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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***

*In the context of children's coding education services in Cilegon, Indonesia, this study looks at how the 7P marketing mix, digital marketing, and internal strength (testimonials) affect purchase intention, with brand awareness acting as a mediating variable. Purposive sampling was used in a quantitative study design with 150 parents of children between the ages of 5 and 17 who were exposed to Koding Next's marketing campaigns. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to examine the data, which were gathered using structured online surveys. The findings show that while digital marketing greatly raises brand recognition, the 7P marketing mix has a favorable and significant impact on purchase intention. Additionally, purchase intention is found to be significantly positively impacted by brand recognition, which also partially mediates the link between buy intention and the 7P marketing mix. However, brand recognition is not much impacted by internal strength in the form of testimonies. These results demonstrate the strategic significance of an integrated marketing mix and successful digital marketing in boosting brand recognition and encouraging purchase intent in the EdTech industry. In order to increase market competitiveness in digitally driven metropolitan locations, this study offers education service providers useful insights for enhancing marketing tactics.*
***Keywords:*** *Brand Awareness, Digital Marketing, Edtech, Marketing Mix 7P, Purchase Intention, PLS SEM.*

**Abstrak**

Dalam konteks layanan pendidikan coding anak di Cilegon, Indonesia, penelitian ini mengkaji bagaimana bauran pemasaran 7P, pemasaran digital, dan kekuatan internal (testimoni) memengaruhi niat pembelian, dengan kesadaran merek bertindak sebagai variabel mediasi. Pengambilan sampel bertujuan digunakan dalam desain penelitian kuantitatif dengan 150 orang tua dari anak-anak berusia 5 hingga 17 tahun yang terpapar kampanye pemasaran Koding Next. Pemodelan Persamaan Struktural Kuadrat Terkecil Parsial (PLS-SEM) digunakan untuk menganalisis data yang dikumpulkan menggunakan survei online terstruktur. Hasil penelitian menunjukkan bahwa meskipun pemasaran digital sangat meningkatkan pengenalan merek, bauran pemasaran 7P memiliki dampak yang menguntungkan dan signifikan terhadap niat pembelian. Selain itu, niat pembelian ditemukan secara signifikan dipengaruhi secara positif oleh pengenalan merek, yang juga sebagian memediasi hubungan antara niat pembelian dan bauran pemasaran 7P. Namun, pengenalan merek tidak banyak dipengaruhi oleh kekuatan internal dalam bentuk testimoni. Hasil ini menunjukkan signifikansi strategis dari bauran pemasaran terpadu dan pemasaran digital yang sukses dalam meningkatkan pengenalan merek dan

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mendorong niat pembelian di industri EdTech. Untuk meningkatkan daya saing pasar di lokasi metropolitan yang digerakkan oleh teknologi digital, studi ini menawarkan wawasan yang berguna bagi penyedia layanan pendidikan untuk meningkatkan taktik pemasaran.
**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). However, research on how brand awareness mediates the relationship between marketing tactics and purchase intention is still equivocal (Ansari et al., 2019; Rochefort & Ndlovu, 2024). Additionally, there is a contextual gap in the research since providers of coding instruction for kids in tier 2 industrial cities have received less attention. Therefore, by

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analyzing the impact of the 7P marketing mix, pricing tactics, and digital marketing on parents' purchase intentions, with brand awareness assessed as a mediating variable, this study seeks to assess the efficacy of Koding Next's marketing strategy in Cilegon City. In addition to providing useful, data-driven insights for EdTech companies working in developing urban markets, this study is anticipated to add to the body of knowledge on non-formal education marketing..

## 2. RESEACRH METHOD

### a. Literature Review

#### 1) Service Marketing Theory

Through the SERVQUAL model, Parasuraman, Zeithaml, and Berry (1985) presented Service Marketing Theory, which highlights service quality as a crucial factor in determining customer satisfaction and loyalty, resulting from the discrepancy between customer expectations and perceived performance. Because educational services are intangible, indivisible, perishable, and changeable, this notion is extremely pertinent to EdTech services like Koding Next.. 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. Effective capacity management is necessary for perishability, and curriculum uniformity and ongoing teacher training are necessary for variability. Thus, in technology-based education services, Service Marketing Theory offers a solid theoretical basis for implementing the 7P marketing mix to raise customer satisfaction, lower perceived risk, and increase service quality.

