



Investigating the Influence of Brand Image and Promotional Strategies on Ruangguru's Purchase Decisions

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Abstract:

This study aims to examine the influence of brand image and promotional strategies on consumer purchase decisions regarding the Ruangguru online tutoring platform. As a pioneer in Indonesia's edtech industry with over 17 million users, Ruangguru faces challenges in maintaining customer loyalty and attracting new users amidst increasing competition. The main issue addressed is how edtech companies can optimize brand perception and promotional effectiveness to drive consumer purchase decisions. This research adopts a quantitative approach using a census method, involving 77 Ruangguru users in the Kebon Jeruk area, West Jakarta. The data were analyzed using descriptive and inferential statistics with the assistance of SPSS version 25. The results indicate that brand image and promotion significantly affect purchase decisions, with a combined contribution of 74.3%. Ruangguru's brand image is perceived positively, particularly in terms of popularity, although brand recognition still requires reinforcement. In terms of promotion, target accuracy is rated favorably, but frequency needs improvement. Furthermore, the indicator of need recognition in purchase decisions was identified as the weakest aspect, indicating a lack of consumer awareness regarding the importance of the service. These findings support the theory that purchase decisions are not only directly influenced by brand image and promotion but also mediated by elements such as brand awareness and perceived need urgency. The practical implication of this study encourages Ruangguru to enhance brand visibility and market education through consistent digital promotion and need-based strategies. The study also recommends further research with broader geographic coverage and a focus on consumers' psychographic characteristics.

Keywords: Brand Image, Promotion, Purchase Decision, Ruangguru

Abstrak:

Penelitian ini bertujuan untuk menguji pengaruh citra merek dan strategi promosi terhadap keputusan pembelian konsumen terkait platform bimbingan belajar daring Ruangguru. Sebagai pelopor industri edtech di Indonesia dengan lebih dari 17 juta pengguna, Ruangguru menghadapi tantangan dalam mempertahankan loyalitas pelanggan dan menarik pengguna baru di tengah persaingan yang semakin ketat. Isu utama yang dibahas adalah bagaimana perusahaan edtech dapat mengoptimalkan persepsi merek dan efektivitas

promosi untuk mendorong keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode sensus, melibatkan 77 pengguna Ruangguru di wilayah Kebon Jeruk, Jakarta Barat. Data dianalisis menggunakan statistik deskriptif dan inferensial dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa citra merek dan promosi berpengaruh signifikan terhadap keputusan pembelian, dengan kontribusi gabungan sebesar 74,3%. Citra merek Ruangguru dipersepsikan positif, terutama dalam hal popularitas, meskipun pengenalan merek masih perlu diperkuat. Dalam hal promosi, ketepatan sasaran dinilai baik, tetapi frekuensi perlu ditingkatkan. Selanjutnya, indikator pengenalan kebutuhan dalam keputusan pembelian diidentifikasi sebagai aspek terlemah, yang menunjukkan kurangnya kesadaran konsumen mengenai pentingnya layanan. Temuan ini mendukung teori bahwa keputusan pembelian tidak hanya dipengaruhi secara langsung oleh citra merek dan promosi, tetapi juga dimediasi oleh elemen-elemen seperti kesadaran merek dan urgensi kebutuhan yang dirasakan. Implikasi praktis dari penelitian ini mendorong Ruangguru untuk meningkatkan visibilitas merek dan edukasi pasar melalui promosi digital yang konsisten dan strategi berbasis kebutuhan. Penelitian ini juga merekomendasikan penelitian lebih lanjut dengan cakupan geografis yang lebih luas dan fokus pada karakteristik psikografis konsumen.

Kata kunci: Citra Merek, Promosi, Keputusan Pembelian, Ruangguru

Introduction

The educational technology industry in Indonesia has experienced rapid growth in recent years, in line with the increasing adoption of digital technologies in learning processes¹. One of the key players in this landscape is Ruangguru, a digital learning platform with over 17 million users². Ruangguru has also been recognized as the most widely used self-development application in Indonesia as of April 2023³. Despite these impressive figures and achievements, practical challenges remain particularly regarding the effectiveness of promotional efforts and the strength of brand image in driving consumer purchase decisions,

¹ Riska Aini Putri, 'Pengaruh Teknologi Dalam Perubahan Pembelajaran Di Era Digital', *Journal of Computers and Digital Business*, 2.3 (2023), pp. 105–11, doi:<https://doi.org/10.56427/jcbd.v2i3.233>.

² Syuryatman Desri and others, 'Analisis Strategis Public Relations Ruang Guru Dalam Upaya Membangun Branding Sebagai Platform Mitra Belajar Daring', *EKONOMIKA45: Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*, 11.2 (2024), pp. 474–89, doi:<https://doi.org/10.30640/ekonomika45.v11i2.2549>.

³ Katadata.co.id, 'Ruangguru, Aplikasi Pengembangan Skill Yang Paling Banyak Digunakan Di Indonesia', 2023 <<https://databoks.katadata.co.id/datapublish/2023/06/13/ruangguru-aplikasi-pengembangan-skill-yang-paling-banyak-digunakan-di-indonesia>>.

especially in the Kebon Jeruk area. Promotional activities tend to be one-way⁴, social media utilization remains suboptimal, and brand associations are not yet firmly embedded in the minds of consumers⁵. These factors contribute to fluctuating purchasing behavior, which is not consistently supported by long-term brand loyalty.

