

## The Effect of Product Quality and Price Perception on Purchase Decision-Making Process Mediated by Brand Image in EdTech Start-Up

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### **Abstract**

*The quick development of digital technology has changed consumer behavior and sped up the expansion of Indonesian educational technology (EdTech) platforms. Among these, one of the digital training platforms is crucial for enhancing digital proficiency. With brand image acting as a mediating variable, this study attempts to investigate how product quality and price perception affect the decision to buy. 205 respondents, who were both participants and alumni of Dibimbing's bootcamp programs, participated in a quantitative study that used a convenience sample strategy. The findings reveal that the purchase decision-making process is positively and significantly impacted by both price perception ( $\beta = 0.214$ ;  $p < 0.000$ ) and product quality ( $\beta = 0.397$ ;  $p < 0.000$ ). Moreover, The impacts of Price Perception (indirect effect  $\beta = 0.123$ ;  $p < 0.000$ ) and Product Quality (indirect effect  $\beta = 0.183$ ;  $p < 0.000$ ) on the Purchase Decision-Making Process are considerably mediated by Brand Image. The direct effect of Product Quality remains stronger than the mediated one, suggesting that perceived quality is the dominant factor influencing purchasing behavior in EdTech contexts. These results highlight the strategic importance of enhancing product quality, implementing value-driven pricing, and strengthening brand image through testimonials and digital innovation to improve users' purchasing decisions.*

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## INTRODUCTION

The Indonesian Internet Service Providers Association said that advances in technology and information have significantly increased internet usage worldwide. Indonesia had 221 million internet users in 2024, a penetration rate of 79.5% (APJII, 2024). The digital expansion has introduced various innovations across communication, social interaction, economy, health, and education (Ningsih et al., 2024). In the education sector, it has facilitated broader access to knowledge by implementing fully online learning methods.

Facts and Factors (2024) estimated that the worldwide e-learning industry was worth USD 251.46 billion in 2023 and would reach USD 1,080.32 billion by 2032, at a CAGR of 17.58%. Nationally, Statista (Siahaan, 2025) reported that revenue from the Online Learning Platform segment in Indonesia reached USD 517.4 million in 2024. This rapid growth highlights a significant shift in learning preferences, especially toward more practical, flexible alternatives such as online bootcamps, which are specifically designed to accelerate skill acquisition and meet the rising demand for digital talent (Adhisakti & Hadiprawoto, 2024). In response to this situation, education technology (EdTech) training programs have increasingly emerged, including Dibimbing, which operates under PT Dibimbing Digital Indonesia.

Founded in 2020, Dibimbing is an Indonesian EdTech start-up that provides digital skills and career development training. Its founders were recognized on the Forbes 30 Under 30 Asia list (Forbes, 2025) for advancing digital education. The platform is known for its intensive, mentor-

based learning model and an adaptive curriculum aligned with industry demands. Despite these achievements, data from LinkedIn (June 2025) indicate that Dibimbing has 2,534 alumni, fewer than competitors such as MySkill, which has 5,946 alumni. This highlights the ongoing competition among EdTech platforms established between 2020 until 2022.

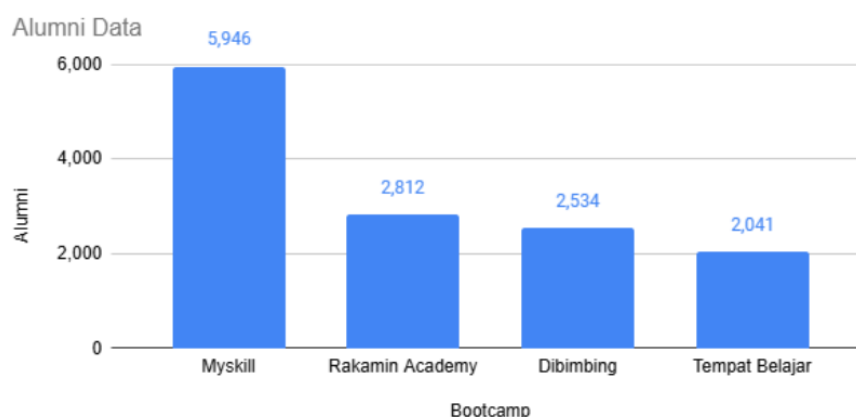


Figure 1. Comparison of Bootcamp Alumni Numbers

Source: LinkedIn, June 2025.

