ABSTRACT

With the unprecedented development of information and communication technology, online learning is recognized as an important channel for acquiring knowledge. Online knowledge platforms have also undergone a transformation from initially providing free knowledge to paid online knowledge. Although online knowledge platforms have attracted many consumers and there has been a lot of research on online paid service, few know what factors influence consumer buying interest in online paid knowledge, especially online paid courses. Therefore, this study focuses on the factors that influence consumer buying interest, because consumers play an important role in the sustainable development and success of the business. Starting from this phenomenon, this study aims to analyze the effect of information quality platform, price, and product personalization of knowledge on perceived value and consumer purchase intentions in online paid courses.

The population used in this study is people who know about paid online courses. While the samples used in this study are people who know the Global Millenial Group paid online course and have never bought a product. as many as 105 respondents. The data collection method was carried out by distributing online questionnaires and completed by the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) program 22.

The results of the analysis show that the quality of the information platform, perceived price and personalization of knowledge products have a positive and significant effect on perceived value and perceived value has a positive and significant effect on purchase intentions.

Keywords: *Platform Information Quality, Perceived Price, Knowledge Product Personalization., Perceived Value, Purchase Intentions.*

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