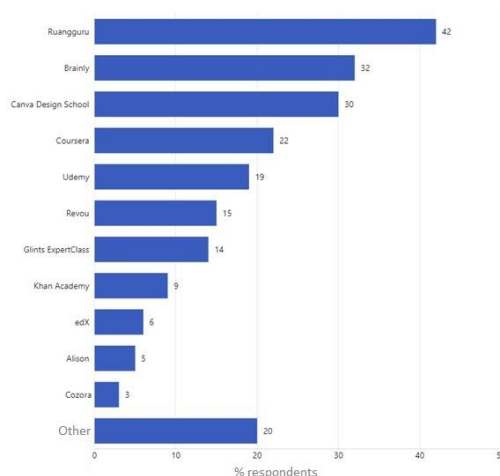


Figure 1. Ruangguru: Indonesia's Leading Skill Development Application as of April 2023

Source: ⁶

In response to these challenges, a more strategic marketing approach is needed, one that emphasizes not only the breadth of outreach⁷ but also the depth of consumer perception of the brand⁸. Strengthening brand image is essential to foster positive associations, trust, and emotional attachment toward the

⁴ Shinta Agustianingrum and Kartini Rosmalah Dewi Katili, 'The Effectiveness Of Ruangguru Instagram Account Message As Digital Marketing Communication', *Jurnal Spektrum Komunikasi*, 9.2 (2021), pp. 47–64, doi:<https://doi.org/10.37826/spektrum.v9i2.124>.

⁵ Diansyah Diansyah and Agung Ryandika Saputra, 'Efektivitas Penggunaan Aplikasi Sebagai Moderasi Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Keputusan Pembelian', *Ekonomis: Journal of Economics and Business*, 8.1 (2024), pp. 147–53.

⁶ Katadata.co.id, 'Ruangguru, Aplikasi Pengembangan Skill Yang Paling Banyak Digunakan Di Indonesia'.

⁷ Faiqotul Afifah, Samsul Maarif, and Sahudi Sahudi, 'Analisis Strategi Promosi Berimbang Dalam Mempertahankan Kuantitas Siswa Di MAN IC Pasuruan Dan MANPK Jombang', *Jurnal Pendidikan Madrasah*, 9.1 (2023), pp. 177–86, doi:<https://doi.org/10.14421/jpm.2024.177-186>.

⁸ Muhammad Nafis, Wisnalmawati Wisnalmawati, and Widhy TriAstuti, 'Kepuasan Pelanggan Sebagai Mediasi Pengaruh Information Quality Terhadap Loyalitas Pelanggan Pada Pengguna Aplikasi Ruangguru Di Yogyakarta', *Jurnal Muhammadiyah Manajemen Bisnis*, 6.1 (2025), p. 17.

platform⁹. At the same time, promotional strategies must be relevant, adaptive to media trends, and capable of fostering two-way engagement¹⁰. The solution lies in the synergy between brand image and promotional strategies, designed to make more stable, loyal, and recurring purchase decisions¹¹.

The uniqueness of this study lies in its specific focus on the purchasing behavior of Ruangguru users in Kebon Jeruk, West Jakarta, an urban area characterized by high digital penetration but whose consumers exhibit rational and selective decision-making patterns. This demographic presents a compelling case for analyzing the extent to which promotional strategies and brand perceptions influence consumer choices. Few studies have examined Ruangguru from a contextual and local perspective, making this research a distinctive contribution to the field of consumer behavior in edtech.

Previous studies have explored the relationship between brand image, promotion, and purchase decisions. For instance, Sulikah et al. (2022) found that brand image significantly influences purchasing decisions for tutoring services offered by Ruangguru¹². Similarly, Immanuel et al. (2024) conducted a study in Depok, concluding that a positive brand image fosters consumer trust in decision-making within the tutoring service industry¹³. Ashshidqi and Kusuma (2024) highlighted that the effectiveness of marketing mix elements, particularly promotion, increases the likelihood of consumers choosing tutoring services in

⁹ Tuhfatul Mubarakah Assalamah, 'Viral Marketing Strategy Through Edutainment Content Clash Of Champions By Ruangguru: Strategi Viral Marketing Melalui Konten Edutainment Clash Of Champions By Ruangguru', *JCommsci-Journal Of Media and Communication Science*, 7.3 (2024), pp. 154–69, doi:<https://doi.org/10.29303/jcommsci.v7i3.279>.

¹⁰ Dian Irvan Nanda Prasetyo and Devi Ningrum Sintawati, 'Pemanfaatan Aplikasi Tiktok Sebagai Alat Branding Dan Promosi Hasil Usaha Home Industry Jam Digital Mauquta Tauqoly', *MULTIPLE: Journal of Global and Multidisciplinary*, 3.4 (2025), pp. 5212–25.

¹¹ Sulistyoto Budi Utomo, Andriya Risdwiyanto, and Loso Judijanto, *Pemasaran Digital: Strategi Dan Taktik* (Sanskara Karya Internasional, 2024).