Further, a report by Kompasiana (2022) compared the alumni placement rates of top Indonesian bootcamps including Hacktiv8, RevoU, and Binar Academy, revealing that Dibimbing still faces challenges in strengthening its position among the leading online training providers in Indonesia. In the era of accelerating digital transformation, Dibimbing represents a large-scale EdTech platform that continues to face challenges in enhancing competitiveness and influencing consumers' purchase decisions. According to Feichter et al. (2022), companies must balance cost efficiency strategies with product quality to sustain competitiveness and avoid sales stagnation.

Cultural, social, personal, and psychological aspects influence customer purchase decisions, according to Kotler and Armstrong (2021). Cultural influences such as shared values, norms, and beliefs that shape what consumers prefer. Social factors include reference groups, family dynamics, and social roles. Personal factors include attributes such as age, profession, lifestyle, and income. Meanwhile, psychological factors include motivation, perception, learning, and attitudes toward brands.

This study examines Product Quality and Price Perception as independent variables expected to significantly affect the Purchase Decision-Making Process. According to Winardy et al. (2021), even well-designed products and carefully determined prices do not guarantee successful product sales. Furthermore, Brand image is proposed as a mediating variable to comprehend the link and demonstrate how these factors ultimately influence purchase decisions, particularly in technology-based education enterprises.

Simbolon et al. (2021) stated that several factors affect consumer purchasing decisions, but the most important is product quality, which is why businesses must continually enhance their offerings to meet customer expectations, boost competitiveness, and ensure long-term viability. Mullins et al. (2005) stress that market leadership requires strong product quality. Akbarullah and Silitonga (2024) showed no correlation between product quality and purchase decision-making process, while Lestari and Suryani (2022) observed a favorable influence.

Price is a key factor that influences consumer buying decisions. Therefore, companies need to analyze multiple pricing benchmarks, before determining their own price strategy (Nurvita & Saputro, 2024). Similar to product quality, prior research on price perception shows mixed results

Ernawati et al. (2021) and Akbarullah and Silitonga (2024) found no significant impact, while Stefani and Fadillah (2021) identified a positive influence.

A mediating factor in this study is brand image, represents how consumers interpret and evaluate a brand, formed through the characteristics and impressions associated with it (AC et al., 2023). An improved brand image boosts purchase likelihood, according to Angeline et al. (2023) and Nabilaturrahma et al. (2024), although Handayani and Sutawijaya (2024) disagree.

Despite the extensive body of literature, research examining these relationships in the educational sector particularly in digital bootcamp programs remains limited. Given the inconsistency of prior findings and the lack of research about education technology industry studies, this study examines how the purchase decision-making process in PT. Dibimbing Digital Indonesia (Dibimbing) is influenced by product quality and price perception, with the mediating variable by brand image.

### **Product Quality**

Kotler and Armstrong (2021) said that the capacity of a good or service to meet consumer needs is known as product quality. It encompasses material goods, services, events, people, places, buildings, businesses, data, and concepts.

Performance, features, dependability, compliance, durability, serviceability, aesthetics, and perceived quality are the eight elements of product quality listed by Mullins et al. (2005) in Indrasari (2019). Product quality is described by Sun et al. (2022) as the overall judgment consumers make regarding the standard of a product and the accompanying service. However, a critical issue remains in determining the precise evaluative criteria consumers apply when judging a product's effectiveness (Nofrizal et al., 2023)

### **Price Perception**

Zeithaml (1988) established the concept of price perception, defining it as a consumer's assessment of the financial sacrifice necessary to acquire a good or service. This idea was later expanded by Kotler and Armstrong (2018), who emphasised that pricing value is a balance among affordability, competitiveness, product quality, and consumer benefits.

Consumers compare a product price to an internal reference price or a reasonable price range during cognitive evaluation. Affordability and the alignment of price with good product quality can attract consumer attention and increase their purchase intention (Gulo et al., 2022)

### **Brand Image**

Keller and Swaminathan (2020) describe brand image as customers' memory associations of a brand. Three main factors shape brand image, they say are strength of brand linkages based on consumer memory retention of information; Favorability of brand associations, referring to the extent to which brand attributes and benefits meet consumer needs and expectations, thereby generating positive attitudes, and Uniqueness of brand associations, which highlights the distinctive qualities that differentiate a brand from competitors and serve as reasons for consumers to prefer it.

