


The Impact of Digital Marketing to Purchase Intention in Training Organizations

Devi Setyowati¹, Maria Apsari Sugiat²

¹ Master of Management Distance Learning Program, School of Economics and Business, Telkom University, Bandung, Indonesia, devisety@student.telkomuniversity.ac.id

² School of Economics and Business, Telkom University, Bandung, Indonesia, mariasugiat@telkomuniversity.ac.id

Article Info	ABSTRACT
<p>Article history:</p> <p>Received Aug, 2025 Revised Sep, 2025 Accepted Sep, 2025</p> <hr/> <p>Keywords:</p> <p>Consumer Engagement; Consumer Trust; Digital Marketing; Purchase intention; Training; Organizations/Lembaga Pelatihan Kerja (LPKs)</p>	<p>The growing penetration of the internet and advances in digital technology have significantly enhanced the marketing efforts of training organizations (LPKs) in Indonesia. Although many LPKs utilize digital marketing to support candidate placement in Japan, data from two institutions in East and West Java reveal that most trainees enrolled through channels other than social media. This study examines the impact of digital marketing on purchase intention in Indonesian LPKs. Using data collected from 384 respondents and analyzed with SEM-PLS 4.0, the results confirm a positive and significant relationship between digital marketing and purchase intention. These findings highlight the need for LPKs to develop stronger digital content strategies that resonate with their target audiences. The study is limited to two provinces and a quantitative method, which may not fully capture broader socio-cultural factors.</p> <p><i>This is an open access article under the CC BY-SA license.</i></p> 

Corresponding Author:

Name: Devi Setyowati
Institution: Master of Management Distance Learning Program, School of Economics and Business, Telkom University, Bandung, Indonesia
Email: devisety@student.telkomuniversity.ac.id

1. INTRODUCTION

The emergence of the hashtag #KaburAjaDulu has become a viral phenomenon on Indonesian social media platforms, symbolizing the growing public sentiment to explore employment opportunities abroad. This trend, largely driven by the younger generation, reflects a social response to domestic labor market challenges and the increasing aspiration to pursue careers overseas. Recruitment professionals have responded to this trend by promoting job opportunities in countries like Japan, utilizing viral content to reach potential candidates [1], [2], [3]. This situation

underscores the growing interconnection between digital culture and job-seeking behavior in contemporary Indonesian society.

The increase in internet usage among Indonesians supports this trend. According to data, internet usage among individuals aged 25 and above has steadily increased from 56.08% in 2021 to 60.36% in 2023. Conversely, the unemployment rate within the same age group has decreased from 22.13% in 2021 to 14.66% in 2024 [4], [5]. These data suggest that more Indonesians are digitally connected and potentially exposed to online job-related content, including those promoted through social media. Other reports show that 77% of the population are internet users, with 60.4%

actively using social media [6]. Notably, 25% of users utilize social platforms for work-related activities, such as job searching and professional networking, emphasizing the role of social media as a tool for employment and career development [7].

Simultaneously, the Indonesian government continues to address domestic unemployment by promoting labor export programs, particularly to Japan. As part of a bilateral agreement, the Ministry of Manpower set a target of sending 70,000 skilled Indonesian workers to Japan within five years starting from 2019 [8]. In 2024, Japan, confronted with a swiftly aging populace and labor deficiencies, documented 2.3 million foreign workers, reflecting a 12.4% rise from the preceding year. The number of companies employing foreign workers also rose to 342,000, reflecting Japan's growing dependence on international labor [9]. Besides that, Japan will require up to 6.88 million foreign workers by 2040 to sustain its economic growth [10].

There are more than 500 training organizations (LPKs) across Indonesia that serve as intermediaries to prepare and train Indonesian workers to overseas markets, particularly Japan [11]. These organizations have increasingly adopted digital marketing strategies, especially through social media, to reach potential trainees and promote their services. Considering the digital orientation of contemporary job seekers, the utilization of platforms such as Instagram, Facebook, and TikTok has become imperative in influencing perceptions and promoting registration.

This study focuses on two LPKs based in East Java and West Java, which both actively utilize digital marketing strategies and maintain liaison offices in Japan. Despite similar Google review scores (above 4.5), both LPKs show substantial differences in user metrics related to consumer trust, consumer engagement, and purchase intention. According to organizational data from 2020 to 2024, LPK M experienced a continuous increase in new applicants, including a 429.36% rise in 2024, whereas LPK C faced a 10.35% decline in the same year. Interestingly, the share of enrollers originating from social

media also differs significantly between the two: 10% for LPK C and only 2% for LPK M.

