

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON TRAINING PURCHASE DECISIONS AT EKKLESIA COMPUTER

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ABSTRACT

Competition in the computer training industry is becoming increasingly intense, requiring institutions to attract participants through effective marketing strategies and high-quality services. This study aims to analyze the influence of digital marketing and service quality on training purchase decisions at Ekklesia Komputer. The research employs a quantitative approach, collecting data via structured questionnaires distributed to 100 respondents selected using the Slovin formula. The research instrument utilized a 6-point Likert scale, and data analysis was performed using SmartPLS 4, which included testing both the measurement model (outer model) and the structural model (inner model). The results indicate that digital marketing does not have a significant impact on training purchase decisions, leading to the rejection of the first hypothesis. In contrast, service quality significantly influences purchase decisions, resulting in the acceptance of the second hypothesis. These findings confirm that the primary factor motivating participants to choose training at Ekklesia Komputer is service quality—encompassing reliability, responsiveness, assurance, empathy, and tangibles—rather than digital marketing efforts.

INTRODUCTION

Digital technology has transformed the paradigms of communication, marketing, and consumer behavior across various sectors (Nurul Sriminarti, 2024). The rapid

expansion of digitalization compels individuals and organizations to adapt in order to remain competitive in a global market. One sector profoundly affected by digitalization is education and training, where promotional methods and consumer interactions no longer rely solely on traditional strategies such as print advertising, brochures, or word-of-mouth marketing. The advent of digital marketing tools—including social media, websites, email marketing, and search engine optimization (SEO)—has made promotional efforts more effective and efficient, enabling outreach to a broader audience without constraints of time or location (Daeli et al., 2024). This trend illustrates that changes in consumer behavior related to searching, evaluating, and making purchasing decisions are closely tied to the quality of information and digital experiences provided by service providers.

Service quality is a critical factor in shaping purchasing decisions, particularly in service-based industries that prioritize customer trust and satisfaction. It encompasses several dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, all of which influence consumers' perceptions of value (Soedargo & Pratama, 2024). When consumers are satisfied with the quality of service, they are more likely to make repeat purchases, provide recommendations, and demonstrate increased loyalty to the service provider. Conversely, poor service quality can lead to disappointment and a decline in consumer interest in using the service again (Yani et al., 2025). Therefore, in an increasingly competitive environment, combining an effective digital marketing strategy with excellent service quality is essential for driving consumer purchasing decisions.

In practice, several intriguing challenges remain worthy of further examination. Although digital marketing is widely utilized, not all educational or training providers can fully harness its potential (Sopiyan, 2022). Some institutions successfully attract potential participants through engaging and interactive digital content but fail to retain customers due to unsatisfactory service quality. Conversely, other institutions maintain high service quality standards but struggle to reach a broad audience because their digital marketing strategies are limited and lack innovation (Tuhumena et al., 2024). This contradictory phenomenon indicates an imbalance between digital marketing strategies and service quality, which should simultaneously influence purchasing decisions.

Based on data compiled from the 2023 report by the National Association of Education and Training Service Providers (APJP2N), 68% of consumers chose a training institution after seeing promotions on digital media, particularly Instagram, TikTok, and Facebook. However, of those, only 47% expressed satisfaction with the quality of service they received after making a purchase (Hafid, 2024). Other data from We Are Social (2024) shows that internet users in Indonesia reached 221 million people, of which more than 90% actively use social media as a source of information before purchasing products or services (Mubarok, Sari, Wibowo, 2025). This fact confirms that digital marketing does play a significant role in influencing purchasing decisions, but service quality remains a key factor in maintaining sustainable relationships with consumers. In other words, the success of a training institution is determined not only by the breadth of its digital marketing reach, but also by the quality of service it provides to participants.

Several previous studies have examined the influence of digital marketing and service quality on purchasing decisions, but the results have shown mixed results.