A powerful and positive brand image allows companies to command higher prices and boost their overall profitability (Arum & Achmad, 2024). Furthermore, a negative or poorly developed brand image has been identified as a significant factor contributing to the decline in purchase levels (Solihin et al., 2021).

## Purchase Decision-Making Process

Kotler and Armstrong (2021) said that one stage of a customer's purchasing process, which starts with identifying needs and concludes with post-purchase behavior is known as the purchase decision. Purchasing is part of a broader spectrum of consumer behavior (Rosa, 2021).

This process typically involves five stages namely 1.) Need identification when customers recognize an issue or requirement; 2.) Information search when they look for details about goods or services that might meet that requirement; 3.) Alternative evaluation when customers weigh their options in light of the data they have gathered; 4.) Purchase decision, when consumers choose a specific brand or product; and 5.) Post-purchase behavior, when consumers evaluate satisfaction or dissatisfaction after the purchase.

## Research Paradigm

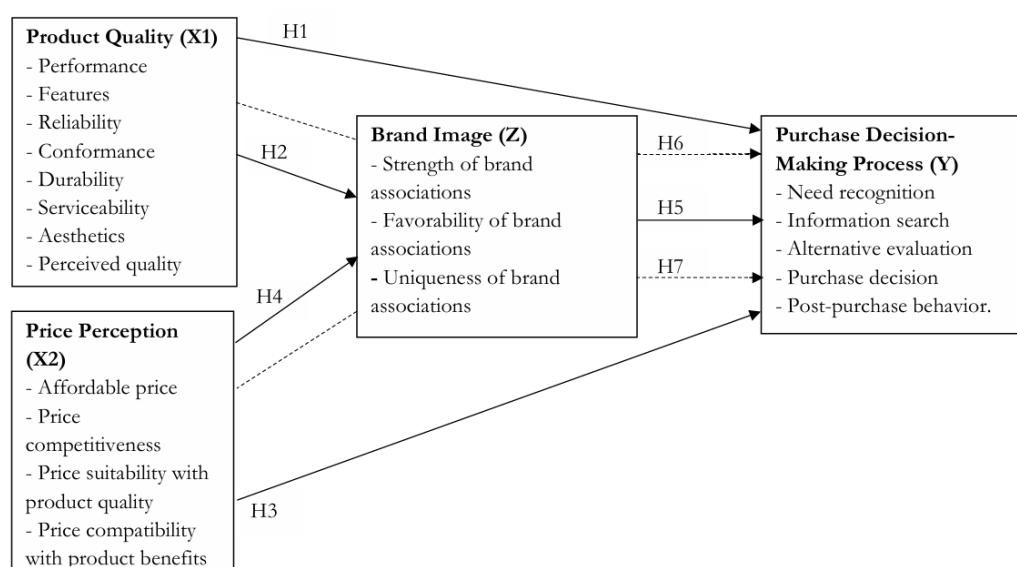


Figure 2. Research Paradigm

## Hypotheses

H1: The influence of Product Quality on the Purchase Decision-Making Process.

H2: The influence of Product Quality on Brand Image.

H3: The influence of Price Perception on the Purchase Decision-Making Process.

H4: The influence of Price Perception on Brand Image.

H5: The influence of Brand Image on the Purchase Decision-Making Process.

H6: The influence of Product Quality on the Purchase Decision-Making Process mediated by Brand Image.

H7: The influence of Price Perception on the Purchase Decision-Making Process mediated by Brand Image.

## METHODS

This research was quantitative. Data were acquired by distributing questionnaires with a five-point Likert scale from “strongly disagree” to “strongly agree.” Active Dibimbing bootcamp students and alumni were surveyed. This study includes Dibimbing bootcamp participants and buyers. Convenience sampling targeted bootcamp attendees. An analysis of 205 valid responses

followed. The data were processed using SmartPLS 4.0 and Structural Equation Modeling (SEM) Method.

