

The Influence of Price and Perceived Value on Purchasing Decision: An Empirical Study on Users of Buwhan Edu

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Abstract—The edutech industry in Indonesia has become increasingly competitive and complex. This study focuses on Buwhan Edu users, formerly known as Eduka System. The platform experienced a significant decline of 35% in active users during 2023–2024, presumably due to price misalignment and low perceived value. This research is classified as explanatory research using the probability proportional to size (PPS) method with 100 respondents. Data were processed using IBM SPSS version 25 for validity and reliability tests, correlation and determination coefficients, simple and multiple linear regression, as well as t-test and F-test analyses. The findings indicate that price has a positive and significant effect on purchase decisions, though with a weak correlation, while perceived value shows a stronger and more dominant influence with a moderate correlation. Simultaneously, both variables significantly affect purchase decisions, contributing 27.9%. The study recommends price evaluation, enhancement of functional, emotional, and epistemic value, and strengthening marketing communication strategies. Future research is suggested to include additional variables beyond price and perceived value.

Keywords— Price, Perceived Value, Purchase Decision.

I. INTRODUCTION

Globally, the education technology (EdTech) industry has shown rapid growth over the past decade. According to HolonIQ (2024), global spending on EdTech is projected to exceed USD 400 billion by 2030, driven by the adoption of online learning, AI-based personalization, and the rising need for workforce reskilling and upskilling [1]. This rapid growth has attracted numerous businesses in the education sector, each offering diverse online learning services to meet the needs and preferences of their users. Such dynamics create challenges for EdTech providers to consistently maintain both service quality and user base in order to sustain long-term operations.

In this competitive landscape, businesses need to understand customer behavior [2]. According to Kotler (2009) and Schiffman & Kanuk (2008), consumer behavior involves internal and external factors, the decision-making process, and post-purchase outcomes [15]. Similarly, Kotler (2009) defines consumer behavior as the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants [5].

One of the most critical stages in consumer behavior is the purchase decision, the point at which consumers actually choose to buy a product or service among available

alternatives. This stage occurs after going through need recognition, information search, and evaluation of alternatives [9]. In the context of the EdTech industry, users’ (students and parents) purchase decisions are strongly influenced by two key factors. First, price is defined as the amount of money paid to gain access to a service [11]. Second, perceived value refers to the customer’s overall assessment of the benefits received from the platform [18]. In e-learning platforms, this value may be reflected in the completeness of materials and tests, the interactivity of the learning process, and the availability of mentor support [19].

One of the EdTech platforms in Indonesia is Buwhan Edu, which began operations in 2018 under its former name, Eduka System. The platform provides learning packages that include instructional videos, practice questions, and comprehension tests aligned with school curricula. However, with increasing competition in the EdTech industry, Buwhan Edu and its competitors continuously strive to enhance their offerings to attract and retain users. Despite these efforts, Buwhan Edu experienced a sharp decline in average website visitors following its rebranding in 2023. The following section presents the average website visitors of Buwhan Edu between 2021 and 2024:

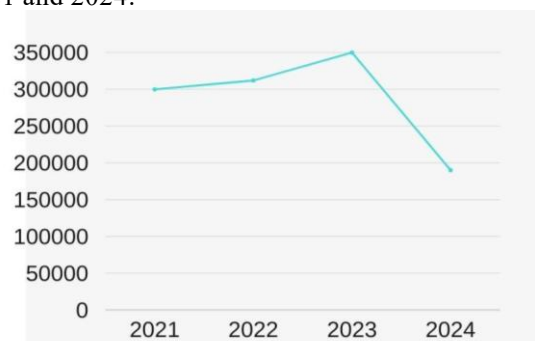


Fig. 1. Average Website Visitors of Buwhan Edu (Eduka System)
Source: Buwhan Edu Website Traffic Checker (2024)

Based on the figure 1, it can be observed that visits or access to buwhanedu.com have decreased significantly. This decline in traffic serves as an important warning for Buwhan Edu to immediately conduct evaluations and introduce innovations, both in terms of pricing strategies and service quality improvements, in order to remain competitive in Indonesia’s increasingly dynamic e-learning market. This can be compared with the features offered and the costs incurred

by Buwhan Edu and its competitors, as shown in the following table:

TABLE 1. Comparison of Prices and Features of Try-Out Platforms in Indonesia

No.	Startup	Founded	Minimum Prurchase	Features
1	Buwhan Edu	2018	Rp 120.000	SNBT question bank, tryout simulation & video discussions, subject video materials, live classes
2	Pahamify	2017	Rp 95.000	Learning videos, practice questions & discussions, UTBK simulation, "Ask Mipi," study schedule, result & progress analysis, classes & learning programs, gamified materials, mentor consultation, aptitude & interest test, campus information.
3	Analitica	2019	Rp 79.000	Practice questions, tryout simulations, AI-based explanations & material discussions, discussion community, learning progress reports
4	SainsIn	2020	Rp 33.000	Tryout questions & IRT assessments, major rationalization, materials & practice questions, video discussions
5	Skuling	2019	Rp 59.000	Tryout simulations, AI-based IRT assessment, question bank, live classes, gamification (competitions, rankings, rewards, badges)

Source: buwhanedu.com, pahamify.com, analitica.id, sainsin.com, skuling.id

Buwhan Edu faces key weaknesses in both price and features. Its entry price of Rp120,000 is higher than competitors like Analitica, Skuling, and SainsIn, making it less competitive for users with limited budgets. Feature-wise, the platform still focuses on core elements (question banks, try-outs, video explanations, and live classes) but lacks innovations such as AI, gamification, comprehensive progress tracking, and non-academic support features offered by competitors [14]. Overall, Buwhan Edu’s main shortcomings are its relatively high price and limited feature set compared to rival platforms. That’s why the growth in the number of users over the past four years has shown considerable fluctuations. The following table presents the subscription user growth at Buwhan Edu from 2021 to 2024:

Based on table 1 illustrates the number of transactions made by Buwhan Edu users, platform experienced fluctuating growth in user numbers between 2021 and 2024. In 2021, Buwhan Edu had 130,000 users, which increased to 160,000

in 2022 (a 23% growth). By 2023, the platform reached 185,000 users, surpassing its target of 170,000, though the growth rate slowed to 15% compared to 23% the previous year. This slowdown was largely due to intensifying competition from rival platforms offering interactive content, gamification, and AI-based learning features. At the same time, Buwhan Edu’s perceived value among users stagnated because of limited feature updates, reducing its overall attractiveness.

TABLE 2. Number of Subscribed Users at Buwhan Edu, 2021–2024

Year	Number of User	Target	Total Transaction	Growth (%)
2021	130.000	100.000	Rp 1.300.000.000	18
2022	160.000	150.000	Rp 1.600.000.000	23
2023	185.000	170.000	Rp 1.850.000.000	15
2024	120.000	180.000	Rp 1.200.000.000	-35

Source: Buwhan Edu (2024)

The situation worsened in 2024 when the number of users dropped sharply to just 120,000, far below the target of 180,000, with growth plummeting to -35%. This decline reflects a significant loss of competitiveness, driven by shifting user preferences toward platforms with more interactive video content, Buwhan Edu’s lack of personalized learning features, and insufficient innovation in both features and marketing strategies. As a result, the platform not only failed to meet its target but also faced a steep decline in both user base and transaction volume.

To remain competitive, businesses in this sector must adopt benchmarking strategies [11] to evaluate performance against rivals. In an interview, Buwhan Edu’s CMO and founder, Sodiko Hidayat, emphasized promotional programs such as tryout competitions with scholarship rewards and partnerships with schools as key drivers of user growth. He also noted that over 800,000 users have purchased or subscribed to Buwhan Edu’s learning packages, highlighting its strong potential for further development. To better understand the process and the effects of price and perceived value on purchase decisions, further research is needed on “The Influence of Price and Perceived Value on Purchase Decisions of Buwhan Edu Users.”

II. MATERIALS AND METHODS

A. Consumer Behaviour

Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and wants. According to Kotler & Keller Consumer buying behavior is influenced by cultural, social, personal, and psychological factors [11]. This aligns with the definition by Mangkunegara [13], who stated that consumer behavior reflects the overall actions and decision processes that consumers engage in when obtaining, consuming, and evaluating products or services.

B. Purchase Decision

Purchase decision is part of the buying process of a product or service, consisting of several stages ranging from

the recognition of a need for the product/service to the consumer's behavior after making the purchase [6].

