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EVALUASI KEBERHASILAN STRATEGI PEMASARAN KODING NEXT DI KOTA CILEGON

EVALUATING THE SUCCESS OF KODING NEXT'S MARKETING STRATEGY IN CILEGON CITY

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Abstrack

This study examines the effects of the 7P marketing mix, digital marketing, and internal strength (testimonials) on purchase intention, with brand awareness as a mediating variable, in the context of children's coding education services in Cilegon, Indonesia. A quantitative research design was employed using purposive sampling, involving 150 parents of children aged 5 17 years who were exposed to Koding Next's marketing activities. Data were collected through structured online questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that the 7P marketing mix has a positive and significant effect on purchase intention, while digital marketing significantly enhances brand awareness. Brand awareness is also found to have a significant positive influence on purchase intention and partially mediates the relationship between the 7P marketing mix and purchase intention. However, internal strength in the form of testimonials does not show a significant effect on brand awareness. These findings highlight the strategic importance of an integrated marketing mix and effective digital marketing in strengthening brand awareness and driving purchase intention in the EdTech sector. This study provides practical insights for education service providers in optimizing marketing strategies to improve market competitiveness in digitally driven urban areas.
Keywords: *Brand Awareness, Digital Marketing, Edtech, Marketing Mix 7P, Purchase Intention, PLS SEM.*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran 7P, pemasaran digital, dan kekuatan internal (testimoni) terhadap minat beli dengan kesadaran merek sebagai variabel mediasi pada layanan kursus koding anak di Kota Cilegon, Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling yang melibatkan 150 orang tua anak usia 5 17 tahun yang telah terpapar aktivitas pemasaran Koding Next. Data dikumpulkan melalui kuesioner daring terstruktur dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa bauran pemasaran 7P berpengaruh positif dan signifikan terhadap minat beli, sementara pemasaran digital berpengaruh signifikan terhadap kesadaran merek. Kesadaran merek juga terbukti berpengaruh positif terhadap minat beli serta memediasi secara parsial hubungan antara bauran pemasaran 7P dan minat beli. Namun, kekuatan internal dalam bentuk testimoni tidak menunjukkan pengaruh signifikan terhadap kesadaran merek. Temuan ini menegaskan pentingnya integrasi bauran pemasaran dan strategi pemasaran digital yang efektif dalam meningkatkan kesadaran

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merek dan mendorong minat beli pada sektor EdTech. Penelitian ini memberikan implikasi praktis bagi penyedia layanan pendidikan dalam mengoptimalkan strategi pemasaran untuk meningkatkan daya saing di wilayah perkotaan yang terdigitalisasi.
Kata Kunci: Bauran Pemasaran 7P, Edtech, Kesadaran Merek, Minat Beli, Pemasaran Digital, PLS SEM.

1. INTRODUCTION

Digital transformation has accelerated rapidly in Indonesia, driven by increasing internet penetration and widespread adoption of digital technologies across multiple sectors, including education. In 2023, internet usage reached 73.7% of the population, with Banten Province recording one of the highest adoption rates at 77.2% (APJII, 2023). This development has stimulated the growth of technology based education services (EdTech), particularly coding education for children, as digital literacy becomes an essential competency in the contemporary workforce. As an industrial city in Banten Province, Cilegon represents a distinctive market characterized by relatively high digital awareness, medium to high purchasing power, and a strong presence of professional households. These conditions position Cilegon as a promising location for non formal technology education providers. Koding Next is a premium children's coding school in Indonesia offering internationally oriented curricula for learners aged 5 17. Since establishing its Cilegon branch in July 2024, the institution has sought to capitalize on local market potential through targeted expansion strategies.