## RESULTS AND DISCUSSION

### Respondent Demographics

Table 1. Respondent Demographics

Characteristics	Category	Number	(N=205) Percentage (%)
Gender	Male	113	55,1 %
	Female	92	44,9 %
Age	17 - 25 years old	106	51,7 %
	26 - 30 years old	81	39,5 %
	31 - 40 years old	18	8,8 %
	> 40 years old	0	0 %
Occupation	Student	16	7,8 %
	Civil Servant (ASN)	5	2,4 %
	Private Employee	121	59 %
	Housewife	4	2 %
	Entrepreneur	25	12,2 %
	Others	34	16.6 %
Education	Senior High School/Vocational School	7	3,4 %
	Diploma (D3)	6	2,9 %
	Bachelor's Degree (S1)	182	88,8 %
	Master's Degree (S2)	10	4,9 %
Income	< Rp2.500.000	33	16,1 %
	Rp2.500.000 – Rp5.000.000	77	37,6 %
	Rp5.000.000 - Rp7.500.000	52	19,5 %
	Rp7.500.000 - Rp10.000.000	25	12,2 %
	> Rp10.000.000	18	8,8 %

The demographic data presented in Table 1 indicate that the study involved 205 respondents, consisting of 55.1% males and 44.9% females. The dominant age group was 17–25 years (51.7%), followed by 26–30 years (39.5%). The majority of respondents were private-sector employees (59%), held a bachelor's degree (88.8%), and earned between Rp 2,500,000 and Rp 5,000,000 (37.6%). These results indicate that most respondents represent young, educated professionals with middle-income levels.

### Convergent Validity Test

The loading factor of each indicator for Brand Image, Price Perception, Product Quality, and Purchase Decision-Making Process was used to evaluate convergent validity. According to Hair et al. (2021), valid indicators have a loading factor above 0.7.

Table 2. Outer Loadings (Convergent Validity)

	<b>Brand Image</b>	<b>Purchase Decision-Making Process</b>	<b>Price Perception</b>	<b>Product Quality</b>
BI1	0,762			
BI2	0,711			
BI3	0,767			
BI4	0,754			
BI5	0,725			
BI6	0,758			
PD1		0,755		
PD2		0,744		
PD3		0,854		
PD4		0,734		
PD5		0,721		
PD6		0,808		
PD7		0,802		
PD8		0,836		
PP1			0,771	
PP2			0,792	
PP3			0,804	
PP4			0,869	
PP5			0,887	
PQ1				0,762
PQ2				0,711
PQ3				0,767
PQ4				0,754
PQ5				0,725
PQ6				0,758
PQ7				0,707
PQ8				0,709
PQ9				0,756
PQ10				0,774
PQ11				0,714
PQ12				0,764
PQ13				0,816

All indicators demonstrated loading factors above 0.7, confirming that each item strongly represents its respective construct.

Convergent validity can be evaluated by Average Variance Extracted implementation. Hair et al. (2021) stated that convergent validity is indicated by AVEs greater than 0.50, which indicate that the latent concept accounts for over half of the indicator variance.

Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Interpretation
Brand Image	0.682	Valid
Purchase Decision-Making Process	0.613	Valid
Price Perception	0.682	Valid
Product Quality	0.560	Valid

All AVE values exceed 0.50, indicating satisfactory convergent validity for all constructs.

### Discriminant Validity Test

This study used the Heterotrait–Monotrait Ratio (HTMT), which is more reliable and sensitive than Fornell-Larcker and cross-loading criteria, following Hair et al. (2021) and Henseler (2015), who recommend an HTMT below 0.90 for discriminant validity.

Table 4. Heterotrait–Monotrait Ratio (HTMT)

	Brand Image	Purchase Decision Making Process	Price Perception	Product Quality
Brand Image				
Purchase Decision-Making Process	0.884			
Price Perception	0.775	0.804		
Product Quality	0.819	0.878	0.753	

All HTMT values are under 0.90, confirming satisfactory discriminant validity across constructs.

### Reliability Test

Composite dependability and Cronbach's Alpha measured construct dependability. Cronbach's Alpha > 0.60 and CR > 0.70 indicate construct reliability (Hair et al., 2021).