This disparity brings up a crucial research question: Does consumer interaction via digital platforms have a major impact on potential LPK trainees' purchasing intentions? Although both organizations use similar digital marketing approaches, their outcomes differ, suggesting that factors such as trust and engagement may play mediating or moderating roles in the effectiveness of digital campaigns.

Moreover, public reviews left on platforms like Google also represent a form of consumer engagement that can influence others' perceptions and decisions. Positive reviews may serve as social proof that reinforces trust, while negative ones may deter potential applicants despite high review scores overall. The interaction between consumer engagement and digital trust-building mechanisms is therefore a key area of inquiry.

From a theoretical standpoint, numerous industries have thoroughly investigated the connection between digital marketing and consumer behavior, yet few studies have focused on the context of training organizations, particularly those linked to international labor migration. Digital marketing is believed to increase visibility, deliver targeted content, and enhance consumer relationships [12], [13]. When coupled with high engagement and trust, these strategies are likely to drive behavioral intentions, such as enrolling in a training program or choosing a specific LPK. However, the LPK introduces unique challenges and dynamics. For instance, decisions to enroll may not solely rely on promotional content but also on perceived placement success, alumni testimonials, and peer recommendations. Therefore, understanding the underlying psychological and social processes, such as trust and engagement are crucial for designing effective digital strategies in this sector.

Based on data related to digital marketing, particularly social media as well as observed differences in consumer trust, engagement, and purchase intention between

LPK C and LPK M, this study identifies a problem despite both organizations having Google review scores above 4.00. LPK C experienced a decline in student enrollment in 2024 despite consistently placing all its students with partner companies in Japan from 2020 to 2023 (except during the COVID-19 pandemic in 2021). Yet, LPK M saw a significant increase in student numbers in 2024, even though it had not successfully placed all students in Japan during the 2020–2023 period.

Therefore, this research aims to examine the academic and managerial aspects underlying this issue, particularly regarding how digital marketing can be leveraged to improve revenue and business sustainability in LPKs. To address these concerns, the study formulates the following research questions:

RQ1: Does digital marketing has a positive and significant influence on purchase intention in LPK services in East Java and West Java?

This study applied the conceptual framework of digital marketing, purchase intention, consumer trust and engagement from previous research [14]. The research model was tested in the bank industry in Ghana. Based on the differences observed between the two LPKs and supported by broader national and international trends, this study uses customer trust as a moderating variable and consumer engagement as a mediating variable to investigate how digital marketing affects purchase intention. Originality and value of this study offers a novel contribution by situating digital marketing effectiveness within the underexplored sector of training organizations involved in international labor mobility. It distinguishes itself by integrating consumer trust and consumer engagement into a single analytical model, analyzing their roles as moderator and mediator respectively. The findings aim to enhance both academic understanding and practical application for organizations seeking to increase enrollment and sustainability through digital engagement strategies. The study's conclusions should ultimately advance theoretical knowledge of consumer behavior

in digitally mediated services and provide practical suggestions for enhancing the efficacy of digital marketing in LPKs that promote labor collaboration between Japan and Indonesia.

2. LITERATURE REVIEW

2.1 *Marketing*

Marketing is defined as a strategic process for identifying and fulfilling human and societal needs in alignment with organizational purposes [15]. The American Marketing Association elaborates that marketing encompasses activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings of value to customers, clients, partners, and society [15]. Another argument emphasizes that marketing is not solely about commercial transactions but also involves the co-creation of value that positively impacts all stakeholders [16]. This is supported by other opinions, who argue that the complexity of marketing definitions is intended to highlight the importance of ensuring value for all participants in the exchange process [17]. To formulate effective marketing strategies, an essential first step is to evaluate the current market conditions through competitor analysis [18]. This approach helps identify major players in the industry and understand their strategic positioning. Such insights are valuable for businesses to define their competitive stance and uncover opportunities for market development [19].

2.2 *Digital Marketing*

Digital marketing, previously known as e-marketing, is central to digital business as it integrates information technology into traditional marketing functions [20], [21]. It includes managing a company's online presence (e.g., websites, social media) and digital communication tools such as SEO, online ads, and email marketing [22]. With globalization and demographic shifts, digital marketing presents major

opportunities in developing markets like Asia [15]. It also enhances interactions among consumers, suppliers, and partners, while reducing transactional costs [23]. Strategic decisions in digital marketing still rely on classic STDP principles: segmentation, targeting, differentiation, and positioning
Kesalahan! Sumber referensi tidak ditemukan..