However, despite favorable market conditions, enrollment performance at Koding Next Cilegon has demonstrated considerable volatility. Internal data from August 2024 to July 2025 indicate fluctuating student enrollment and conversion rates, with prospect to student conversion averaging approximately 25% per month and ranging from 11% to 61%. Such variability suggests potential inefficiencies in marketing strategy execution, particularly in sustaining purchase intention, enhancing customer retention, and converting digital leads into active enrollments (Koding Next Cilegon, 2025). Prior research has established that the 7P marketing mix significantly influences consumer decision making in service industries, including education (Booms & Bitner, 1981; Santoso et al., 2022). Pricing strategies such as penetration pricing, psychological pricing, and installment schemes have also been shown to affect purchase intentions in education services (Ali & Anwar, 2021). Moreover, digital marketing and social media content are critical drivers of brand awareness and engagement, especially when educational value is embedded within promotional communication (Ansari et al., 2019; Wiryany et al., 2023).

Brand awareness plays a pivotal role in high involvement service decisions, including educational choices made by parents. Studies emphasize the importance of testimonials, physical evidence, and institutional credibility in strengthening consumer trust (Katrinasari et al., 2020). Nevertheless, empirical findings regarding the mediating role of brand awareness between marketing strategies and purchase intention remain inconclusive (Ansari et al., 2019; Rochefort & Ndlovu, 2024). Furthermore, limited attention has been given to children's coding education providers operating in tier 2 industrial cities, creating a contextual gap in the existing

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literature. Accordingly, this study aims to evaluate the effectiveness of Koding Next's marketing strategy in Cilegon City by examining the influence of the 7P marketing mix, pricing strategies, and digital marketing on parents' purchase intentions, with brand awareness tested as a mediating variable. This research is expected to contribute to the literature on non formal education marketing while offering practical, data driven insights for EdTech providers operating in emerging urban markets.

2. RESEACRH METHOD

a. Literature Review

1) Service Marketing Theory

Service Marketing Theory, introduced by Parasuraman, Zeithaml, and Berry (1985) through the SERVQUAL model, emphasizes service quality as a key determinant of customer satisfaction and loyalty, arising from the gap between customer expectations and perceived performance (Amelia et al., 2023). This theory is highly relevant to EdTech services such as Koding Next due to the intangible, inseparable, perishable, and variable nature of educational services. Intangibility limits pre purchase evaluation and increases the importance of physical evidence and testimonials, while inseparability highlights the critical role of instructors and service processes in shaping learning experiences. Perishability requires effective capacity management, and variability necessitates curriculum standardization and continuous instructor training. Consequently, Service Marketing Theory provides a strong theoretical foundation for applying the 7P marketing mix to improve service quality, reduce perceived risk, and enhance customer experience in technology based education services.

2) Marketing Mix 7P for Services

The 7P marketing mix for services is an extension of McCarthy's (1960) original 4P model, expanded by Booms and Bitner (1981) through the addition of People, Process, and Physical Evidence to address the intangible and interaction intensive nature of services. In the EdTech context, such as Koding Next, each element of the 7P product (curriculum and certification), price (penetration and psychological pricing), place (physical and digital accessibility), promotion (digital marketing), people (instructor and staff quality), process (service and learning systems), and physical evidence (facilities and testimonials) plays a significant role in shaping perceived value, customer satisfaction, and purchase decisions. Empirical studies indicate that People and Process are the strongest predictors of customer satisfaction (Santoso et al., 2022), while digital promotion and physical evidence enhance brand awareness and consumer trust (Wiryany et al., 2023; Ikatrinasari et al., 2020). Furthermore, the effectiveness of the marketing mix depends on synergy and consistency among the 7P elements, as misalignment between pricing, promotional promises, and service quality can lead to customer dissatisfaction and switching behavior (Zeithaml et al., 2018), highlighting the importance of an integrated 7P strategy tailored to local market characteristics such as those in Cilegon.