¹² Siti Sulikah, Lania Muharsih, and Marhisar Simatupang, 'Pengaruh Citra Merek Terhadap Keputusan Pembelian Bimbingan Belajar Online Ruang Guru Di Sman 1 Banyusari Karawang', *Empowerment Jurnal Mahasiswa Psikologi Universitas Buana Perjuangan Karawang*, 1.3 (2021), pp. 77–86.

¹³ Immanuel and others, 'Menyingkap Aspek Penting Pada Keputusan Pembelian Konsumen Bimbingan Belajar Persiapan Masuk Universitas Impian (PMUI) Kota Depok', *Jurnal Manajemen Dan Ilmu Administrasi Publik (JMIAP)*, 6.4 (2024), pp. 536–50, doi:<https://doi.org/10.24036/jmiap.v6i4.981>.

Sidoarjo¹⁴. Azhari and Fachry (2020) further revealed that the integration of brand image and promotion has a synergistic effect, producing a stronger influence on consumer purchase decisions¹⁵.

These five studies can be grouped into three typologies: those emphasizing the importance of brand image, those focusing on the urgency of promotion, and those integrating both variables to explain purchasing behavior. However, to date, no study has specifically examined the combined influence of brand image and promotional strategies on purchase decisions within the context of Ruangguru, particularly in a local setting such as Kebon Jeruk. This gap forms the distinctive aspect of the current research.

Theoretically, this study aims to contribute to the growing literature on digital consumer behavior and educational service marketing. Practically, its findings may serve as a foundation for formulating more adaptive and effective marketing strategies for edtech companies in an increasingly competitive landscape. By revealing the mechanisms through which brand image and promotion influence consumer decision-making, this research helps bridge the gap between theory and practice in digital marketing for the education sector. Accordingly, the objective of this study is to analyze and empirically verify the influence of these two variables on purchase decisions, while also offering strategic recommendations to enhance Ruangguru's future marketing efforts.

Literature Review

Brand Image

Brand images refer to the entirety of information associated with a product, service, or company. A brand serves as an identifier through names, symbols, or designs that distinguish a product or service from others. It signifies the origin of a product to consumers and provides protection from competitors offering similar products. Furthermore, a brand represents a business entity's

¹⁴ Muhammad Aslam Ashshidqi and Yanda Bara Kusuma, 'Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Siswa SMA Dan Alumni Di Kabupaten Sidoarjo Atas Jasa Bimbingan Belajar Delta', *Management Studies and Entrepreneurship Journal (MSEJ)*, 4.4 (2023), pp. 4210–23.

¹⁵ Rafi Dimas Azhari and Mohammad Frisky Fachry, 'Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Batik Karawang Di Ramayana Mall, Karawang', *Jurnal Ilmiah Manajemen Ubhara*, 2.1 (2020), pp. 37–44.

promise to consistently deliver certain levels of quality, benefits, and services, with strong brands acting as a guarantee of quality in the eyes of customers¹⁶.

Key indicators of brand image include brand recognition, consumer-perceived trust, perceived product or service quality, the ability to generate a sense of liking, the capacity to create a positive impression, perceived popularity, and alignment between the brand and its perceived value or pricing¹⁷.

Promotion

Promotion refers to activities designed to persuade potential customers to purchase a product by communicating its advantages, thereby influencing their purchase decisions. It is regarded as an effort to provide information to individuals or organizations to encourage interest in purchasing the offered goods or services. Promotion is also considered part of a company's strategic approach to educating consumers about the product being promoted, with the goal of fostering satisfaction and willingness to purchase¹⁸. The indicators of promotion include the frequency of promotional activities, the quality and clarity of promotional content, the quantity or volume of promotional outreach, the timing of the promotion, and the accuracy of the promotional target¹⁹.

Purchase Decision

A purchase decision represents a critical point in the consumer decision-making process, where a transaction takes place. This process depends on how consumers evaluate the stimuli they receive. It includes how individuals, groups, or organizations select, purchase, and use a product or service to fulfill their needs and desires. Consumer behavior is influenced by various factors, including cultural, social, personal, and psychological aspects, as well as marketing stimuli such as product features, pricing, distribution, and promotion. Broader

¹⁶ Intisari Haryanti, Ismunandar, and Eka Kurniati, 'Pengaruh Desain Produk Dan Citra Merek Terhadap Keputusan Pembelian Konsumen Pada UKM Dina Kelurahan Ntobo', *Jurnal PenKoMi: Kajian Pendidikan Dan Ekonomi*, 7.2 (2024), pp. 103–18.

¹⁷ Meithiana Indrasari, *Pemasaran Dan Kepuasan Pelanggan* (Surabaya: Unitomo Press, 2019).

¹⁸ Khomeiny Yuniar and Wylie Raynaldo, 'Promosi, Harga Dan Kualitas Jasa Terhadap Keputusan Pembelian Konsumen Pada PT. Qubic Ball Dot Com', *Journal of Management and Bussines (JOMB)*, 6.3 (2024), pp. 1252–62.