Research by (Hasrullah et al., 2025) found that digital marketing has a significant influence on purchasing decisions for educational services. In contrast, research (Assidiq et al., 2022) In fact, it states that the influence of digital marketing is insignificant because consumers consider personal recommendations more than digital content. (Wibowo et al., 2024) revealed that service quality has a significant influence on purchasing decisions, especially in the education services sector. (Fadhli, 2024) stated that service quality is not always the dominant factor, as price and institutional reputation are more influential in determining purchasing decisions. The diversity of research findings suggests that the relationship between digital marketing, service quality, and purchasing decisions still requires further study.

Previous research reveals a research gap in consistency, with some studies suggesting a significant influence, while others found insignificant results. This situation opens up the opportunity for new research to re-examine the relationship between digital marketing and service quality on purchasing decisions, particularly in the context of training services, which are rarely the focus of research. The novelty of this study lies in its attempt to combine two variables often studied separately digital marketing and service quality in influencing purchasing decisions in computer vocational training institutions, a context that has received relatively little exploration.

Based on initial research observations, it was found that Ekklesia Komputer, as a computer training institution, faces challenges in attracting participants through a suboptimal digital marketing strategy. The promotional content presented is not fully interactive and informative, so it is unable to reach potential participants optimally. Furthermore, although the institution has attempted to improve service quality by providing competent instructors and adequate facilities, several participants complained about the lack of responsiveness in administrative services and the lack of integrated communication between instructors and participants. This raises consumer doubts in making purchasing decisions, thus indicating gaps that need to be addressed to increase the effectiveness of the digital marketing strategy while maintaining the quality of the services offered.

Therefore, the purpose of this study is to analyze in depth the influence of digital marketing and service quality on training purchasing decisions at Ekklesia Komputer. This research is expected to provide academic contributions by enriching the literature on factors influencing purchasing decisions in the educational services sector, while also providing practical recommendations for training institutions in developing more effective digital marketing strategies and improving service quality to increase consumer interest, satisfaction, and loyalty.

LITERATURE REVIEW

Digital Marketing (X1)

Digital marketing is a marketing strategy that utilizes digital media to promote products or services through various platforms, such as social media, websites, email marketing, and search engines. (Kotler & Keller, 2016), digital marketing makes it easier for companies to reach consumers more widely, interactively, and in real-time. The digital marketing indicators in this study cover six main aspects, namely: (1) content, namely the quality and relevance of information displayed digitally to support purchasing

decisions; (2) interactivity, namely the ability of digital platforms to facilitate two-way communication between companies and consumers; (3) visual appeal, including the design, appearance, and aesthetics of digital media that influence the user experience; (4) information accessibility, namely the ease with which consumers can access product or service information quickly and clearly; (5) personalization, namely the presentation of content or promotions that suit individual preferences; and (6) digital promotions, which refer to online marketing strategies such as paid advertising, email marketing, or social media campaigns. The application of these indicators is believed to be able to increase consumer purchasing interest because they can obtain relevant information before deciding to buy. Research (Danil Syah et al., 2024) shows that digital marketing has a significant influence on purchasing decisions for educational services. However, in contrast, research (Sharabati et al., 2024) found that the influence of digital marketing was insignificant because consumers relied more on personal recommendations than digital content. Therefore, there are still differences in research findings regarding this variable.

H1: Digital marketing has a significant influence on purchasing decisions.

Service Quality (X2)