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3) Consumer Behavior Theory

Consumer behavior in the EdTech service sector is critical for evaluating marketing effectiveness and is explained in this study through the integration of the Consumer Decision Making Process (CDM) (Kotler & Keller, 2016) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). TPB functions as a micro level framework explaining parental purchase intention through attitudes toward coding education, subjective norms shaped by social and school influences, and perceived behavioral control related to financial capability and access to educational resources, with empirical evidence showing that TPB explains up to 68% of purchase intention in digital education services (Nguyen et al., 2023). Meanwhile, CDM provides a macro level perspective by describing the sequential stages parents undergo, including problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior, where effective customer journey mapping has been shown to increase educational service conversion by 32% (Zeithaml et al., 2020). The integration of TPB and CDM offers a comprehensive analytical framework by explaining both why purchase intentions are formed and how decisions are executed, thereby improving the predictive accuracy of consumer behavior models by up to 45% (Chen et al., 2022), and enabling strategic marketing interventions at key decision points in the customer journey.

4) Brand awareness

Brand awareness in this study serves as a key mediator between marketing strategies and purchase intention. Aaker's Brand Equity Model (1991) conceptualizes brand awareness as a hierarchical process ranging from unawareness to top of mind, while Keller's Customer Based Brand Equity framework (1993) emphasizes recognition and recall as core components of brand knowledge formed through associative memory. Although traditional hierarchical models are less linear in digital contexts (Keller, 2009), recall and recognition remain valid measures for emerging EdTech brands in tier 2 markets. Prior studies confirm that these dimensions are methodologically reliable in educational services and digital environments (Ansari et al., 2019; Praharjo & Putra, 2021). Empirical evidence further indicates that brand awareness, while not sufficient on its own, plays a critical early stage role in the consumer decision process by strengthening trust, facilitating brand recall, and supporting long term loyalty through digital engagement (Alexander, 2014; Rochefort & Ndlovu, 2024).

5) Digital Marketing and Social Media Marketing

Digital marketing in the EdTech sector refers to the integrated use of digital technologies to build value driven customer relationships and achieve marketing objectives (Chaffey & Ellis Chadwick, 2019). Prior studies show that social media based strategies significantly enhance brand awareness, engagement, and purchase decisions in educational services (Ansari et al., 2019; Wiryany et al., 2023; Rochefort & Ndlovu, 2024). Nevertheless, empirical research focusing on Instagram only marketing strategies for small coding schools in tier 2 cities remains limited, despite differing resource constraints and parental media usage patterns. Therefore, recent literature highlights the importance of performance based metrics and algorithm oriented content optimization on Instagram to improve awareness, engagement, and conversion outcomes in EdTech marketing.

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b. Hyphothesis

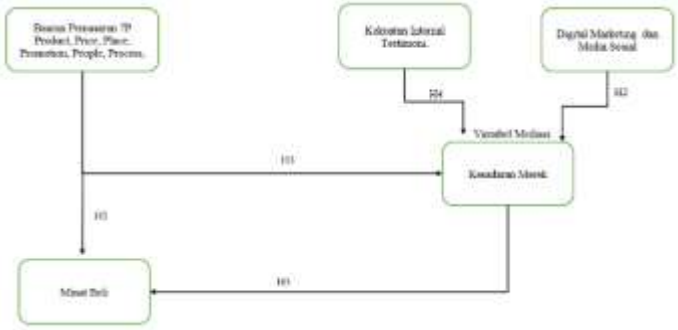

Image 1. Research Framework

Based on the conceptual framework and prior empirical findings, the following hypotheses are proposed:

H1: The 7P marketing mix has a positive and significant effect on purchase intention.

H2: Digital marketing has a positive and significant effect on brand awareness.

H3: Brand awareness mediates the relationship between the 7P marketing mix and purchase intention.

H4: Internal strength (testimonials) has a positive and significant effect on brand awareness.