¹⁹ Sri Widyastuti, *Manajemen Komunikasi Pemasaran Terpadu Solusi Menembus Hati Pelanggan* (UP Press, 2017).

environmental factors such as economics, technology, politics, and culture also play a role. All these elements are vital for marketers in navigating a competitive market²⁰. The key indicators of purchase decision-making include need recognition, information search, evaluation of alternatives, purchase action, and post-purchase behavior²¹.

Digital Marketing

Digital marketing is a strategic approach that utilizes digital channels such as search engines, social media, email, and websites to reach and engage with consumers²². Unlike traditional one-way promotion, digital marketing emphasizes interactive communication and personalized messaging²³. The shift from traditional to digital marketing reflects a transformation in how companies build relationships with their consumers. While conventional marketing relies on one-way communication (e.g., TV, print, radio), digital marketing is characterized by two-way, real-time interaction²⁴.

As an educational technology platform, Ruangguru maximizes the use of digital marketing strategies²⁵. The platform employs social media, Google Ads, and email marketing to deliver educational content while fostering engagement. Ruangguru also optimizes search engine optimization (SEO) and paid advertising to enhance visibility. The rise of internet and smartphone usage in Indonesia has further strengthened the effectiveness of Ruangguru's digital marketing efforts²⁶. With adaptive and data-driven strategies, Ruangguru

²⁰ Haque Grace Marissa Fawzi and others, *STRATEGI PEMASARAN Konsep, Teori Dan Implementasi* (Pascal Books, 2021).

²¹ Indrasari, *Pemasaran Dan Kepuasan Pelanggan*.

²² Erwin and others, *Pemasaran Digital (Teori Dan Implementasi)* (PT. Green Pustaka Indonesia, 2024).

²³ Jushermi, Muhafidhah Novie, and Iwan Adinugroho, *Pemasaran Di Era Digital: Strategi Ekonomi Baru* (Takaza Innovatix Labs, 2024).

²⁴ Mauricio Junior Santamaría Ruiz and others, 'Bibliometric Behavior Of Artificial Intelligence And Digital Marketing Sustainability', *Procedia Computer Science*, 257 (2025), pp. 1047–52, doi:<https://doi.org/10.1016/j.procs.2025.03.136>.

²⁵ Arga Pribadi Imawan and Dias Prasongko, 'Inovasi Pembelajaran Daring: Analisis Multi-Level Perspective Dalam Platform Digital Pembelajaran Daring Di Indonesia', *Matra Pembaruan: Jurnal Inovasi Kebijakan*, 6.2 (2022), pp. 147–58.

²⁶ Ida Nyoman Basmantra, Ida Ayu Indah Purwita Dewi, and Ni Wayan Widhiasthini, 'Pengaruh Digital Marketing Dan Lifestyle Terhadap Keputusan Pengguna Mobile Learning (Ruangguru) Di Industri 4.0', *Eqien-Jurnal Ekonomi Dan Bisnis*, 9.2 (2022), pp. 224–35.

demonstrates that digital marketing serves as the backbone of modern business strategies particularly in the digital education sector.

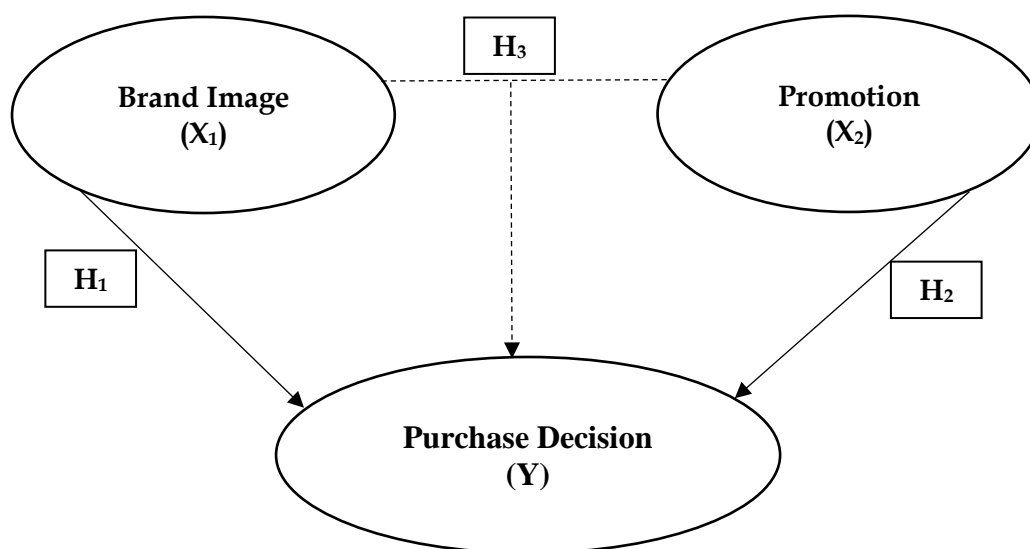


Figure 2. Hypothesis Visualization of the Impact of Brand Image and Promotion on Consumer Purchase Decisions for Ruangguru

Hypothesis 1: It is hypothesized that brand image has a positive and significant partial effect on the purchase decisions of consumers at the Ruangguru Kebon Jeruk branch.

Hypothesis 2: It is hypothesized that promotion has a positive and significant partial effect on the purchase decisions of consumers at the Ruangguru Kebon Jeruk branch.