1. Social Media Marketing

Social media marketing is a key category within digital marketing that emphasizes interactive communication between businesses and consumers through digital platforms such as company websites, social media (e.g., Facebook and Twitter), blogs, and forums [22]. While originally functioning as a one-way broadcast medium, effective use of social media now requires companies to engage in two-way conversations to better understand consumer needs and enhance brand image. Strategically, it plays a vital role in digital transformation, as most consumers discover brands and products through friends, family, or paid advertisements [24]. Furthermore, Boyd and Ellison stated that social networking sites are web-based services that enable users to create profiles, make connections, and explore social ties within the system [22].

2. Social Media Marketing Strategy

Social media marketing strategy aims to monitor and facilitate consumer interaction across various digital platforms to foster positive engagement with the brand [22]. An effective strategy must align with marketing objectives and deliver

content that is both informative and engaging for consumers [17], [24]. To achieve this, companies should encourage active participation and content sharing that reinforces brand image across official websites, social media, and third-party platforms
Kesalahan! Sumber referensi tidak ditemukan.. To ensure relevance to the target audience, market analysis is essential. The POST framework by Forrester (People, Objectives, Strategy, Technology) offers a practical approach to designing social media strategies [22].

3. Purchase Intention

Purchase intention alludes to a consumer's inclination to buy a product under specific conditions and is typically assessed by how likely they are to choose a brand [17]. It is shaped by shifting market dynamics, emotional value perception, and social factors such as subjective norms [23], [25]. Purchase intention emerges after consumers develop trust and engagement with a product [25], and research shows it increases more when consumers recommend a product than when they merely like it [26].

2.3 Theoretical Framework

This study expands on previous research by looking at how digital marketing affects purchase intention both directly and indirectly, using customer involvement as a mediating element. Additionally, it looks into customer trust as a mediator between digital marketing and consumer involvement. The proposed research framework is illustrated in [Kesalahan! Sumber referensi tidak ditemukan.].

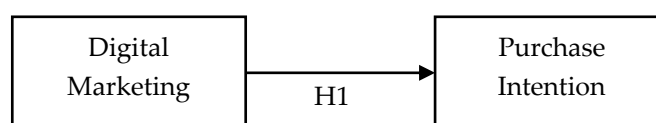


Figure 1. Conceptual Framework

Note (s):

————▶ : Direct relationship

2.4 Hypothesis Development

Relationship between Digital Marketing and Purchase Intention

Past research has consistently demonstrated that digital marketing has a positive influence on purchase intention. For instance, [14] discovered that digital marketing significantly affects consumers' intention to use banking services. Similarly, [13] revealed that effective digital marketing and promotional strategies increase consumers' positive attitudes and their purchase intention toward financial products.

Even in a B2B context, [12] concluded that digital marketing channels such as SEO, social media, and email marketing contribute positively to purchase intention, although the effect was not statistically significant. Other researchers such as [27], [28], [29] showed that social media marketing, including influencer content and visual strategies positively influences young consumers' purchase intentions, especially when brand passion is involved.

These data suggest that digital marketing influences customers' purchasing decisions across industries and locations. Based on the findings of prior investigations, the following hypothesis are proposed:

H1: Digital marketing has a positive and significant effect on the purchase intention of LPKs in East Java and West Java.

3. RESEARCH METHODS

3.1 Research Design and Paradigm

This study adopts a quantitative descriptive approach with exploratory objectives under a positivist paradigm [30]. The positivist paradigm emphasizes objectivity, empirical measurement, and structured data analysis through hypothesis testing. Structural Equation Modeling (SEM) using Partial Least Squares (PLS) was employed as the main

analytical method [14], [31]. The research was conducted using a cross-sectional approach, meaning that data was collected at a single point in time [14].

3.2 Sampling Size and Procedure

The target population consists of trainees at Lembaga Pelatihan Kerja (LPKs) who use social media and are interested in working in Japan. The estimated population is 126,197 individuals [32]. Using an online calculator

(<https://www.calculator.net/sample-size-calculator.html?type=1&cl=95&ci=5&pp=50&ps=126197&x=Calculate>) with a 95% confidence level and a 5% margin of error, a minimum sample size of 384 respondents was determined [14]. This study applies to a non-probability sampling technique combining purposive and convenience samplings [33]. Eligible respondents are those aged 18 and above, active social media users, current trainees in East or West Java, and followers of their LPK's official social media accounts
Kesalahan! Sumber referensi tidak ditemukan..