H5: Brand awareness has a positive and significant effect on purchase intention.

c. Research Method

This study adopts a quantitative research approach using a survey method to examine the effects of the 7P marketing mix, digital marketing, and internal strength (testimonials) on purchase intention, with brand awareness acting as a mediating variable in the context of Koding Next's children programming courses in the Cilegon area. The research population consists of parents with children aged 5 17 years who reside or work in Cilegon and its surrounding areas. A purposive sampling technique was employed, targeting respondents who had been exposed to Koding Next's marketing content. The sample size was set at 150 respondents, in line with the minimum requirements for SEM PLS analysis. Primary data were collected through an online questionnaire distributed via parent communities, social media platforms, and partner schools, and were complemented by structured interviews and limited observations to enrich the empirical findings. Data analysis was conducted using descriptive statistics to summarize respondent characteristics and perceptions of the research variables, followed by Partial Least Squares Structural Equation Modeling (PLS-SEM) implemented in SmartPLS. The measurement model was evaluated through tests of convergent validity, discriminant validity, and construct reliability based on outer loadings, Average Variance Extracted (AVE), and composite reliability. The structural model was assessed using coefficients of determination (R^2), path coefficient significance, and effect size (f^2) through a bootstrapping procedure with 5,000 subsamples. The mediating effect of brand awareness was examined using bootstrapping and the Variance Accounted For (VAF) approach, while hypothesis testing was performed using partial t tests at a 5% significance level.

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3. RESULT AND DISCUSSION

a. Data Collection And Respondent Characteristics

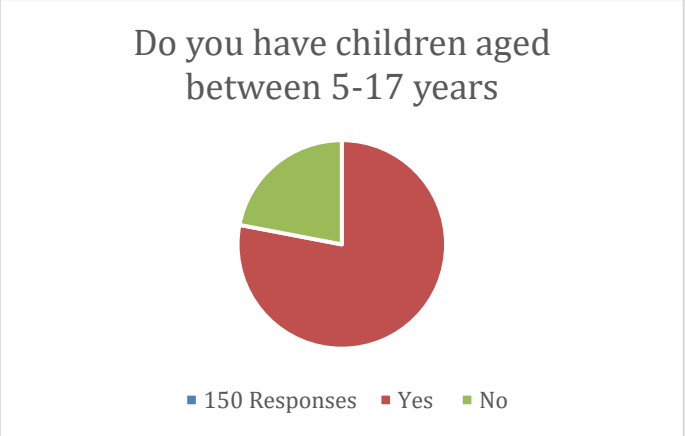

Image 2. Respondent Characteristics Based on whether the respondent has children aged between 5 17 years

This study aims to evaluate the success of Koding Next's marketing strategy in Cilegon City by examining the influence of the 7P marketing mix, digital marketing, and internal strengths on purchase intention, both directly and through the mediating role of brand awareness. Data were collected through online questionnaires and structured interviews. Of the 158 questionnaires collected, 117 were declared valid and were analyzed further. The majority of respondents were parents of children aged 5 17, so the research results are considered relevant to the primary target market of children's coding course services.

b. Descriptive Analysis

Descriptive analysis showed that all research variables were in the good category, with the highest score for the 7P marketing mix (83%), followed by brand awareness (82%), internal strength (81%), purchase intention (80%), and digital marketing (79%). These findings indicate that Koding Next's marketing strategy has been generally well received by consumers in the Cilegon region.

c. Outer Model

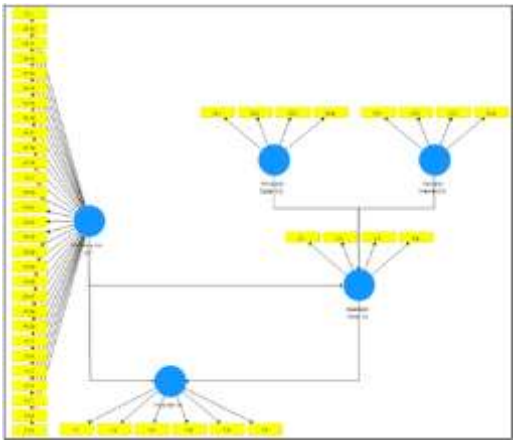

Image 3. Path Diagram Outer Model

Table 1. Average Variance Extracted Results

Variable	(AVE)	Critical Value	Model Evaluation
Internal Strength (X3)	0,878	>0,5	Valid
Brand Awareness (Z)	0,825		Valid
Marketing Mix (X1)	0,695		Valid
Purchase Intention (Y)	0,769		Valid
Digital Marketing (X2)	0,828		Valid