Hypothesis 3: It is hypothesized that brand image and promotion together have a positive and significant simultaneous effect on the purchase decisions of consumers at the Ruangguru Kebon Jeruk branch.

Research Methods

This study employs a quantitative research design grounded in the philosophy of positivism, in which the researcher aims to test theories through the measurement of objectively observable variables. Data were collected through the distribution of an online questionnaire administered via the Google Forms platform to predetermined respondents. The data processing was

conducted using statistical methods to test the previously formulated hypotheses²⁷.

This research specifically focuses on the causal relationship between brand image and promotion on consumer purchase decisions regarding Ruangguru in the Kebon Jeruk area. Therefore, the quantitative approach is considered most appropriate to measure the magnitude of influence among variables in a numerical and measurable manner.

The data analysis technique utilized in this study involves the use of SPSS version 25, which facilitated validity testing, reliability testing, and regression analysis to assess all the proposed hypotheses. Through this approach, the researcher can empirically conclude the significance of the influence of the independent variables on the dependent variable.

Research Result

Population and Sample

The population of this study consists of users of the Ruangguru Kebon Jeruk Branch services in November 2023, totaling 77 individuals. The sampling technique employed in this research is a census model, in which the entire population is selected as respondents for the study²⁸. The characteristics of the respondents are presented in the table below:

Table 1. Respondent Characteristics

Classification	Number of Respondents	Percentage (%)
Gender		
Male	37	48.05%
Female	47	51.95%
Total	77	100%
Age		
16–18 years old	72	93.51%
19-21 years old	5	6.49%

²⁷ Karimuddin Abdullah and others, *Metodologi Penelitian Kuantitatif* (Yayasan Penerbit Muhammad Zaini, 2022).

²⁸ Amrudin and others, *Metodologi Penelitian Kuantitatif* (Pradina Pustaka, 2022).

Total	77	100%
Domicile		
West Jakarta	77	100%

Source: Processed by the researcher (2024)

Validity Test

In quantitative research, a validity test is used to ensure the validity, reliability, and objectivity of the study. This analysis involves comparing the calculated r-value (r-count) with the critical r-table value using Pearson's Product Moment correlation. If the r-count is lower than the r-table, the item is considered invalid and must be revised. Conversely, if the r-count is greater, the item is deemed valid²⁹. In this study, all questionnaire items are considered valid, as their r-count values exceed the r-table value.

Table 2. Validity Test Results

Questionnaire Item	r-count	r-table	Conclusion
X _{1.1}	0.852	0.224	Valid
X _{1.2}	0.897	0.224	Valid
X _{1.3}	0.895	0.224	Valid
X _{1.4}	0.880	0.224	Valid
X _{1.5}	0.894	0.224	Valid
X _{1.6}	0.865	0.224	Valid
X _{1.7}	0.849	0.224	Valid
X _{1.8}	0.799	0.224	Valid
X _{2.1}	0.871	0.224	Valid
X _{2.2}	0.919	0.224	Valid
X _{2.3}	0.912	0.224	Valid
X _{2.4}	0.897	0.224	Valid
X _{2.5}	0.863	0.224	Valid
Y _{1.1}	0.863	0.224	Valid
Y _{1.2}	0.908	0.224	Valid
Y _{1.3}	0.860	0.224	Valid
Y _{1.4}	0.859	0.224	Valid
Y _{1.5}	0.888	0.224	Valid
Y _{1.6}	0.838	0.224	Valid
Y _{1.7}	0.820	0.224	Valid
Y _{1.8}	0.823	0.224	Valid

Source: Processed by the researcher (2024)

Reliability Test

²⁹ Abdullah and others, *Metodologi Penelitian Kuantitatif*.

In this study, the questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.60³⁰. The reliability test results show Cronbach's Alpha of 0.969 across 21 items, indicating a high level of internal consistency.

Table 3. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.969	21

Source: Processed by the researcher (2024)

Normality Test

Normality testing was conducted using visual methods such as the Normal Probability Plot and Histogram, which are widely accepted for ease of interpretation. In this study, a straight line in the probability plot or a bell-shaped histogram indicates that the data follow a normal distribution. Alternatively, the Kolmogorov-Smirnov test was also performed. A significance value greater than 0.05 indicates that the data are normally distributed³¹.

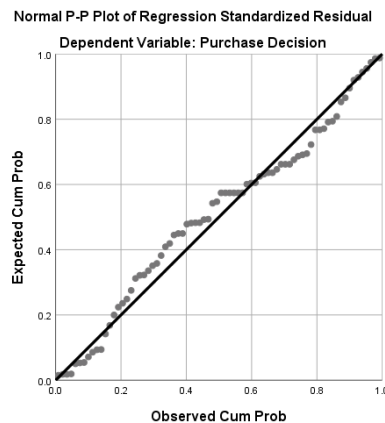


Figure 3. Normal Probability Plot of Brand Image and Promotion Analysis on Purchase Decisions

Source: Processed by the researcher (2024)

³⁰ Purwanto, *Teknik Penyusunan Instrumen Uji Validitas Dan Reliabilitas Penelitian Ekonomi Syariah* (Staia Press, 2018).

³¹ Amrudin and others, *Metodologi Penelitian Kuantitatif*.