3.3 Measures and Data Collection Procedures

Primary data was utilized as the main source of information. This data was gathered by distributing questionnaires to chosen respondents to gather thoughts about the topic under research. Questionnaires are a widely recognized data collection method in quantitative research, offering an efficient mechanism for collecting structured responses
Kesalahan! Sumber referensi tidak ditemukan.. A questionnaire is a practical instrument composed of a series of systematically arranged written questions, wherein respondents are typically required to select answers from predefined options [34]. This study adopted a questionnaire with validated scale used in the previous research by [14] adapted from prior studies with Digital Marketing as the main independent

variable, with one sub variable (social media marketing). Social media marketing with 5 measurement items, Consumer Engagement as mediating variable had 6 measurement items, Consumer trust as moderating variable had 6 measurement items and Purchase Intention as main dependent variable had 7 measurement items. See [for the data collection instrument. In this study, the questionnaire was distributed online via Google Forms to training participants in June 2025, with the assistance of administrative staff and instructors at the training institutions (LPKs). In addition to the use of primary data, secondary data sources were employed to complement the research analysis. These secondary

sources included previous academic studies, textbooks, news articles, and verified information obtained from credible institutional websites.

Table 1 for the data collection instrument. In this study, the questionnaire was distributed online via Google Forms to training participants in June 2025, with the assistance of administrative staff and instructors at the training institutions (LPKs). In addition to the use of primary data, secondary data sources were employed to complement the research analysis. These secondary sources included previous academic studies, textbooks, news articles, and verified information obtained from credible institutional websites.

Table 1. Questionnaire

PART DIGITAL MARKETING		Code
Social Media Marketing		SMM
Content shared on the LPK social media handles seem interesting to me		SMM1
Social media advertising is a good source of information on the LPK's services		SMM2
The content on the LPK's social media platforms is helpful for me		SMM3
It is easy to deliver my opinion and feedback through LPK's social media		SMM4
The content on the LPK's social media brand pages is pleasant for me		SMM5
PART PURCHASE INTENTION		PI
It is very likely that I will patronize the LPK's services that are advertised on digital marketing channels		PI1
I will patronize the LPK's services the next time I need any LPK service		PI2
I find patronizing service advertised via digital channels worthwhile		PI3
I will frequently patronize service advertised in the future		PI4
I will strongly recommend to others to patronize the service advertised by the LPK		PI5
I desire to patronize products that are promoted and advertisements on social media		PI6
I plan to patronize the LPK's products that are promoted on digital channels		PI7

3.4 Data Validity and Reliability

The process of validating the research instrument began with a content validity test through expert judgment even though the questionnaire adapted from the previous research [30], [35]. Three experts were invited to review the questionnaire items, and all items achieved an Item-Content Validity Index (I-CVI) of 1.00, indicating excellent agreement among the experts [33]. After completing the expert judgment stage, a pilot test was conducted involving 30 respondents who met the research criteria. The pilot test aims to assess the

clarity, relevance, and consistency of the items prior to the main data collection. Construct validity was assessed using outer loadings ranges between 0.40 and less than 0.70, the indicator may still be retained if the reliability criteria are met. However, indicators with outer loading values below 0.40 should be removed from the model, as they are considered to potentially distort the construct [36]. Average Variance Extracted (AVE > 0.5), and Heterotrait-Monotrait Ratio (HTMT < 0.90) for discriminant validity [14], [36]. Reliability was evaluated using Cronbach's Alpha and Composite

Reliability (both > 0.70), confirming high internal consistency [31].

4. RESULTS AND DISCUSSION

Data collection was conducted in June 2025 using a questionnaire distributed via Google Form to training participants at LPKs in East Java and West Java. A total of 390 responses were received, but after data screening, 384 valid responses were retained for analysis. See [Of these, 59% (225 respondents) were from West Java, while 41% (159 respondents) were from East Java. The majority of respondents were male (68%), with females accounting for 32%. In terms of age distribution, 46% were 19 years old, 44% aged 20–24, 9% aged 25–29, and 1% aged 30–34. Regarding marital status, 97% were unmarried. Most respondents (97%) were high school or vocational school graduates, while the remaining had higher education backgrounds like diplomas (D1, D3, D4) and undergraduate (S1). In terms of income, 85% had no income, 9% earned below the regional minimum wage (UMR), 4% earned equal to UMR, and 2% earned above it. The data collection process involved coordinating with

LPK administrators to distribute questionnaires to eligible students through instructors. Although the target of 400 was not reached, the final sample size of 384 exceeded the minimum requirement of 383.