#### 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**

This study integrates the Theory of Planned Behavior (TPB) (Ajzen, 1991) with the Consumer Decision Making Process (CDM) (Kotler & Keller, 2016) to explain consumer behavior in the EdTech service sector, which is crucial for assessing marketing efficacy 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**

In this study, a significant mediator between marketing tactics and buy intention is brand awareness. While Keller's Customer Based Brand Equity framework (1993) stresses recognition and recall as essential elements of brand knowledge acquired through associative memory, Aaker's Brand Equity Model (1991) views brand awareness as a hierarchical process spanning from unawareness to top of mind. 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**

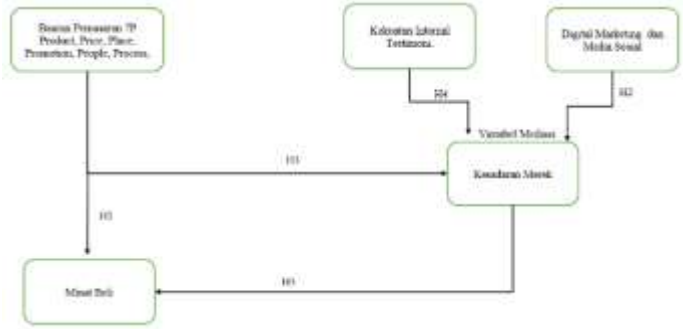

*Image 1. Research Framework*

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**

With brand awareness serving as a mediating variable in the context of Koding Next's children programming courses in the Cilegon area, this study employs a quantitative research approach using a survey method to investigate the effects of the 7P marketing mix, digital marketing, and internal strength (testimonials) on purchase intention. Parents who live or work in Cilegon and its environs and have children between the ages of five and seventeen make up the research population. Purposive sampling was used to choose respondents who had seen Koding Next's promotional materials. In accordance with the minimal parameters for SEM PLS analysis, the sample size was chosen at 150 respondents. In order to enhance the empirical findings, structured interviews and a small number of observations were added to the primary data that was gathered via an online survey that was disseminated through parent communities, social media sites, and partner schools. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used in SmartPLS after descriptive statistics were used to describe respondent attributes and perceptions of the study variables. Convergent validity, discriminant validity, construct reliability based on outer loadings, Average Variance Extracted (AVE), and composite reliability tests were used to assess the measurement model. Using a bootstrapping technique with 5,000 subsamples, the structural model was evaluated using coefficients of determination ($R^2$), path coefficient significance, and effect size ($f^2$). Partial t tests at a 5% significance level were used for hypothesis testing, and bootstrapping and the Variance Accounted For (VAF) technique were used to investigate the mediating influence of brand awareness.

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## 3. RESULT AND DISCUSSION

### a. Data Collection And Respondent Characteristics

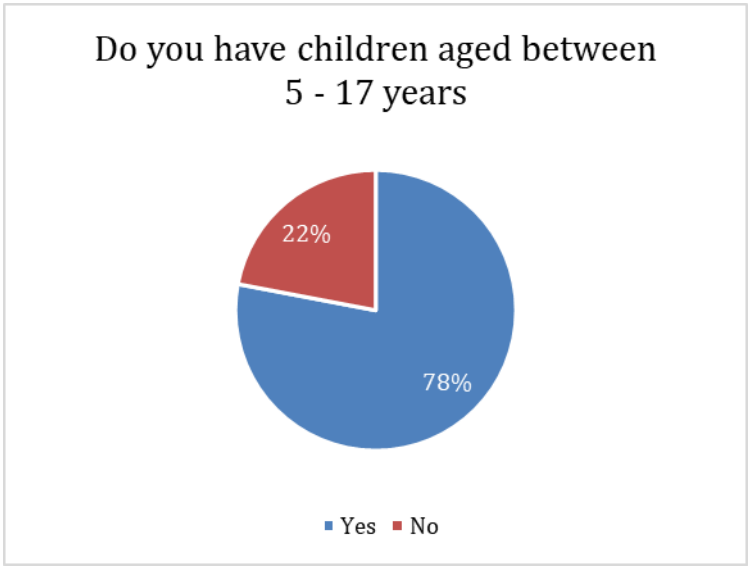


*Image 2. Respondent Characteristics Based on whether the respondent has children aged between 5 17 years*

The respondent characteristics indicate that out of 150 respondents, 78% have children aged 5–17 years, while 22% do not. The dominance of respondents within the primary target market of Koding Next suggests that the data are relevant for analyzing interest and perceptions toward the marketing strategies of children's coding courses in Cilegon City, thereby supporting the validity of the research findings.