C. Price

The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service [7].

D. Perceived Value

Perceived value refers to a characteristic of a product or service that highlights the user's perception of the relative benefits in comparison to the costs incurred [18]

III. RESEARCH METHOD

This study adopts an explanatory research design with a quantitative approach. According to Sugiyono [7], explanatory research aims to explain the position of variables studied and the causal relationships among them. In short, explanatory research is used to reinforce or reject existing hypotheses based on whether findings are accepted or rejected. The sampling technique employed in this study is probability sampling using the probability proportional to size (PPS) method. The population studied consists of Buwhan Edu users, totaling 120,000 active users in 2024. PPS provides equal opportunities for each member of the population to be selected, with proportions adjusted according to group size. This method was chosen because the population is homogeneous yet requires proportional representation, minimizing selection bias and allowing for generalization of research findings with an adequate level of confidence. For determining the sample size, the researcher applied the Slovin formula with the following calculation [17]:

$$n = \frac{N}{1 + Ne^2}$$

$$n = 120.000 / 1 + 120.000(0,1)^2$$

$$n = 120.000 / 1 + 120.000(0,01)$$

$$n = 120.000 / 2001 = 100$$

In this study, the sample consists of 100 respondents, distributed proportionally across 17 learning groups.

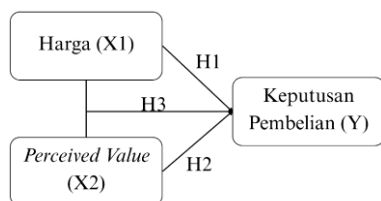


Fig 2. Hypotesis Model

- H1: There is a significant influence of price on purchase decisions of learning packages on the Buwhan Edu platform.
- H2: There is a significant influence of perceived value on purchase decisions of learning packages on the Buwhan Edu platform.
- H3: There is a significant influence of both price and perceived value on purchase decisions of learning packages on the Buwhan Edu platform.

IV. RESULT

This research employs several analyses, including validity test, reliability test, correlation coefficient, coefficient of determination, simple linear regression, multiple linear regression, t-test, and F-test. The data were processed using IBM SPSS 25.0 for Windows.

A. Validity Test

TABLE 3 Instrument Validity Test Results

Variable	Indicato r	r value	=	r table	Conclusion
Price	X1.1	0,843	>	0,1654	Valid
	X1.2	0,740	>	0,1654	Valid
	X1.3	0,697	>	0,1654	Valid
	X1.4	0,804	>	0,1654	Valid
Perceived value	X2.1	0,494	>	0,1654	Valid
	X2.2	0,688	>	0,1654	Valid
	X2.3	0,703	>	0,1654	Valid
	X2.4	0,581	>	0,1654	Valid
	X2.5	0,627	>	0,1654	Valid
	X2.6	0,562	>	0,1654	Valid
	X2.7	0,382	>	0,1654	Valid
Purchase Decision	Y.1	0,715	>	0,1654	Valid
	Y.2	0,502	>	0,1654	Valid
	Y.3	0,566	>	0,1654	Valid
	Y.4	0,663	>	0,1654	Valid
	Y.5	0,645	>	0,1654	Valid
	Y.6	0,652	>	0,1654	Valid

Based on the table 3, it can be observed that all instrument variable items have calculated r-values greater than the r-table value of 0.1654. Thus, it can be concluded that all instrument items for the variables Price (X1), Perceived Value (X2), and Purchase Decision (Y) are valid. This also indicates that the instrument items can be used to measure all research variables.

B. Reliability Test

TABLE 4. Recapitulation of Reliability Test Result

No	Variable	Cronbach's Alpha (α)	=	Standard Alpha	Conclusion
1	Harga	0,773	>	0,60	Reliabel
2	Perceived value	0,657	>	0,60	Reliabel
3	Keputusan Pembelian	0,683	>	0,60	Reliabel

As presented in the table 4, the reliability test results for all variables; price (X1), perceived value (X2), and purchase decision (Y) exceed the threshold value of 0.60 (Cronbach's Alpha ≥ 0.60). Accordingly, it can be inferred that all variables employed in this study are reliable. This finding further suggests that the indicators applied demonstrate a consistent capacity to measure the intended constructs.

