

CHAPTER IV CLOSING

After conducting analysis and study in the previous chapters, which discussed the influence of perceived quality on purchase intention mediated by perceived value at RevoU Indonesia, this chapter presents the conclusions and suggestions that hopefully provide benefits for RevoU, investors, and future research.

4.1 Conclusion

Based on the analysis of 100 respondents regarding RevoU Indonesia, the following conclusions were obtained:

1. Based on the research, it confirms that the higher the perceived quality of RevoU, the more it positively and significantly increases the purchase intention among potential consumers. Respondents generally indicated strong satisfaction with aspects of quality, such as content excellence, instructor performance, and the consistency of the course. This suggests that when consumers perceive RevoU educational programs as high-quality, they are more inclined to consider purchasing the full paid programs, overcoming initial reservations about online learning.

Furthermore, the study highlights that consistent delivery of high-quality content enhances the likelihood of conversion from trial users to paying customers. The results suggest that maintaining and continuously improving the perceived quality can effectively address consumer hesitance, making them

more willing to invest in the courses. Therefore, strategic focus on quality perception is crucial for increasing purchase intention at RevoU.

2. Based on the research, it confirms that the higher the perceived quality of RevoU, the greater the positive and significant increase in perceived value among users. Respondent's assessment shows that quality attributes, such as comprehensive curriculum, instructor expertise, and reliable support services, contribute to an enhanced sense of value. This perceived value is derived from the alignment of the educational content with consumer expectations and personal goals, which in turn strengthens their overall experience.

Additionally, the study indicates that perceived quality plays a fundamental role in shaping perceived value, as high-quality courses are seen as worthwhile investments. When users feel assured of consistent high standards and quality education, they associate greater value with RevoU programs, thus influencing their decision-making process. Maintaining high standards of perceived quality can thus be a strategic lever to boost perceived value and then customer intention.

3. Based on the research, it confirms that the higher the perceived value of RevoU, the more it leads to a positive and significant increase in purchase intention. Respondents expressed that when they recognized value in the courses, such as personal advancement opportunities, practical skill development, and relevant certifications, they were more likely to commit to purchasing paid programs. This indicates that perceived value plays a pivotal role in the purchasing decision.

Moreover, consumers who see a clear benefit in the investment they make, be it through skill acquisition or personal benefits, are more inclined to proceed with purchasing decisions. Therefore, strategies that communicate and reinforce the value proposition of RevoU programs can effectively enhance consumer purchase intention.

4. Based on the research, it confirms that the higher the perceived quality of, the greater the positive and significant increase in purchase intention, mediated by partially mediated by perceived value. The findings show that perceived value acts as an intermediary, where high-quality perception leads to enhanced perceived value, which subsequently strengthens purchase intention. Essentially, consumers are more willing to purchase when they perceive that the quality of education justifies the value they receive from it.

The study underscores that improving quality alone is not sufficient, there must also be a clear demonstration of how this quality translates into value for consumers. By effectively communicating the benefits and outcomes associated with high-quality education, this integrated approach indicates that perceived value serves as a link between quality perception and actual purchasing intention, making it a strategy to improve and grow RevoU as a company in the Indonesia EdTech market.

4.2 Suggestions

Based on the research results and conclusions, the researcher offers the following suggestions for RevoU Indonesia and future researchers:

1. To enhance RevoU perceived quality, several strategies could be implemented across various aspects of its services. For PQ3, which evaluates the perception of RevoU as the best brand in its service class, improvements could focus on developing a unified, all-in-one online platform to house all student resources, minimizing dependence on third-party tools. Additionally, RevoU could explore offline or more interactive learning options. Regarding PQ4, which assesses RevoU superiority among competitors, addressing perceptions of better or more affordable alternatives could involve refining RevoU unique selling points (USP) and considering competitive pricing or value-added services. Reinforcing brand identity with clear, compelling messaging could further strengthen RevoU market position. Lastly, for PQ5, where RevoU overall performance is measured against other online learning platforms, offering varied course pacing and additional resources for more in-depth topic exploration could enhance the learning experience and accommodate diverse learner preferences. Together, these improvements could improve RevoU reputation as a comprehensive and competitive learning choice.
2. To enhance RevoU perceived value, targeted improvements could address key areas highlighted by the findings. For PV1, which evaluates the belief that RevoU courses help secure higher-paying jobs, RevoU could showcase alumni success stories that highlight career advancements post-course, as well as offer

additional career support services, like resume building, interview coaching, and job placement, to strengthen the link between course and workplace practice. In PV4, where student's sense of personal achievement and growth is assessed, adjusting for course pace difficulties and complex material could involve more tailored support, such as tutoring sessions or beginner-friendly resources, to boost understanding and satisfaction. Addressing PV6, regarding the alignment of RevoU courses with individual learning needs, might include offering flexible scheduling options like self-paced or part-time tracks for working professionals, as well as developing more comprehensive in-house content to minimize reliance on external materials. Lastly, for PV7, which considers RevoU role in enhancing student collaboration skills, RevoU could improve team dynamics by setting clear guidelines for group activities, including role assignments and expectations, along with adding communication skills training to foster confidence in collaborative settings. Together, these strategies could elevate the perceived value of RevoU.

3. To enhance purchase intention, RevoU could address the findings for PI4, where respondents expressed limited interest in exploring programs outside their chosen field, by emphasizing the value of interdisciplinary skills and how additional knowledge in complementary fields could strengthen career opportunities. Personalized recommendations aligned with individual career goals or interests could further spark curiosity and reveal the broader relevance of RevoU diverse offerings. Additionally, by promoting the long-term advantages of lifelong learning and career adaptability, RevoU could

encourage a more open-minded approach, positioning other programs as valuable assets that support both professional growth in the ever-evolving job market.

4. For future researchers, while this study used a sample of 100 respondents, a larger and more diverse sample size would offer more comprehensive insights. A larger sample size would enhance the generalization ability of the findings and provide deeper understanding of the different factors influencing purchase intention in the EdTech sector. Future studies could also explore additional mediating variables, such as price, customer trust, user satisfaction, or brand reputation, to further understand the factors that influence purchase intention in online educational platforms. Expanding the research to include these variables could provide more depth to the current understanding of consumer behavior in the EdTech Industry in Indonesia.