Table 5. Reliability Test Results

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composit e reliability (rho_c)
Brand Image	0.906	0.913	0.928
Purchase Decision-Making Process	0.909	0.913	0.927
Price Perception	0.885	0.906	0.915
Product Quality	0.934	0.937	0.943

All reliability values exceed the minimum threshold, indicating internal consistency and reliability of measurement items.

### Multicollinearity Test

The Variance Inflation Factor (VIF) was used to discover predictor variable interdependence and multicollinearity. VIFs below 5 show no multicollinearity (Hair et al., 2021).

Table 6 shows that all VIF values were between 1.996 and 2.822, proving the model is multicollinearity-free.

Table 6. Inner VIF Analysis Results

<b>Construct</b>	<b>Brand Image</b>	<b>Purchase Decision-Making Process</b>	<b>Price Perception</b>	<b>Product Quality</b>
Brand Image		2.822		
Purchase Decision-Making Process				
Price Perception	1.996	2.337		
Product Quality	1.996	2.757		

### Coefficient of Determination ( $R^2$ )

The  $R^2$  value measures the extent to which external variables explain endogenous variables.  $R^2$  values of 0.25, 0.50, and 0.75 indicate modest, moderate, and substantial effects (Hair et al., 2021). Table 7 shows the results.

Table 7. R-Square Results

	<b>R Square</b>	<b>R-square adjusted</b>
<b>Brand Image</b>	0.646	0.642
<b>Purchase Decision-Making Process</b>	0.770	0.766

Product Quality, Price Perception, and Brand Image explain 64.6% of Brand Image variance and 77% of Purchase Decision-Making Process variance, demonstrating substantial explanatory power.

### Effect Size ( $F^2$ )

Effect size ( $F^2$ ) indicates how eliminating an exogenous component affects the endogenous variable's  $R^2$  value. Hair et al. (2021) found that  $F^2$  values of 0.02, 0.15, and 0.35 suggest minor, medium, and significant effects, respectively. Table 8 presents  $F^2$  results.

Table 8. Effect Size ( $F^2$ )

	<b>Brand Image</b>	<b>Purchase Decision Making Process</b>	<b>Price Perception</b>	<b>Product Quality</b>
Brand Image		0.191		
Purchase Decision-Making Process				
Price Perception	0.171	0.085		
Product Quality	0.381	0.248		

The results reveal that Product Quality exerts a large effect ( $F^2 = 0.381$ ) on Brand Image and a medium effect ( $F^2 = 0.248$ ) on Purchase Decision-Making Process.



### Predictive Relevance ( $Q^2$ )

The extent to which the model can predict the observed value can be tested by utilizing Predictive relevance ( $Q^2$ ). Hair et al. (2021) found that a  $Q^2$  value above zero implies sufficient predictive relevance. Both Brand Image ( $Q^2 = 0.634$ ) and Purchase Decision-Making Process ( $Q^2 = 0.715$ ) exceed zero in Table 9, indicating good predictive potential.

Table 9.  $Q^2$  Predictive Relevance Results

	$Q^2_{\text{predict}}$
<b>Brand Image</b>	0.634
<b>Purchase Decision-Making Process</b>	0.715

### Hypothesis Testing (Bootstrapping Method)

The hypotheses were tested using the bootstrapping technique in SmartPLS. Following Hair et al. (2021), a relationship is considered statistically significant if the t-statistic  $\geq 1.96$  and  $p \leq 0.05$ .

### Direct Effect Results

Table 10. Path Coefficients (Direct Effects)

	Original Sample(O)	T Statistic ( O/STDEV )	P Values
Brand Image -> Purchase Decision-Making Process	0.353	5.412	0.000
Price Perception -> Brand Image	0.348	5.052	0.000
Price Perception -> Purchase Decision-Making Process	0.214	3.993	0.000
Product Quality -> Brand Image	0.519	8.595	0.000
Product Quality -> Purchase Decision-Making Process	0.397	6.658	0.000

Brand Image and Purchase Decision-Making Process is significantly effected by Product Quality and Price Perception ( $p < 0.05$ ;  $t > 1.96$ ).