C. Data Analysis

The data analysis in this study was conducted to test the research hypotheses and draw conclusions using IBM SPSS (Statistical Program for Social Science) version 25.0 for Windows. The analysis employed several tests, including correlation coefficient, coefficient of determination, simple linear regression, multiple linear regression, t-test, and F-test.

1. The Effect of Price on Purchase Decision

a. Correlation Coefficient

Based on the table 5, the correlation coefficient obtained between price and purchase decision is 0.273. This value falls within the low category, specifically within the correlation interval range of 0.20–0.399.

TABLE 5. The Correlation Coefficient between Price and Purchase Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273 ^a	.074	.065	1.788

a. Predictors: (Constant), Harga

b. *Determination Coefficient*

The coefficient of determination (R Square) indicates that the contribution of price (X1) to purchase decision (Y) is 7.4%. The remaining 92.6% is attributed to other variables not addressed in this study.

c. *Linear Regression*

TABLE 6. Linear Regression of Price on Purchase Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.962	.597		41.814	<.001
	Harga	.136	.048	.273	2.806	.006

a. Dependent Variable: Keputusan Membeli

Based on the table 6, it can be observed that price has a positive effect on purchase decision. The constant value in the simple regression test is 24.962, indicating that in the absence of price influence, the purchase decision value would be 24.962. The price variable obtained a positive regression coefficient of 0.136. These findings suggest that efforts to improve purchase decisions can be pursued by evaluating pricing strategies, as the more appropriate the price offered, the higher the likelihood of purchase decisions on the Buwhan Edu platform. Conversely, the less appropriate the price offered, the lower the purchase decision. In this test, the t-table value was adjusted based on the degree of freedom (df) $n-2 = 98$, resulting in t-calculated (2.806) > t-table (1.661), with a significance value of $0.006 < 0.05$. This indicates that price has a significant effect on purchase decision; therefore, Hypothesis 1 is accepted.

d. *t Test*

The t-value in the simple linear regression test was 2.806 with a significance level of 0.006. Based on the degree of freedom (df) $n - 2 = 98$, the critical t-value was 1.661. Since t-count (2.806) > t-table (1.661) and the significance value (0.006) < 0.05, it can be concluded that price has a positive effect on purchase decision, thus Hypothesis 1 is accepted.

2. *The Effect of Perceived Value on Purchase Decision*

a. *Correlation Coefficient*

Based on the table 7, the correlation coefficient between perceived value and purchase decision is 0.472. This value falls within the correlation interval range of 0.40–0.599, which indicates a moderate or fairly strong relationship.

TABLE 7. Correlation Coefficient of Perceived Value on Purchase Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.215	1.639

a. Predictors: (Constant), Perceived Value

b. *Determination Coefficient*

The coefficient of determination (R Square) further shows that the contribution of perceived value (X2) to purchase decision (Y) is 22.2%, while the remaining 77.8% is explained by other variables not included in this study.

c. *Simple Regression Linier*

TABLE 8. Simple Linear Regression of Perceived Value on Purchase Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.902	1.643		10.893	<.001
	Perceived Value	.290	.055	.472	5.295	<.001

a. Dependent Variable: Keputusan Membeli

Based on the table 8, it can be observed that perceived value has a positive effect on purchase decision, with a constant value of 17.902. This indicates that in the absence of perceived value (X2), the purchase decision would amount to 17.902. The perceived value variable obtained a positive regression coefficient of 0.290. These findings suggest that efforts to enhance purchase decisions can be pursued by improving the perceived value offered by Buwhan Edu, as a higher perceived value leads to stronger purchase decisions among platform users. Conversely, a lower perceived value results in weaker purchase decisions. In this test, the t-table value was adjusted according to the degree of freedom (df) $n-2 = 98$, showing that t-value (5.295) > t-table (1.661), with a significance value of $0.001 < 0.05$. This indicates that perceived value has a significant effect on purchase decision; therefore, Hypothesis 2 is accepted.

d. *t Test*

The t-value in the simple linear regression test was 5.295 with a significance level of 0.001. Based on the degree of freedom (df) $n - 2 = 98$, the critical t-value was 1.661. Since t-value (5.295) > t-table (1.661) and the significance value (0.001) < 0.05, it can be concluded that perceived value has a positive effect on purchase decision, thus Hypothesis 2 is accepted.