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Table 2. Outer Loading Results

	Internal Strength (X3)	Brand Awareness (Z)	Marketing Mix (X1)	Purchase Intention (Y)	Digital Marketing (X2)
X1.1			0,816		
X1.10			0,678		
X1.11			0,715		
X1.12			0,810		
X1.13			0,820		
X1.14			0,821		
X1.15			0,833		
X1.16			0,876		
X1.17			0,823		
X1.18			0,858		
X1.19			0,880		
X1.2			0,812		
X1.20			0,898		
X1.21			0,874		
X1.22			0,877		
X1.23			0,862		
X1.24			0,858		
X1.25			0,882		
X1.26			0,882		
X1.27			0,832		
X1.28			0,854		
X1.29			0,874		
X1.3			0,869		
X1.4			0,813		
X1.5			0,827		
X1.6			0,761		
X1.7			0,807		
X1.8			0,775		
X1.9			0,843		
X2.1					0,825
X2.2					0,945
X2.3					0,945
X2.4					0,920
X3.1	0,954				
X3.2	0,937				
X3.3	0,939				
X3.4	0,917				
Y.1				0,907	
Y.2				0,881	
Y.3				0,841	
Y.4				0,846	
Y.5				0,896	
Y.6				0,890	
Z.1		0,927			
Z.2		0,903			
Z.3		0,892			
Z.4		0,910			

Table 3. Cross Loading Results

	Internal Strength (X3)	Brand Awareness (Z)	Marketing Mix (X1)	Purchase Intention (Y)	Digital Marketing (X2)
X1.1	0,659	0,617	**0,816**	0,634	0,638
X1.10	0,545	0,628	**0,678**	0,535	0,564
X1.11	0,575	0,694	**0,715**	0,591	0,630
X1.12	0,707	0,722	**0,810**	0,680	0,701
X1.13	0,670	0,715	**0,820**	0,696	0,661
X1.14	0,658	0,746	**0,821**	0,674	0,720
X1.15	0,679	0,694	**0,833**	0,693	0,697
X1.16	0,717	0,699	**0,876**	0,732	0,756
X1.17	0,741	0,674	**0,823**	0,742	0,763
X1.18	0,731	0,639	**0,858**	0,724	0,702
X1.19	0,729	0,674	**0,880**	0,718	0,762
X1.2	0,686	0,597	**0,812**	0,651	0,618
X1.20	0,737	0,711	**0,898**	0,725	0,764
X1.21	0,741	0,703	**0,874**	0,730	0,737
X1.22	0,716	0,683	**0,877**	0,762	0,721
X1.23	0,690	0,719	**0,862**	0,782	0,709
X1.24	0,718	0,717	**0,858**	0,757	0,695
X1.25	0,713	0,718	**0,882**	0,769	0,719
X1.26	0,724	0,766	**0,882**	0,709	0,711
X1.27	0,672	0,739	**0,832**	0,685	0,658
X1.28	0,721	0,774	**0,854**	0,723	0,703
X1.29	0,737	0,775	**0,874**	0,732	0,735
X1.3	0,715	0,648	**0,869**	0,708	0,712
X1.4	0,682	0,612	**0,813**	0,656	0,627
X1.5	0,693	0,658	**0,827**	0,677	0,673
X1.6	0,667	0,635	**0,761**	0,673	0,633
X1.7	0,671	0,646	**0,807**	0,704	0,665
X1.8	0,635	0,657	**0,775**	0,661	0,639
X1.9	0,749	0,715	**0,843**	0,776	0,739
X2.1	0,664	0,642	0,686	0,697	**0,825**
X2.2	0,766	0,778	0,777	0,821	**0,945**
X2.3	0,793	0,803	0,770	0,820	**0,945**
X2.4	0,836	0,780	0,788	0,832	**0,920**
X3.1	**0,954**	0,790	0,799	0,852	0,819
X3.2	**0,937**	0,715	0,773	0,810	0,762
X3.3	**0,939**	0,770	0,803	0,865	0,819
X3.4	**0,917**	0,686	0,741	0,767	0,755
Y.1	0,799	0,795	0,801	**0,907**	0,776
Y.2	0,772	0,764	0,762	**0,881**	0,795
Y.3	0,726	0,575	0,667	**0,841**	0,702
Y.4	0,751	0,617	0,688	**0,846**	0,749
Y.5	0,781	0,786	0,778	**0,896**	0,793
Y.6	0,804	0,726	0,722	**0,890**	0,776
Z.1	0,739	**0,927**	0,737	0,724	0,739
Z.2	0,672	**0,903**	0,739	0,695	0,752
Z.3	0,750	**0,892**	0,783	0,808	0,771
Z.4	0,712	**0,910**	0,747	0,732	0,745