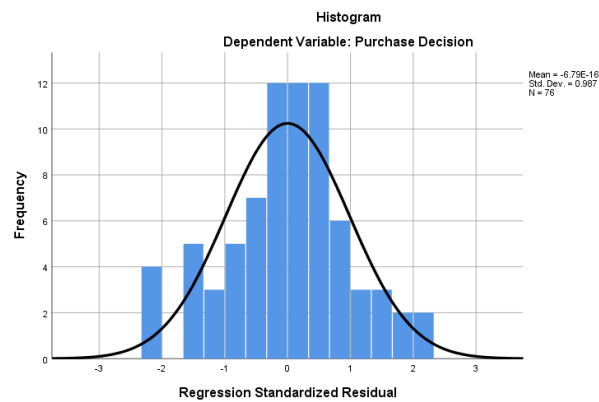


Figure 4. Histogram of Brand Image and Promotion Analysis on Purchase Decisions

Source: Processed by the researcher (2024)

Table 4. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		77
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.41753518
Most Extreme Differences	Absolute	0.082
	Positive	0.079
	Negative	-0.082
Test Statistic		0.082
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed by the researcher (2024)

Heteroscedasticity Test

The heteroscedasticity test in this study aims to evaluate whether there is bias in the regression model. Based on the scatter plot, if the data points are evenly distributed and no clear pattern appears around the Y-axis at value zero, it can be concluded that no heteroscedasticity issue is present³².

³² Wayan I Widana and Lia Putu Muliani, *Uji Peryaratan Analisis* (Klik Media, 2020).

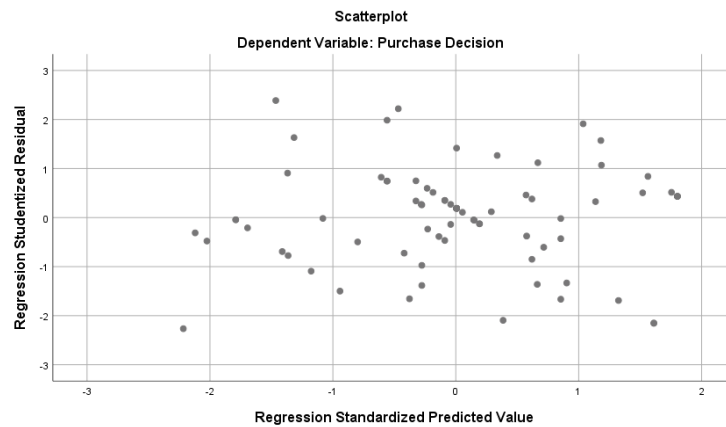


Figure 5. Scatter Plot of Brand Image and Promotion Analysis on Purchase Decisions

Source: Processed by the researcher (2024)

Multicollinearity Test

This test determines whether multicollinearity exists among the independent variables. A high correlation between independent variables may result in biased regression coefficients. Multicollinearity is not present if the Tolerance value is above 0.10 and the Variance Inflation Factor (VIF) is below 10. In this study, both criteria are met, indicating the absence of multicollinearity³³.

Table 5. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	0.544	1.838
	Promotion	0.544	1.838
a. Dependent Variable: Purchase Decision			

Source: Processed by the researcher (2024)

Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis is to quantitatively determine the extent to which independent variables influence the dependent variable, as well as the implication of unit changes in the independent variables³⁴.

Table 6. Multiple Linear Regression Results

Coefficients ^a	
Model	Unstandardized Coefficients

³³ Widana and Muliani, *Uji Peryaratan Analisis*.

³⁴ Amrudin and others, *Metodologi Penelitian Kuantitatif*.

		B	Std. Error
1	(Constant)	1.812	2.130
	Brand Image	0.198	0.086
	Promotion	1.169	0.130
a. Dependent Variable: Purchase Decision			

Source: Processed by the researcher (2024)

The results indicate that the constant value of 1.812 suggests that in the absence of brand image and promotion, the consumer purchase decision score is 1.812. The coefficient for brand image (0.198) implies that a one-unit increase in brand image leads to a 0.198 increase in purchase decision, while the coefficient for promotion (1.169) indicates that a one-unit increase in promotion leads to a 1.169 increase in purchase decision.

Correlation and Coefficient of Determination Analysis

In correlational research, correlation refers to the degree of relationship between two variables. The correlation coefficient ranges from -1 to +1, where values approaching -1 or +1 indicate a stronger relationship, while values near 0 suggest a weaker relationship. A positive correlation indicates a direct relationship (an increase in variable X results in an increase in variable Y), whereas a negative correlation indicates an inverse relationship (an increase in variable X leads to a decrease in variable Y)³⁵.

Table 7. Correlation and Determination Coefficient Results

Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	.862 ^a	0.743	0.736
a. Predictors: (Constant), Promotion, Brand Image			
b. Dependent Variable: Purchase Decision			

Source: Processed by the researcher (2024)

Based on the correlation test results between brand image and promotion on consumer purchase decisions of Ruangguru, the correlation coefficient value is 0.862, indicating a very strong relationship between the two independent variables and the dependent variable³⁶. The coefficient of determination (R^2) explains how much of the variation in the dependent variable (Y) can be

³⁵ Runggu Besmandala Napitupulu and others, *Penelitian Bisnis, Teknik Dan Analisa Dengan SPSS-STATA-Eniems* (Madenatera, 2021).