3. *The Effect of Price and Perceived Value on Purchase Decision*

a. *Correlation Coefficient*

Based on the table 9, the correlation coefficient between price and perceived value with purchase decision is 0.528. This indicates that the correlation of price (X1) and perceived value (X2) with purchase decision (Y) falls within the moderate category, as it lies within the correlation interval range of 0.40–0.599.

TABLE 9. Correlation Coefficients of Price and Perceived Value on Purchase Decision

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.264	1.587

a. Predictors: (Constant), Perceived Value, Harga

b. Dependent Variable: Keputusan Membeli

b. Determination Coefficient

The coefficient of determination (R Square) shows that the combined contribution of price (X1) and perceived value (X2) to purchase decision (Y) is 27.9%, while the remaining 72.1% is explained by other variables not included in this study.

c. Multiple Regression Linier

TABLE 10. Multiple Linear Regression of Price and Perceived Value on Purchase Decision

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.845	1.637		10.291	<.001		
	Harga	.118	.043	.238	2.748	.007	.994	1.006
	Perceived Value	.279	.053	.453	5.241	<.001	.994	1.006

a. Dependent Variable: Keputusan Membeli

Based on the table 10, it can be seen that both price and perceived value have an influence on purchase decision. The constant value is 16.845, indicating that in the absence of the influence of price (X1) and perceived value (X2), the purchase decision would be 16.845. The price variable obtained a positive regression coefficient of 0.118, while the perceived value variable also yielded a positive regression coefficient of 0.279.

d. F Test

Table 11. F-Test of Price and Perceived Value on Purchase Decision

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.344	2	47.172	18.730	<.001 ^b
	Residual	244.296	97	2.519		
	Total	338.640	99			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Perceived Value, Harga

Based on the table 11, the F-test value in the multiple linear regression analysis is 14.508 with a significance level of 0.000. The F-table value was adjusted according to the degree of freedom ($df_1 = k - 1 = 2$; $df_2 = n - 2 - 1 = 97$), resulting in $F = 3.089$. Since the calculated F-value ($18.730 > F\text{-table} (3.089)$), and the significance value ($0.001 < 0.05$), it can be concluded that price and perceived value have a significant simultaneous effect on purchase decision. Therefore, Hypothesis 3 is accepted.

V. DISCUSSION

Price is one of an important factor in purchase decisions. Kotler and Armstrong (2016) define price as the amount of money paid or the value exchanged by consumers for the

benefits of a product or service. This implies that price is not merely nominal but also reflects the perceived benefits received by consumers. In the context of Buwhan Edu as a digital education platform, price becomes a strategic aspect since its services are closely related to knowledge, skills, and personal development. Consumers evaluate price based on its alignment with the benefits they gain, such as the quality of learning materials, instructor reputation, accessibility, and additional value provided.

The t-test results indicate that price has a significant and positive effect on purchase decisions. The more appropriate the perceived price, the higher the likelihood of purchase. This finding aligns with studies by Sudarsono (2021), Rahmawati (2020), and the NielsenIQ EduTech Report (2023), which emphasize that while price is an important consideration, service quality also plays a key role.

However, the correlation obtained (0.273) is relatively low, suggesting that although price is significant, it is not the dominant factor. Consumers also take into account other aspects such as content quality and provider reputation. The implication is that Buwhan Edu should position price as a supporting factor while continuing to enhance value-added elements to strengthen purchase decisions.

Perceived value is also one of an important factor in consumer behavior because it relates to the evaluation of benefits received compared to the costs incurred. Kotler and Keller (2012) define it as the benefits or attributes obtained by consumers in return for the sacrifices made. This means that purchase decisions are not solely influenced by price but also by the extent to which consumers perceive value or benefits from a product or service. In the context of Buwhan Edu, perceived value encompasses the quality of learning materials, instructor expertise, flexibility of study time, user experience, and long-term benefits such as increased knowledge and skills.

The t-test results indicate that perceived value has a significant and positive effect on purchase decisions, with a moderate correlation, thereby supporting the second hypothesis (H2). The higher the perceived value, the greater the tendency of users to purchase learning packages. These findings are consistent with the studies of Chen and Dubinsky (2003), Sweeney and Soutar (2001), and Rahmawati (2020), and are further supported by the NielsenIQ EduTech Report (2023), which highlights curriculum quality, ease of access, and service personalization as key factors influencing purchase decisions in the edutech industry.