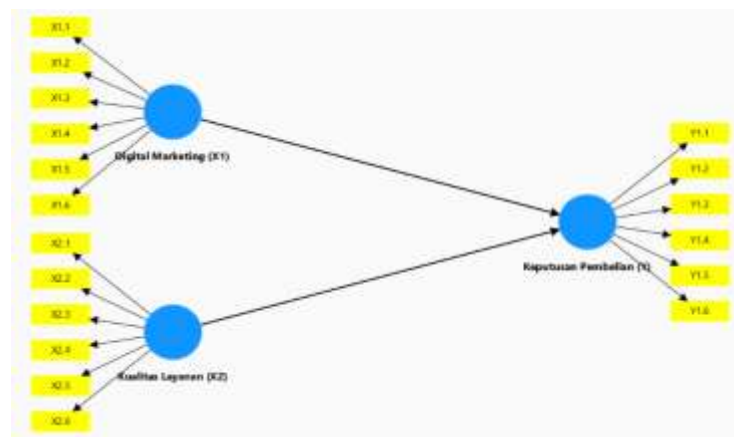
Consumer expectations regarding service quality include five main dimensions, namely reliability, responsiveness, assurance, empathy, and tangible (Parasuraman et al., 1988). The service quality indicators in this study consist of six aspects, namely: (1) reliability, namely the institution's consistency in providing services according to consumer promises and expectations; (2) responsiveness, namely the willingness and speed of staff in assisting training participants when facing needs or obstacles; (3) assurance, including the knowledge, skills, and professional attitudes of staff that provide a sense of security and trust to participants; (4) empathy, namely the ability of staff to understand the needs of participants individually and provide personal attention; (5) tangible (physical evidence), which includes facilities, equipment, learning media, and the physical appearance of teaching staff that support comfortable services; and (6) service security, namely the guarantee of data protection and comfort in administrative and transaction processes. Good service quality will shape consumer satisfaction and encourage them to make repeat purchases or provide recommendations to others. In the context of education and training services, service quality is an important aspect that includes the professionalism of teaching staff, clarity of the curriculum, and ease of access to administrative services. Research (Wahyuni & Lestari, 2024) found that service quality has a significant influence on consumer purchasing decisions at non-formal educational institutions. (Ayu, 2024) revealed that service quality does not significantly influence purchasing decisions, as consumers prioritize price and the institution's reputation. This indicates an inconsistency in previous research findings.

H2: Service quality has a significant influence on purchasing decisions.

Purchase Decision (Y)

Purchasing decisions are the process consumers undertake in selecting, using, and evaluating a product or service to meet their needs. According to (Kotler & Armstrong, 2018) This process can be explained through six indicators: need recognition,

information search, alternative evaluation, purchase decision, actual purchase, and post-purchase behavior. These six indicators reflect interconnected stages, where consumers first recognize a need, then search for information, weigh various alternatives, make a decision, make a purchase, and finally evaluate satisfaction after using the product or service. In the context of education and training services, purchasing decisions are influenced not only by price but also by the quality of service provided and the effectiveness of the digital marketing strategy implemented, so this study is important to clarify the relationship between these variables. Based on the description above, the model in this study can be seen as follows:



Pict 1. Research Model

RESEARCH METHOD

This research uses a quantitative approach with a causal associative research type, namely research that aims to analyze the relationship and influence between independent variables on dependent variables (Sugiyono, 2018). The independent variables in this study are digital marketing (X1) and service quality (X2), while the dependent variable is purchasing decisions (Y). The population in this study was all computer training participants who had participated in the program at Ekklesia Komputer (Sugiyono, 2019). To determine the number of representative samples, the Slovin formula is used with a margin of error of 10% (Sugiyono, 2021). Thus, the number of samples is calculated using the formula:

$$n = \frac{N}{1 + N(e)} = \frac{1000}{1 + 1000(0,1)} = \frac{1000}{1 + 10} = \frac{1000}{11} = 91$$

Based on the Slovin formula above, with a population of 1,000 people and a 10% error rate, a sample size of 91 respondents was obtained. However, to maintain data accuracy and anticipate the possibility of respondents not completing the questionnaire completely, the sample size was rounded to 100 respondents to ensure the study remains representative and the results are more reliable.

The data collection technique was carried out by distributing structured questionnaires to respondents selected using purposive sampling techniques, with the respondent criteria being participants who had attended at least one training program at Ekklesia Komputer (Creswell & Creswell, 2023). The research instrument was