### Indirect Effect Results

Table 11. Indirect (Mediating) Effects

	Original Sample (O)	T Statistic ( O/STDEV )	P Values
Price Perception -> Brand Image -> Purchase Decision-Making Process	0.123	3.661	0.000
Product Quality -> Brand Image -> Purchase Decision-Making Process	0.183	4.620	0.000

The interactions between Product Quality, Price Perception, and Purchase Decision-Making Process is strongly mediated by Brand Image ( $p < 0.05$ ;  $t > 1.96$ ).

## **DISCUSSION**

### **Effect of Product Quality on the Purchase Decision-Making Process**

Purchase decisions are positively and significantly effected by Product quality (coefficient 0.312, T-statistic 4.028, P-value 0.000). This suggests that program quality, such as the relevance and alignment of learning materials with industry needs, boosts participants' belief in the platform's worth and reliability. Furthermore, since the majority of respondents are bachelor's degree graduates (88.8%), their assessment of the brand tends to be more analytical and critical. This explains why indicators such as content relevance and information clarity are significant drivers of purchase decisions. The results align with the theory of product quality, which holds that high-quality products enhance consumer satisfaction and confidence in purchasing decisions. The results are also supported by Lestari and Suryani (2022), Saputra (2022), and Raya and Kartawinata (2022), who found that good product quality boosts purchase confidence because satisfaction and reliability dominate the decision-making process.

### **Effect of Product Quality on Brand Image**

Brand Image is positively and significantly effected by Product Quality, with a coefficient of 0.519, T-statistic 8.595, and P-value 0.000. This implies that bootcamp participants perceive product quality such as smooth class delivery without technical issues and prompt, professional responses from mentors as signals of credibility and reliability. These experiences foster a positive brand reputation for Dibimbing as a trusted EdTech provider. Given that the majority of respondents are young, educated, and financially independent, their perceptions of brand image are strongly shaped by their perceptions of product quality. This aligns with the theory by Keller and Swaminathan (2020), who argue that positive customer experiences build strong brand associations, which are fundamental in developing a favorable brand image. Also there are some supported results from Akbarullah and Silitonga (2024), Saputra (2022), Handayani and Sutawijaya (2024), which confirm that product quality significantly influences brand image, underscoring quality as a key determinant in forming a positive corporate reputation.

### **Effect of Price Perception on the Purchase Decision-Making Process**

The Purchase Decision-Making Process is positively and significantly effected by Price Perception, with a coefficient of 0.214, T-statistic 3.993, and P-value 0.000. This result indicates that respondents, participants and alumni of Dibimbing's bootcamps consider the program's cost to be proportional to the learning value they receive, resulting in a rational price perception. Although some respondents felt the price was not entirely affordable, the majority, earning between IDR 2.5–5 million (37.6%), still perceived it as reasonable in relation to the quality of learning outcomes. This finding aligns with price perception theory, which emphasizes that purchase decisions are shaped by the consumer's assessment of the balance between price and benefits. These findings are also supported by Stefani and Fadillah (2021), and Zuhdi et al. (2024), who found that positive price perception increases consumer trust and motivates purchase decisions.

### **Effect of Price Perception on Brand Image**

Brand Image can be improved by Price Perception, with a coefficient of 0.348, T-statistic 5.052, and P-value 0.000. This implies that most respondents view the price-quality balance as a sign of professionalism and brand integrity, bolstering Dibimbing's bootcamp credibility. Respondents across income levels view pricing not only as a cost factor but also as an indicator of transparency and corporate honesty. This result aligns with price theory, which indicates that price functions as a signal of product quality and brand credibility. This finding supported the results by Akbarullah and Silitonga (2024), who emphasized that a positive price perception reinforces brand reputation because it reflects the firm's fairness and tangible value offered to its customers.

### **Effect of Brand Image on the Purchase Decision-Making Process**

The Purchase Decision-Making Process is positively and significantly effected by Brand Image, with a coefficient of 0.353, T-statistic 5.412, and P-value 0.000. This result reveals that the strong reputation of Dibimbing as a reliable and high-quality EdTech provider enhances user confidence and trust, leading to purchase decisions. The demographic profile of respondents further supports this pattern most are bachelor's degree holders (88.8%) aged 17–25 years (51.7%), representing young professionals at the early stages of their careers. This segment tends to view bootcamp programs as a career investment and prefers brands with strong reputations and credibility. This finding aligns with brand image theory, which proposes that a favorable brand image deeply impacts consumer evaluations and purchase decisions. The result is consistent with Akbarullah and Silitonga (2024), Saputra (2022), also Nabilaturrahma et al. (2024) who found that a positive brand image fosters consumer trust, which ultimately drives purchasing behavior.