The implication for Buwhan Edu is the need to continuously enhance the value perceived by users through improvements in learning material quality, development of interactive features, instructor credibility, and the provision of valuable certificates. Furthermore, communication strategies that emphasize benefits are essential to increase consumer awareness of the value they gain, thereby encouraging purchase decisions.

According to Kotler and Armstrong (2016), price is the amount of money paid or the value exchanged by consumers for the benefits of a product. Meanwhile, Kotler and Keller (2012) define perceived value as the consumer's assessment of the trade-off between the benefits received and the costs

incurred, in line with Zeithaml (1988), who views it as an overall evaluation of a product's utility. This concept was further developed by Sánchez-Fernández and Iniesta-Bonillo (2007) through functional, emotional, social, and conditional dimensions, and reinforced by Lee and Kim (2020), who emphasized the importance of service quality and user experience in the digital context.

The research findings indicate that both price and perceived value significantly influence purchase decisions. The F-test results show that the calculated F-value is greater than the F-table value, thus supporting the third hypothesis. The correlation value falls within the moderate category, suggesting that the combination of price and perceived value plays a meaningful role in shaping purchase decisions, although other factors also contribute.

These findings are consistent with the studies of Perdana and Listyorini (2024), Munir and Santosa (2024), and Li (2024), all of which affirm that the alignment between price and perceived value has a substantial impact on purchase decisions in digital education services. The implication for Buwhan Edu is the need to maintain a balance between price affordability and the enhancement of perceived value through measures such as improving content quality, strengthening instructor credibility, offering valuable certifications, and ensuring a positive learning experience.

VI. CONCLUSION

This study involved 100 respondents to examine the influence of price and perceived value on purchase decision in the context of Buwhan Edu platform users. The conclusions can be summarized like firstly, the findings indicate that price has a positive and significant effect on purchase decision, although the correlation level is relatively low. This implies that price remains an important factor influencing purchase decision, as users are willing to purchase learning packages as long as the price offered aligns with the benefits and quality received. Secondly, perceived value demonstrates a stronger and more dominant positive effect, with a correlation categorized as moderate. This indicates a fairly strong relationship between user's perceived value and purchase decision. The higher the perceived value. Whether functional, emotional, or epistemic, the higher the users' tendency to purchase learning packages on the platform. Lastly, purchase decisions for Buwhan Edu's online learning services are simultaneously influenced by both price and perceived value. Together, they exert a significant effect with a moderate correlation level. Thus, it can be concluded that the more appropriate the price and the better the perceived value perceived by users, the higher the likelihood of purchase decisions.

VII. RECOMMENDATIONS

Based on the findings, several recommendations can be proposed to improve purchase decisions for Buwhan Edu's learning packages:

On price variable, there are some aspects underperforming in this study include price affordability and price-quality alignment. To address this, Buwhan Edu should conduct

regular competitive pricing analyses to ensure that its current pricing remains competitive. Market research should also be undertaken to benchmark prices and service quality against competitors, enabling the company to determine relevant pricing strategies.

On perceived value side, several aspects require improvement, namely functional value, emotional value, and epistemic value. To enhance functional value, Buwhan Edu should expand the variety of learning materials, improve the quality of interactive features, and strengthen platform accessibility. For emotional value, gamification, storytelling, and community activities could be integrated to build deeper emotional engagement. To strengthen epistemic value, Buwhan Edu may introduce innovative content, industry trend-based learning modules, and collaboration programs with practitioners to deliver new, relevant, and insightful learning experiences.

While purchase decisions were generally rated positively, certain aspects require enhancement, such as users' willingness to recommend, consumer confidence in decision-making, and the completeness of service information. To address these, Buwhan Edu should strengthen marketing communication strategies by providing clearer, more transparent, and accessible service information. Additionally, trust-building can be fostered through user testimonials, case studies of successful learners, and loyalty programs to enhance consumer confidence and encourage repeat purchases. Suggestions for future research is based on the coefficient of determination test, price and perceived value together explain only 27.9% of purchase decisions, while the remaining 72.1% is influenced by other factors not covered in this study. Future research should therefore consider including other variables potentially affecting purchase decisions, to provide broader insights and more accurate recommendations for companies in developing their strategic planning

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