Table 2 for details. Of these, 59% (225 respondents) were from West Java, while 41% (159 respondents) were from East Java. The majority of respondents were male (68%), with females accounting for 32%. In terms of age distribution, 46% were 19 years old, 44% aged 20–24, 9% aged 25–29, and 1% aged 30–34. Regarding marital status, 97% were unmarried. Most respondents (97%) were high school or vocational school graduates, while the remaining had higher education backgrounds like diplomas (D1, D3, D4) and undergraduate (S1). In terms of income, 85% had no income, 9% earned below the regional minimum wage (UMR), 4% earned equal to UMR, and 2% earned above it. The data collection process involved coordinating with LPK administrators to distribute questionnaires to eligible students through instructors. Although the target of 400 was not reached, the final sample size of 384 exceeded the minimum requirement of 383.

Table 2. Demographics of Respondents

Description	Category	Number (n)	%
Gender	Male	262	68
	Female	124	32
Age	19	176	46
	20-24	169	44
	25-29	37	9
	30-34	2	1
Marital status	Single	374	97
	Married	10	3
Education	SMK/SMA	372	97
	D1	2	0.5
	D3	4	1
	D4	2	0.5
	S1	4	1
Income	< Minimum wage	36	9
	= Minimum wage	15	4
	>Minimum wage	7	2
	No Income	331	85
Training Location	East Java	159	41
	West Java	225	59

Source(s): Processed data by authors

Note(s): N=384; SMK =Vocational High School; SMA: High School; D1=Diploma (1 year program); D3= Diploma (3 years program); D4= Diploma (4 years program); S1= Undergraduate

4.1 Results

a. Outer Model

The outer model evaluation in this study, which used PLS-SEM with Smart-PLS 4.0, was designed to assess the measurement model's validity and reliability. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE), with indicators considered valid if outer loading values were ≥ 0.70 . Indicators between 0.40 and < 0.70 were retained if reliability criteria were met, while those below 0.40 were excluded [36]. All data met the required thresholds, including CE2 (0.627 in full data), which was retained due to acceptable AVE. Most constructs achieved AVE > 0.50 , and although the AVE for Purchase Intention in West Java was slightly below (0.486), it was acceptable due to high Composite Reliability (CR = 0.868). Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) and cross loading. HTMT values were below 0.90 [Table 4], confirming sufficient discriminant validity [36]. Cross loading results also showed that each indicator had the highest correlation with its intended construct compared to others, supporting the distinction between constructs. Overall, the outer model displayed adequate reliability and both convergent and discriminant

validity, ensuring that the measuring model was suitable for future structural examination.

Like validity testing, reliability testing is crucial for assessing the consistency of research data. A questionnaire is considered reliable if it consistently produces stable results when measuring the same phenomenon [36]. In this study, construct reliability and composite reliability were evaluated using Cronbach's Alpha (CA) and Composite Reliability (CR), with thresholds of > 0.70 for CA and ≥ 0.70 for CR, though CA > 0.60 is acceptable in exploratory research [36]. The results show that the construct met the required reliability standards. For example, the Digital Marketing variable demonstrated strong internal consistency with CA = 0.866 and CR = 0.903 in the sample dataset [Similarly, Purchase Intention constructs demonstrated good reliability with acceptable values (CA = 0.885 and CR = 0.910). These results confirm that the construct in the study were measured with stable and reliable indicators.

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Table 2. Convergent Validity & Reliability

Var	Items	Full Set (n=384)		
		AVE	CA	CR
DIGIT	SMM	0.652	0.866	0.903
	PI	0.592	0.885	0.910

Source(s): Processed data by authors, SmartPLS 4.0 (2025)

Note(s): DIGIT= Digital Marketing; SMM= Social Media Marketing; CA=Cronbach's Alpha; CR=Composite Reliability

Table 3. HTMT

Full Set (n=384)	
Variables	DIGIT
DIGIT	
PI	0.832

Source(s): Processed data by authors, SmartPLS 4.0 (2025)
Note (s): DIGIT= Digital Marketing; PI= Purchase Intention.