Table 4. Fornell- Lacker Criterion Results

	Internal Strength (X3)	Brand Awareness (Z)	Marketing Mix (X1)	Purchase Intention (Y)	Digital Marketing (X2)
Internal Strength (X3)	0,937				
Brand Awareness (Z)	0,792	0,908			
Marketing Mix (X1)	0,832	0,828	0,834		
Purchase Intention (Y)	0,881	0,817	0,842	0,877	
Digital Marketing (X2)	0,843	0,828	0,831	0,873	0,910

Table 5. Heterotrair-monotrait ratio (HTMT)

	Internal Strength (X3)	Brand Awareness (Z)	Marketing Mix (X1)	Purchase Intention (Y)	Digital Marketing (X2)
Internal Strength (X3)					
Brand Awareness (Z)	0,838				
Marketing Mix (X1)	0,858	0,865			
Purchase Intention (Y)	0,928	0,864	0,871		
Digital Marketing (X2)	0,892	0,888	0,868	0,931	

Table 6. Reliabilitas Results

Variable	Cronbach's Alpha	Composite Reliability	Minimum Requirements	Information
Internal Strength (X3)	0,954	0,966	> 0,7	Reliabel
Brand Awareness (Z)	0,929	0,950		Reliabel
Marketing Mix (X1)	0,954	0,955		Reliabel
Purchase Intention (Y)	0,940	0,952		Reliabel
Digital Marketing (X2)	0,939	0,950		Reliabel

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The results of the measurement model (outer model) test indicate that all indicators have outer loading values above the recommended threshold and meet the criteria for convergent and discriminant validity. The Average Variance Extracted (AVE), Fornell Larcker Criterion, and HTMT values confirm that each construct is capable of adequately measuring different concepts. Furthermore, the reliability test results show very high Cronbach's Alpha and Composite Reliability values for all variables, indicating that the internal consistency of the measurement instrument is at an excellent level. Thus, the measurement model is deemed suitable for proceeding to the structural evaluation stage.

d. Inner Model

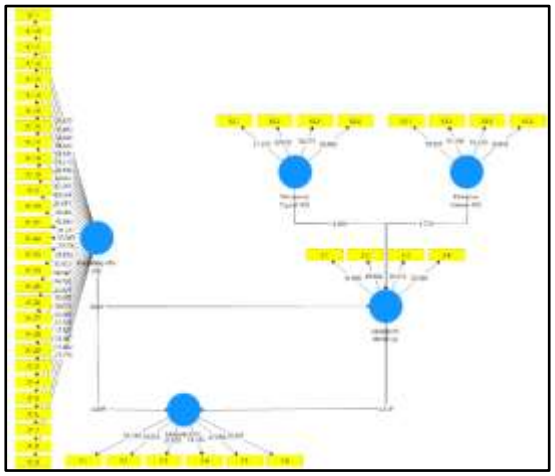

Image 4. Inner Model Structural Equation

Table 7. R - Square

	R *Square*	R *Square Adjusted*
Brand Awareness (Z)	0,754	0,748
Purchase Intention (Y)	0,755	0,750