³⁶ Resista Vikaliana and others, *Ragam Penelitian Dengan SPSS* (Tahta Media Group, 2022).

accounted for by the independent variables (X) in the regression model. R^2 values range from 0 to 1. When multiplied by 100%, R^2 reflects the percentage of variance in Y explained by the model. A higher R^2 value suggests a better-fitting model³⁷. In this study, the R^2 value of 0.743 means that 74.3% of consumer purchase decisions are influenced by brand image and promotion, while the remaining 25.7% are explained by other factors not included in this study.

Partial Hypothesis Testing (t-Test)

Partial hypothesis testing was conducted using the t-test. The alternative hypothesis is accepted if the t-count exceeds the t-table value³⁸. The results of the study indicate that all t-values obtained (2.312 for brand image and 9.027 for promotion) exceed the critical t-table value of 1.993, leading to the acceptance of all alternative hypotheses regarding partial effects

Table 8. Partial Hypothesis Testing (t-Test) Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	0.850	0.398
	Brand Image	2.312	0.024
	Promotion	9.027	0.000
a. Dependent Variable: Purchase Decision			

Source: Processed by the researcher (2024)

Simultaneous Hypothesis Testing (F-Test)

Simultaneous hypothesis testing was performed using the F-test. The null hypothesis is rejected if the F-count is greater than the F-table value³⁹. In this study, the F-count is 105.662, which is higher than the F-table value of 3.078, indicating that brand image and promotion simultaneously have a significant effect on consumer purchase decisions.

Table 9. Simultaneous Hypothesis Testing (F-Test) Results

ANOVA ^a				
Model		df	F	Sig.
1	Regression	2	105.662	.000 ^b
	Residual	73		

³⁷ Napitupulu and others, *Penelitian Bisnis, Teknik Dan Analisa Dengan SPSS-STATA-Eviews*.

³⁸ Suhirman and Yusuf, *Penelitian Kuantitatif Sebuah Panduan Praktis* (CV. Sanabil, 2019).

³⁹ Karo Karo Rasidin Sitepu and Br Veralianta Sebayang, *Metode Kuantitatif Untuk Manajemen* (CV. Sinar Jaya, 2019).

	Total	75		
a. Dependent Variable: Purchase Decision				
b. Predictors: (Constant), Promotion, Brand Image				

Source: Processed by the researcher (2024)

Discussion

The Partial Impact of Brand Image on Consumer Purchase Decisions at Ruangguru Kebon Jeruk Branch

Brand image has a positive impact on consumer purchase decisions and revisit intention. However, this influence becomes stronger when accompanied by emotional attachment to the brand⁴⁰. The more a brand is recognized and recalled by consumers, the better the company can understand their needs. When consumers seek information about a product and evaluate it properly, it will ultimately lead to a purchasing decision⁴¹.

This finding aligns with previous studies stating that the higher the brand image, the more confident and trusting consumers become, which can drive purchase decisions in the education services sector⁴². Additionally, other studies have noted that the creation and re-creation of brand value throughout the customer journey can influence purchasing decisions, depending on whether consumers' experiences with the educational brand are predominantly positive or negative⁴³.

The present study supports this perspective, concluding that brand image exerts a positive influence on consumer purchasing decisions. The highest score for the brand image variable was observed in the indicator related to a "positive

⁴⁰ Rosa Rodrigues, Arlindo Madeira, and Teresa Palrão, 'Beyond A Lasting Impression: Exploring The Impact Of Brand Image On Revisit Intention, Unveiling Place Attachment As A Mediating Mechanism', *Journal of Destination Marketing & Management*, 33 (2024), p. 100927, doi:<https://doi.org/10.1016/j.jdmm.2024.100927>.

⁴¹ Iwang Adhi Suryawan and Sudharto Prawata Hadi, 'Pengaruh Harga, Lokasi Dan Citra Merek Terhadap Keputusan Pembelian Produk Maybelline (Studi Pada Konsumen Maybelline Paragon Mall Semarang)', *Jurnal Ilmu Administrasi Bisnis*, 13.1 (2024), pp. 128–36.

⁴² Ahmad Juhaiddi and others, 'Understanding The Role Of University Commitment, Socioeconomic Background, And Brand Trust In Shaping Brand Loyalty In Islamic Higher Education In Indonesia', *Sustainable Futures*, 2025, p. 100912, doi:<https://doi.org/10.1016/j.sftr.2025.100912>.

⁴³ Kimberley Hardcastle and others, 'The Co-Existence Of Brand Value Co-Creation And Co-Destruction Across The Customer Journey In A Complex Higher Education Brand', *Journal of Business Research*, 186 (2025), p. 114979, doi:<https://doi.org/10.1016/j.jbusres.2024.114979>.

impression,” as respondents reported that they had heard Ruangguru provided a good experience for its customers.