Table 4. Outer Loadings

Variable	Sub Variable	Item	Outer Loadings
			Full Set (n=384)
Digital Marketing	Social Media Marketing	SMM1	0.804
		SMM2	0.842
		SMM3	0.833
		SMM4	0.742
		SMM5	0.812
Purchase Intention	N/A	PI1	0.737
		PI2	0.772
		PI3	0.793
		PI4	0.717
		PI5	0.795
		PI6	0.791
		PI7	0.776

Source(s): Processed data by authors, SmartPLS 4.0 (2025)
Note(s) SMM= Social Media Marketing; PI= Purchase Intention

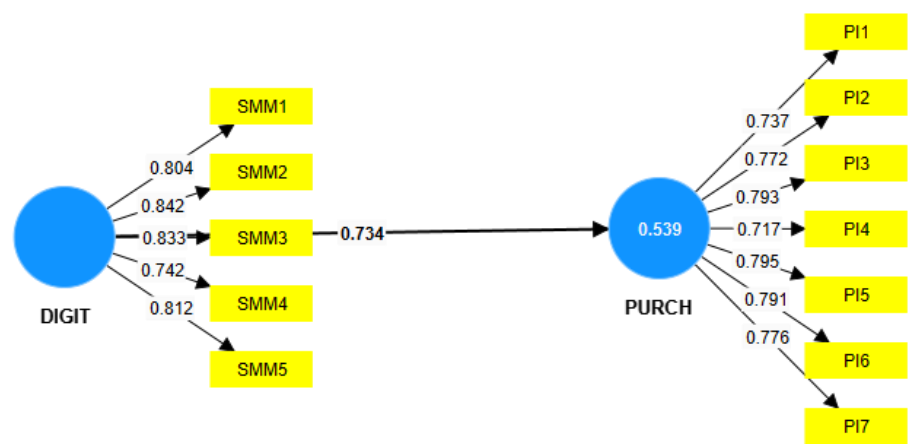


Figure 2. Output of Outer Model on SmartPLS 4.0.

Table 5. Cross Loadings

Items	Full Data Set (n=384)	
	DM	PI
SMM1	0.804	0.566
SMM2	0.842	0.623
SMM3	0.833	0.602
SMM4	0.742	0.582
SMM5	0.812	0.588

Items	Full Data Set (n=384)	
	DM	PI
PI1	0.521	0.737
PI2	0.570	0.772
PI3	0.654	0.793
PI4	0.498	0.717
PI5	0.630	0.795
PI6	0.531	0.791
PI7	0.518	0.776

Source(s): Processed data by authors, SmartPLS (2025)

Note(s): DM=Digital Marketing; SMM= Social Media Marketing; PI: Purchase Intention

b. Inner Model

The inner model evaluation using Smart-PLS aimed to assess the structural relationships among latent variables through the examination of R-square (R^2), predictive relevance (Q^2), effect size (f^2), and path coefficients [36]. For the sample dataset, R^2 values were 0.621 for Table 6] for the details of its measurement.

The inner model analysis using Smart-PLS 4 and bootstrapping was employed to evaluate the significance of hypothesized relationships through path coefficient estimation. In accordance with [36] a t-statistic above 1.96 or a p-value below 0.05 indicates statistical significance. The findings indicated that digital marketing had a direct, positive, and statistically significant effect on purchase intention across all datasets, thereby supporting H1 ($\beta = 0.743$, $t = 21.115$, $p < 0.001$). These results emphasize the effectiveness of Digital Marketing in enhancing prospective trainees' intentions to enroll in training organization (LPK) centers regardless of location. See [

Purchase Intention, it was indicating good predictive capacity. The Q^2 values confirmed the model's predictive relevance, with value 0.357 exceeding 0. Regarding effect size, Digital Marketing had moderate effect to Purchase Intention ($f^2 = 0.29$). See [

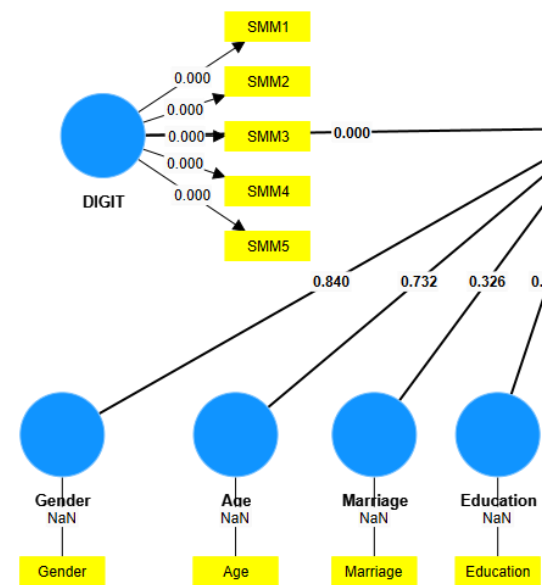


Figure 4]. Among six demographic factors tested (gender, age, marital status, education, income, and location), only "Location" had a statistically significant effect ($p = 0.015$), while others were non-significant ($p > 0.05$), even when some showed relatively high path coefficients (e.g., Gender: 0.840; Gender = 0.732; Education = 0.711). These observations suggest that regional context plays a more

Table 7] for the results of bootstrapping.