### **Mediating Effect of Brand Image on the Relationship between Product Quality and Purchase Decision-Making Process**

Purchase Decision-Making Process is positively and significantly effected by Product Quality through Brand Image, with a coefficient of 0.183, T-statistic 4.620, and P-value 0.000. Brand Image's mediating influence on Purchase Decision-Making Process is smaller than Product Quality's direct effect (0.312). This suggests that, although respondents perceive Dibimbing's brand image positively most agreeing that it has a strong reputation as a trusted bootcamp provider the demographic structure, dominated by respondents earning IDR 2.5–5 million (37.6%), indicates that functional value (such as content relevance and class quality) is prioritized over brand image alone. Therefore, Brand Image plays a supporting but not dominant role. This mediating effect aligns with product quality and brand image theories, which suggest that product quality first shapes brand perception before influencing purchase decisions. This finding supports Saputra (2022), who found that the mediating effect of Brand Image on the link between Product Quality and Purchase Decision-Making Process is positive but relatively modest.

### **Mediating Effect of Brand Image on the Relationship between Price Perception and Purchase Decision-Making Process**

Purchase decision-making process is positively effected by price perception through brand image, with a coefficient of 0.123, T-statistic 3.661, and P-value 0.000. Compared to Price Perception's direct effect on Purchase Decision-Making Process (coefficient 0.214), Brand Image's intermediary influence is minimal. This pattern can be attributed to the demographic dominance of early adults and private-sector employees with monthly incomes between IDR 2.5–5 million,

who are generally price-sensitive and evaluate purchases based on value for money. The respondent group comprising mostly young professionals (aged 17–25 years, 51.7%), private employees (59%), and middle-income earners (37.6%) tends to be rational in assessing the cost-benefit balance of bootcamp programs. This result confirms price perception and brand image theories, indicating that positive price judgment not only affects purchase decisions directly but also enhances brand reputation. These findings are also supported by Akbarullah and Silitonga (2024), who reported that the effect that given by Price Perception to Purchase Decision-Making Process is positively mediated by Brand Image but relatively low.

## CONCLUSION

The analysis and discussion presented earlier indicates that the Purchase Decision-Making Process is significantly effected by both Product Quality and Price Perception directly and indirectly through Brand Image. These findings confirm that the proposed research model aligns with the theoretical framework and hypotheses developed, while also providing empirical contributions to the understanding of consumer behavior within Indonesia’s EdTech industry, particularly in the context of the Dibimbing platform.

For the company, Dibimbing has a strong opportunity to enhance participants’ purchase decisions by improving product quality, pricing strategies, and maintaining a consistent brand image. This can be achieved by enriching the learning experience through the development of a more interactive Learning Management System (LMS), providing responsive mentor support, and implementing adaptive learning systems aligned with current industry needs.

In terms of price perception, beyond existing promotional strategies such as early-bird discounts, class bundling, and installment systems, Dibimbing could adopt a more value-oriented pricing approach. For example, implementing value-based pricing supported by additional benefits such as certification can increase participants’ perceived fairness between the price paid and the value obtained. Furthermore, introducing innovative models such as subscription-based learning may serve as an alternative, offering continuous access to various classes, webinars, and monthly mentoring sessions, thereby enhancing customer lifetime value.

The company should also strengthen its brand image through digital campaigns that highlight alumni testimonials, career success stories, and consistent visual branding across multiple social media platforms. Such initiatives are expected to elevate perceived value, broaden audience reach, and foster greater trust and loyalty among Dibimbing’s participants.

For future researchers, it is recommended to include additional variables such as promotion, customer experience, or trust to expand the conceptual model and provide deeper insights into other factors that influence purchase decisions. Moreover, increasing the number and diversity of respondents would improve the representativeness of the findings and offer a more comprehensive understanding of consumer behavior dynamics in Indonesia’s rapidly evolving EdTech sector.

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