### 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

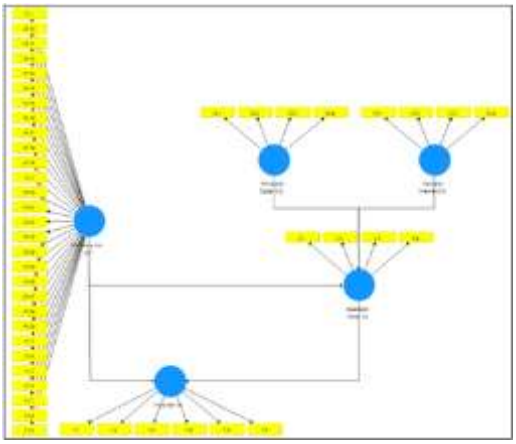

*Image 3. Path Diagram Outer Model*

*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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All indicators fulfill convergent and discriminant validity and the necessary outer loading criteria, according to the measurement model findings. Construct validity is verified using AVE, Fornell-Larcker, and HTMT scores. Excellent internal consistency is shown by high Cronbach's Alpha and Composite Reliability, indicating that the measurement model is suitable for structural model assessment.

**d. Inner Model**

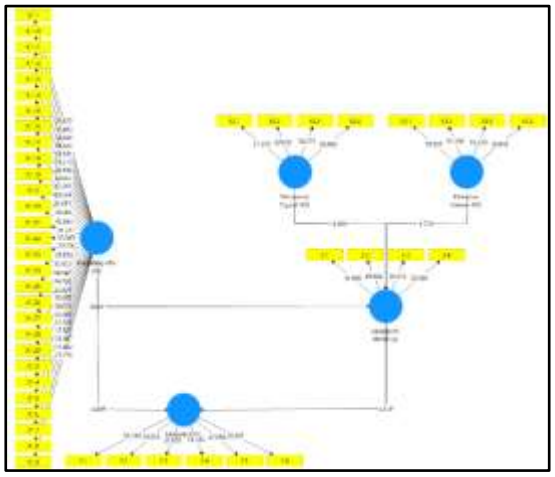

*Image 4. Inner Model Structural Equation*

*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 |

With R Square values of 0.752 and 0.755, respectively, the findings show that Brand Awareness and Purchase Intention have significant explanatory power. The model's strong predictive relevance is shown by high Q Square values. The goodness-of-fit test shows that the model fits the data well and is appropriate for analysis, and the F Square findings demonstrate that the Marketing Mix has a high influence on Purchase Intention and a moderate effect on Brand Awareness, while other factors show lower effects.

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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.

Both direct and indirect impacts are shown by the research model. The impact of digital marketing on purchase intention (H2), internal strength on purchase intention (H4), brand awareness on purchase intention (H5), and the 7P Marketing Mix on purchase intention (H1) are among the direct consequences. In the indirect impact, purchase intention and the 7P Marketing Mix are mediated by brand awareness (H3). The model controls for demographic variables (parents' age, income, and education), socio-geographic factors (distance and social references), child characteristics (age and technology experience), and behavioral factors (social media usage and EdTech experience), which are particularly relevant in the context of Cilegon as an industrial city with high internet penetration and close-knit communities.

*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:** The impact of the 7P Marketing Mix on purchase intention is considerably mediated by brand awareness. This suggests that Koding Next's use of the 7P Marketing Mix raises parents' brand awareness, which in turn raises their propensity to buy coding classes.

## 4. CONCLUSION

According to the study's findings, parents' brand awareness and purchase intent have increased significantly when Koding Next in Cilegon City used the 7P Marketing Mix. Purchase intention is significantly impacted by the 7P Marketing Mix both directly and indirectly, with brand awareness acting as a mediating factor. Purchase intention is heavily influenced by brand awareness, which is largely increased by digital marketing. In contrast,

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internal strength in the form of testimonials shows a relatively weaker effect on brand awareness. Overall, the findings highlight that a combination of high-quality products, appropriate pricing strategies, and effective digital marketing is crucial in driving purchase intention in children's coding courses.

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