In addition to hypothesis testing, the model explored the influence of demographic variables on Purchase Intention [

critical role than individual demographics in shaping prospective students’ purchase intentions.

Table 6. PLS predicts

Variable	Full Data Set (n=384)			
	R ²	R-square adjusted	Q ²	f ²
DIGIT→PURCH	0.621	0.619	0.357	0.29

Source(s): Processed data by authors, SmartPLS (2025)
Note(s): ENGAGE= Consumer Engagement; PURCH= Purchase Intention; DIGIT= Digital Marketing; TRUST=Consumer Trust

Table 7. Hypotheses test results

Hypotheses		Sample dataset (n=384)			
		B	T	P	Results
Direct relationship					
H1	DIGIT→ PURCH	0.734	21.115	0.000	Supported*

Note (s): 5000 Bootstrap Bias-Corrected Confidence Interval at 95%, two tailed. β= Beta coefficient; t= t-statistics; p= p-values. *Relationships are significant at p < 0.05 and t > 1.96.
Source(s): Processed data by authors, SmartPLS (2025)

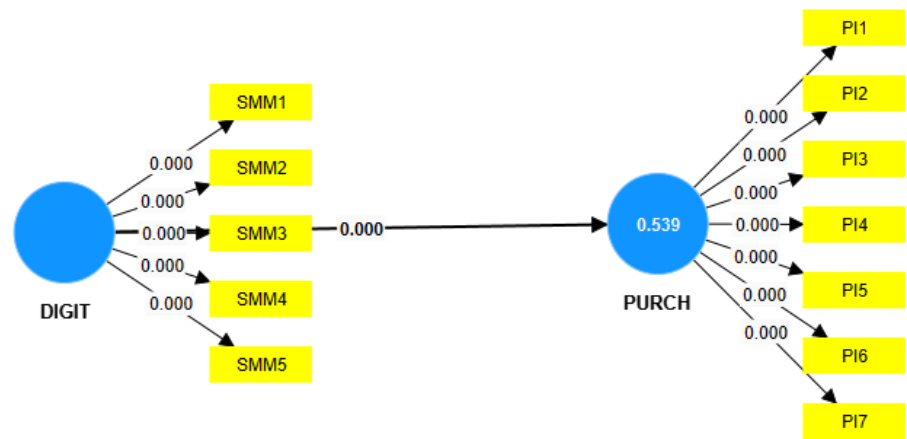


Figure 3. Output Path Coefficient Test

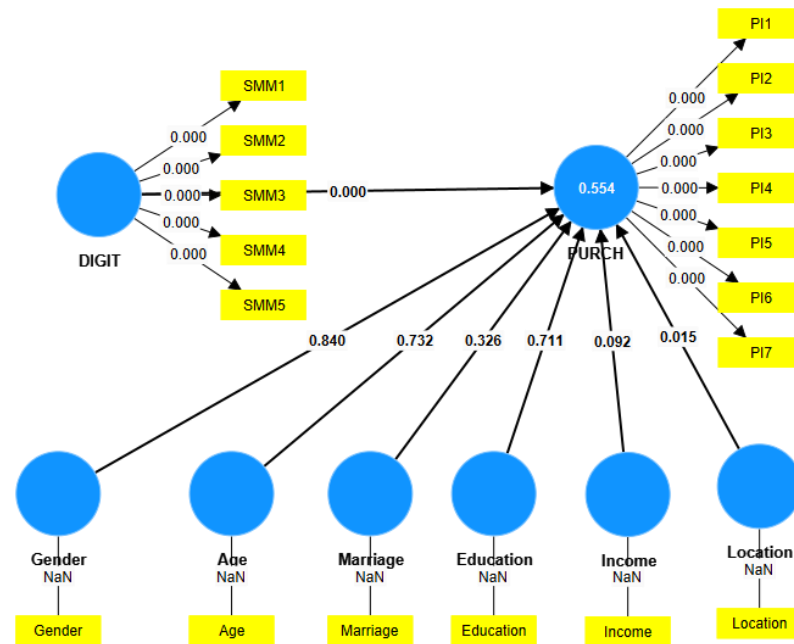


Figure 4. Output Path Coefficient Test with Demographic Variables

4.2 Discussion

Based on the study results, Digital Marketing has a significant positive influence on Purchase Intention in Training Organizations (LPKs) in East Java and West Java, supporting the acceptance of H1. This finding is consistent with previous studies **Kesalahan! Sumber referensi tidak ditemukan.**, which identified a similar relationship in the Ghanaian banking sector. Conversely, this result contrasts with findings from [12], who reported no significant link in a B2B context in Vietnam. Further support comes from another studies, who jointly stress the favorable impact of digital and social media marketing in altering consumer sentiments and driving purchase intentions [13], [28], [37].