The Partial Impact of Promotion on Consumer Purchase Decisions at Ruangguru Kebon Jeruk Branch

In the context of increasingly intense industry competition, unique and differentiated promotional strategies are crucial in influencing consumer purchase decisions. Platforms such as TikTok now play an essential role as primary information sources among the younger generation. Thus, leveraging authentic and creative content on these platforms can enhance brand value and effectively stimulate consumer interest and purchasing decisions⁴⁴.

This aligns with studies integrating the Digital Influencer Persuasion (DIP) model and the Theory of Planned Behavior (TPB), which found that the influence and credibility of communicators—such as digital influencers—significantly increase consumer engagement with a brand. This engagement becomes a strong predictor of positive attitudes and purchase intentions, which in turn affect actual buying behavior⁴⁵.

In the context of educational services, promotional strategies involving trusted and influential figures on digital platforms, such as TikTok or Instagram influencers, can build trust and emotional resonance, ultimately encouraging consumers to remain loyal to the service. This is reflected in the present study, where promotion was shown to significantly influence consumer purchase decisions. The highest-scoring promotional indicator was targeted sales promotion, where respondents noted that Ruangguru often offered promotions exactly when they needed tutoring services.

Simultaneous Impact of Brand Image and Promotion on Consumer Purchase Decisions at Ruangguru Kebon Jeruk Branch

Engaging destination-brand content on social media can encourage Consumer Online Brand-Related Activities (COBRAs) such as viewing, sharing,

⁴⁴ Lim Jia Ying and others, ‘Social Media Marketing in Industry 4.0: The Role of TikTok In Shaping Generation Z’s Purchase Intentions’, *Procedia Computer Science*, 253 (2025), pp. 2176–85, doi:<https://doi.org/10.1016/j.procs.2025.01.278>.

⁴⁵ Muhammad Shahzeb Fayyaz and others, ‘Integrating Digital Influencer Persuasion Model And Theory Of Planned Behavior: The Mediating Role Of Consumer Involvement In Endorsed Brands’, *Journal of Retailing and Consumer Services*, 85 (2025), p. 104309, doi:<https://doi.org/10.1016/j.jretconser.2025.104309>.

and creating content. These activities serve as digital promotion tools that reinforce brand image. When brand image is perceived positively, it increases both interest and purchasing decisions regarding the product or service offered⁴⁶.

This finding emphasizes the importance for companies not only to build a strong brand image and design effective promotional strategies, but also to understand the digital platform dynamics used by consumers to disseminate and receive information. Referring to previous research, the influence of electronic word-of-mouth (eWOM) on purchase intention is found to be stronger on third-party review platforms than on company-owned platforms⁴⁷. This is because brand image and brand attitude act as significant mediators in the relationship.

Therefore, brand communication strategies should be tailored to the specific characteristics of each platform to maximize their impact on consumer purchasing decisions. These conclusions are in line with the present study's results, which show that a strong brand image and effective promotions jointly influence Ruangguru consumers' purchasing decisions. The highest score among the purchase decision indicators came from consumers who decided to subscribe to Ruangguru after encountering varied promotions and experiencing good service during their tutoring search process.

Closing

This study found that brand image and promotion have a significant influence on consumer purchase decisions at Ruangguru's Kebon Jeruk branch. Specifically, the findings indicate that Ruangguru's brand image is perceived positively by consumers, particularly in terms of brand popularity. However, the brand recognition indicator still requires attention, as not all respondents are fully aware of Ruangguru's presence and its added value. In terms of promotion, the accuracy of promotional targeting is performing well, but the frequency of promotional activities needs to be increased to maintain appeal among both new

⁴⁶ Fernando Oscar Grosso, Miguel Ángel Rodríguez-Molina, and José Alberto Castañeda-García, 'The Impact Of Destination-Brand Social Media Content On Consumer Online Brand-Related Activities (Cobras)', *Tourism Management Perspectives*, 51 (2024), p. 101239, doi:<https://doi.org/10.1016/j.tmp.2024.101239>.

⁴⁷ Sanjeev Kumar, Rajesh Rajaguru, and Lin Yang, 'Investigating How Brand Image And Attitude Mediate Consumer Susceptibility To Ewom And Purchase Intention: Comparing Enterprise-Owned Vs. Third-Party Online Review Websites Using Multigroup Analysis', *Journal of Retailing and Consumer Services*, 81 (2024), p. 104051, doi:<https://doi.org/10.1016/j.jretconser.2024.104051>.

and existing customers. Meanwhile, within the purchase decision dimension, the 'recognition of need' indicator received the lowest score, suggesting that consumers may not yet fully realize their need for tutoring services prior to making a purchase.

Theoretically, these findings reinforce the understanding that brand image and promotion do not only exert a direct influence on purchase decisions but also operate through intermediary elements such as brand awareness and a sense of urgency. Practically, it is recommended that Ruangguru enhances its brand visibility through targeted digital advertising and educational content that emphasizes the importance of tutoring services. Promotional initiatives such as discounts, flash sales, and strategic collaborations with educational institutions may also help strengthen promotional performance and boost purchases.

The limitation of this study lies in its geographic scope, which is restricted to a single branch, and the lack of in-depth analysis of psychographic or intrinsic motivational factors. Therefore, future research is encouraged to explore psychological variables and expand the geographical coverage to gain a more holistic understanding of Ruangguru consumer behavior across different regions.

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