to Kotler and Keller (2016), brand awareness has dimensions, including Unaware of Brand, Brand Recognition, Brand Recall, and top of mind.

### **C. Perceived Quality**

According to Kotler, perceived quality is the consumer's assessment of the overall product quality with the expected product and service characteristics (Effendy & Rubiyanti, 2019). Referring to expectations, consumer expectations will definitely increase with continuous product improvements over the years (Hidayah & Anjarwati, 2018). Further, perceived quality has a positive effect on brand evaluations that consumers will buy, both products and services. There are seven dimensions of perceived quality according to (Kotler, 2016), including performance, durability, conformance, feature, reliability, serviceability, and style & design.

### **D. Purchase Intention**

Purchase intention is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a particular period. Purchase intention tends to be at the stage when a consumer acts before the purchase decision is actually made. According to Kotler and Keller in Priansa (2017:164), it is consumers' behaviour that appears in response to objects that indicate the person's desire to make a purchase. According to Ferdinand in Salim & Widaningsih (2017), purchase intention has several main dimensions, including transactional intention, refensional intention, preferential intention, and exploratory intention.

## **HYPOTHESES**

According to Sugiyono (2016), a hypothesis is a temporary answer to a

problem that is presumptive because it still has to be proven true. The answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. The hypotheses in this study are as follows:

H1: There is an effect of Social Media Marketing on Perceived Quality.

H2: There is an effect of Brand Awareness on Perceived Quality.

H3: There is an effect of Perceived Quality on Purchase Intention.

H4: There is an effect of Social Media Marketing and Brand Awareness on Purchase Intention through Perceived Quality.

## **METHOD**

The research method used in this study was developed a conceptual framework that would provide a better understanding of consumers' purchase intentions. Secondary data were used for supervision in this study. We conducted a critical review of the relevant literature to reach our conceptual model. The paper revealed that online training shopping intentions and their continuity depend on consumer behaviour which are ultimately influenced by the identified factors. The proposed conceptual framework presented a good theoretical platform for an empirical basic research of online training shopping in the research area.

## **THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND BRAND AWARENESS**

Researchers argue that social media marketing is an important thing because in informing products, services, and brands, companies require media to reach the target market. Therefore, social media marketing can be used as a marketing communication tool that can increase brand awareness broadly in the market. Today, there are so many users of social media that marketing strategies through social media are widely used because they can save costs and time.

With social media marketing, potential customers will easily obtain information and can interact with companies or other consumers directly. Marketing through social media marketing can help develop brand awareness optimally (Azzari and Pelissari, 2020).

The high brand awareness of a company is one of the expected outputs of social media marketing activities. This is also supported by a previous study (Fadhila and Soesanto, 2016) which stated that social media marketing has a significant effect on brand awareness. This is as explained by a study conducted by (Cleo & Sopiah, 2021) which revealed that social media is a significant medium in shaping and increasing brand awareness. Thereby, it can be concluded that social media marketing has a relationship or correlation with brand awareness.

## **THE EFFECT OF SOCIAL MEDIA MARKETING ON PERCEIVED QUALITY**

With the introduction of products through social media, companies must certainly create positive quality perceptions to consumers so that they can trust and get to know the brand identity of the product with a positive view. By using social media, not only companies can share information about brands, but online users can also interact with each other and provide feedback or information on a product. Information shared by online users can be good or bad since the interpretation of the product comes from satisfaction with the quality of the product or brand which will later lead to the perception of each person. Information or interpretation about the products and services of a brand made by companies and online users will have a positive impact on perceived quality. This is supported by a study (Sadek, Elwy, and Eldallal, 2018) which stated that social media marketing has a significant effect on perceived quality. In a similar tone, another study (Soewandi, 2015) stated that the better the social media marketing activities carried out, the higher the perceived quality

produced by consumers. Another study conducted by (Sulthana and Vasantha, 2021) also supported that social media marketing has a significant effect on perceived quality.

### THE EFFECT OF BRAND AWARENESS ON PERCEIVED QUALITY

A product with a high level of brand awareness will create an increased market share so that consumer perceptions will be formed which will later lead to an evaluation of higher quality. Consumers tend not to want to take risks when buying a product or service. High brand awareness will disseminate information on these products and services, so that it will increase the perceived quality.

The higher the perceived quality of a brand allows consumers to reduce the sense of uncertainty in making decisions. Similarly, a previous study (Azzari and Pelissari, 2020) stated that the higher the perceived brand quality, the lower the risk of disappointment with product purchases. The same is the case with a study conducted by (Chi, Yeh, and Yang, 2012), which stated that Brand Awareness has a significant and positive effect on perceived quality. In the same vein, (Pradhita 2018), stated that the higher the brand awareness, the higher the perceived quality of a brand. In addition, a study conducted by (Eliasari and Sukaatmadja, 2017) also supports the significant and positive effect of brand awareness on perceived quality.

### THE EFFECT OF PERCEIVED QUALITY ON PURCHASE INTENTION

According to Zeithmal in Krisno et al. (2013), perceived quality is a consumer's assessment of the advantages of a product as a whole. Perceptions of the quality of products and services that show positive values from consumers will certainly attract their attention, resulting in their intention in using, buying, and functioning these products or services. According to (Nurhasanah & Karyaningsih, 2021),

consumers' perceived quality of products or services will affect purchases.

This is strengthened by a previous study by (Perlambang & Susanto, 2021) which stated that perceived quality has a significant and positive effect on purchase intention. Similar findings are shown in a study conducted by (Arifin & Fachrodji, 2015) which indicated that perceived quality has a significant and positive effect on purchase intention. Moreover, (Kaunang, 2013) has the same argument that perceived quality has a significant and positive effect on purchase intention.

### DISCUSSION AND CONCLUSION

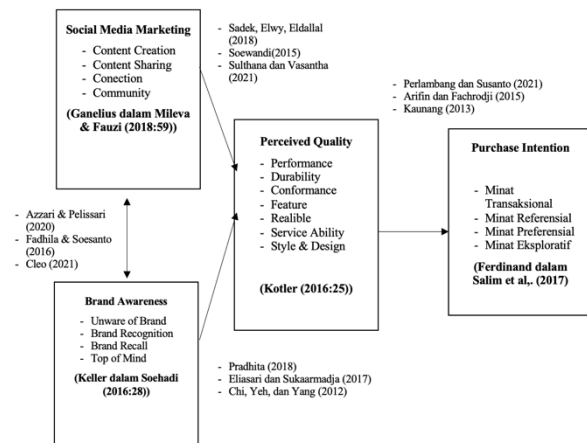


Figure 3. Conceptual Framework

Based on the explanation above, the conceptual framework is presented in Figure 2. It can also be concluded that there are several variables that directly or indirectly affect the purchase intention of online training on Myedusolve. Social media marketing has a relationship or correlation with brand awareness. The relationship between social media marketing and brand awareness affects perceived quality. Social media marketing and brand awareness affect purchase intention indirectly through the perceived quality variable. Therefore, the perceived quality variable affects purchase intention.

In this study, it would be more perfect if empirical studies were carried out by future researchers to confirm the findings of this study. Despite its limitations, this study

will generally enrich the marketing literature.

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