Demographic analysis showed that among the six variables (gender, age, marital status, education, income, and location) only location had a significant effect on Purchase Intention (p-value = 0.015). This indicates a regional disparity in interest to enroll in LPKs, with location being a more decisive factor than individual demographic characteristics.

4.3 Implications

a. Theoretical Contribution

This study advances the theoretical understanding of digital marketing and consumer behavior in the Training Organizations (LPKs) industry in emerging economies such as Indonesia. First, it empirically confirms the favorable and large influence of Digital Marketing on Purchase Intention across two provinces, particularly in East and West Java. By demonstrating this consistency, the study enriches the literature by validating previous theories in a non-commercial, service-based sector that remains underrepresented in digital marketing research.

The finding that location significantly predicts Purchase Intention provides an alternative lens for segmenting and targeting consumers in digital strategies. While demographic factors like age, gender, or education are not significantly predicted the Purchase Intention in LPKs. It calls for more regionally grounded theoretical models, especially in countries with diverse socio-economic and digital infrastructure landscapes.

b. Managerial Implications

The findings of this study provide valuable management insights for training organizations (LPKs) looking to improve their marketing effectiveness via digital platforms. Given the significant positive effect of digital marketing on purchase intention, LPKs are encouraged to consistently produce informative and visually engaging content that matches the demands of potential trainees, such as alumni testimonials, training previews, and post-training job opportunities. Because location was the only demographic variable found to have a significant impact on purchase intention, LPKs should localize their marketing efforts by tailoring content, communication styles, and posting schedules to each region's cultural and informational characteristics, particularly East and West Java. Overemphasis on demographic segmentation based on age, gender, or education is not recommended, as these factors did not significantly impact purchase intention. Instead, LPKs should focus on behavioral aspects such as digital consumption habits, training motivations, and post-training career expectations. Lastly, providing transparent, comprehensive information on training schedules, fees, certifications, and registration procedures on official websites and social media platforms is critical for reducing uncertainty and building trust, especially given that respondents rated honesty in transactions as extremely important.

5. CONCLUSION

The findings reveal that digital marketing has a positive and significant effect on purchase intention in LPK services. The measurement model met the necessary reliability and validity standards, ensuring that the constructs were measured accurately.

The structural model confirmed the hypothesized relationship, demonstrating the effectiveness of digital marketing in shaping prospective trainees' behavioral intentions. Furthermore, demographic analysis revealed that location plays a more decisive role than individual characteristics such as age, gender, or education, highlighting the importance of regional context in shaping consumer behavior. These findings contribute to the theoretical discourse on digital marketing in service-based, non-commercial sectors and provide practical insights for LPKs to enhance their localized marketing strategies and engagement efforts.

Research Limitation

Despite its valuable contributions, this study has several limitations that should be acknowledged. First, the research focused solely on two provinces (East Java and West Java) which may limit the generalizability of the findings to other regions in Indonesia with different socio-economic or digital infrastructure conditions. Second, the use of a cross-sectional design restricts the ability to draw causal inferences, as the data represents a single point in time. Third, while the study incorporated several demographic variables, other potential influencing factors such as digital literacy, internet access, or cultural dimensions were not included and may have provided additional insights. Lastly, data collection relied on self-reported questionnaires, which may be subject to common method bias or social desirability effects. These limitations provide opportunities for further research to expand the model across different regions, apply longitudinal approaches, and integrate broader contextual variables.

Direction for Future Research

Building upon the findings and limitations of this study, several directions for future research are proposed. Future studies could expand the geographic scope to include other provinces or regions in Indonesia, or even cross-country comparisons within Southeast Asia, to assess the consistency of digital marketing's impact

across diverse cultural and infrastructural contexts. Employing a longitudinal research design would allow researchers to observe changes in consumer behavior over time and provide stronger causal inferences. Future research may benefit from incorporating additional variables such as digital literacy, perceived usefulness of content, or trust in online information sources to deepen understanding of consumer decision-making

in digital environments. Additionally, qualitative methods such as interviews or focus groups could be used to capture richer insights into the motivations and preferences of prospective trainees. Finally, investigating the role of specific digital marketing tools (such as influencer marketing, paid ads, or interactive features) could offer more targeted recommendations for LPKs and similar service-based institutions.

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