Table 8. Q - Square

Variable	*Q Square*	Information
Brand Awareness (Z)	0,607	High
Purchase Intention (Y)	0,570	High

Table 9. F - Square

Variabel	*F Square*	*Effect Size*
Marketing Mix (X1) -> Brand Awareness (Z)	0,155	Medium
Digital Marketing (X2) -> Brand Awareness (Z)	0,138	Medium
Internal Strength(X3) -> Brand Awareness (Z)	0,021	Small
Marketing Mix (X1) -> Purchase Intention (Y)	0,357	Large
Brand Awareness (Z) -> Purchase Intention (Y)	0,140	Medium

Table 10. Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0,053	0,057
d_ULS	3,170	3,701
d_G	6,912	7,045
Chi-Square	3116,544	3163,482
NFI	0,657	0,652

The evaluation of the structural model (inner model) shows that the model has strong explanatory and predictive power. The R Square values for brand awareness and purchase intention are each above 0.75, indicating that the exogenous variables are able to explain most of the variation in the endogenous variables. The high Q Square value strengthens the finding that the model has good predictive relevance. The results of the effect size test (F Square) indicate that the 7P marketing mix has the largest influence on purchase intention, while digital marketing and brand awareness have a moderate influence, and internal strengths show a relatively small influence on brand awareness.

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e. Hyphothesis Test

Table 11. Hyphothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Internal Strength (X3) -> Kesadaran Merek (Z)	0,147	0,158	0,112	1,315	0,189
Brand Awarenes (Z) -> Purchase Intention (Y)	0,379	0,391	0,121	3,130	0,002
Marketing Mix (X1) -> Purchase Intention (Y)	0,529	0,517	0,120	4,387	0,000
Digital Marketing (X2) -> Brand Awarenes (Z)	0,380	0,374	0,126	3,013	0,003

Based on the results of the hypothesis testing, it can be explained as follows:

1. **H1:** The 7P Marketing Mix has a positive and significant effect on purchase intention.
2. **H2:** Digital marketing has a positive and significant effect on brand awareness.
3. **H4:** Internal strength (testimonials) does not have a significant effect on brand awareness.
4. **H5:** Brand awareness has a positive and significant effect on purchase intention.

The study model revealed both direct and indirect effects. The direct effects include the influence of the 7P Marketing Mix on purchase intention (H1), digital marketing on purchase intention (H2), internal strength on purchase intention (H4), and brand awareness on purchase intention (H5). The indirect effect involves brand awareness mediating the relationship between the 7P Marketing Mix and purchase intention (H3). The study controlled for variables such as demographics (parents' age, income, education), socio geographic factors (distance, social references), child characteristics (age, technology experience), and behavior (social media usage, EdTech experience). These controls are particularly important in Cilegon, an industrial city with a close knit community and high internet penetration.

Table 12. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Marketing Mix (X1) -> Brand Awarenes (Z) -> Purchase Intention (Y)	0,148	0,148	0,053	2,800	0,005

1. **H3 is supported:** brand awareness significantly mediates the effect of the 7P Marketing Mix on purchase intention. This indicates that marketing efforts by Koding Next can increase parents' brand awareness, which in turn enhances their purchase intention for the coding courses.

4. CONCLUSION

This study examines the implementation of the 7P Marketing Mix at Koding Next in Cilegon and its impact on brand awareness and purchase intention. The results indicate that the 7P Marketing Mix has been effectively applied, particularly in product, price, and digital promotion, achieving high relevance to children's learning needs and parents' expectations. Hypothesis testing shows that the 7P Marketing Mix positively influences purchase intention,

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digital marketing significantly enhances brand awareness, and brand awareness mediates the effect of the 7P Marketing Mix on purchase intention. Internal strength (testimonials) contributes to trust but has a limited effect on brand awareness. Overall, comprehensive marketing strategies, especially through digital channels, can increase parents' engagement, brand recognition, and their intention to enroll children in Koding Next programs.

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