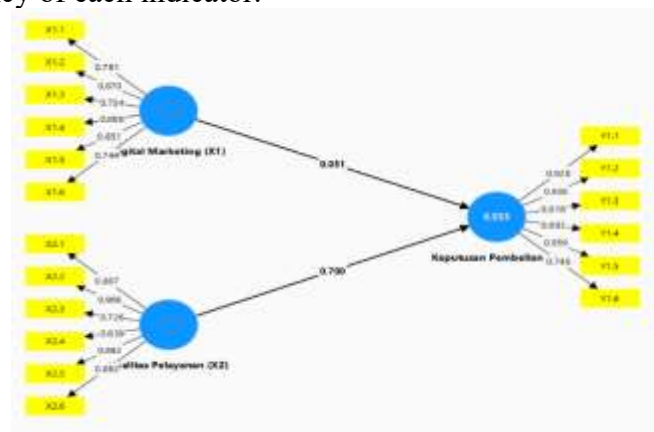
constructed using a 1–6 Likert scale, where a score of 1 indicates strongly disagree and a score of 6 indicates strongly agree, to measure the level of respondents' perceptions of each variable indicator. The collected data were then analyzed using SmartPLS 4 software (Hair Jr. et al., 2019). The selection of SmartPLS 4 as an analysis tool was based on its ability to simultaneously test the measurement model (outer model) and the structural model (inner model), even though the data was not completely normally distributed. Analysis using SmartPLS 4 included tests of convergent validity, discriminant validity, construct reliability, and tests of the significance of paths between variables through bootstrapping (Hair, 2017). Thus, this research method is expected to provide comprehensive analysis results and be able to answer the research problem formulation empirically.

RESEARCH RESULTS AND DISCUSSION

Ekklesia Komputer is a computer course and training institution focused on improving information technology skills for the public, from students to employees and business owners. This institution provides various training programs such as Microsoft Office, graphic design, basic programming, data management, and digital applications relevant to the needs of the workplace. In carrying out its activities, Ekklesia Komputer emphasizes quality service through experienced instructors, structured learning materials, and adequate supporting facilities. In addition, this institution also actively utilizes digital marketing to expand its promotional reach and attract potential participants amidst increasingly fierce competition in computer courses. With this approach, Ekklesia Komputer is committed to being a strategic partner in developing the community's digital competence.

Measurement Model Evaluation Analysis (Outer Model)

The outer model evaluation analysis is the initial stage in Partial Least Squares (PLS) testing, which aims to assess the extent to which the indicators used are able to represent the latent construct validly and reliably. At this stage, testing focuses on three main aspects: convergent validity to ensure the suitability of the indicators to the construct being measured; discriminant validity to see the extent to which indicators can differentiate one construct from another; and construct reliability, which measures the internal consistency of each indicator.



Pict 2. Outer Model Results

Based on Figure 2, the outer model results show that each indicator in the Digital Marketing (X1), Service Quality (X2), and Purchase Decision (Y) variables has a loading factor value above 0.70, except for several indicators in X1 and X2 which are still in the range of 0.73–0.74 but are still acceptable because they exceed the minimum limit of 0.70. This indicates that the indicators used are able to represent the latent constructs of each variable well. The Purchase Decision (Y) variable has the highest loading factor value, reaching 0.959 in indicator Y1.4, which indicates a very strong contribution to the construct. The relationship between variables shows that Service Quality (X2) has a dominant influence on Purchase Decision with a path value of 0.700, much higher than Digital Marketing (X1) which is only 0.051. This finding indicates that service quality plays a more important role in driving training purchasing decisions at Ekklesia Komputer than digital marketing aspects.

Table 1. Average Variance Extracted (AVE) Value

	Average variance extracted (AVE)
Digital Marketing (X1)	0.662
Service Quality (X2)	0.707
Purchase Decision (Y)	0.809

Source: SmartPLS4 Data Processing Results (2025)

Based on Table 1 regarding the Average Variance Extracted (AVE) value, it can be seen that all research variables meet the convergent validity criteria because the AVE value obtained is greater than 0.50. The Digital Marketing variable (X1) has an AVE value of 0.662, the Service Quality variable (X2) of 0.707, and the Purchase Decision variable (Y) of 0.809. These values indicate that each construct is able to explain more than 66%, 70%, and 80% of the variance of its indicators. Thus, the indicators used in this study can be said to be valid and representative in measuring latent constructs, so that the results of the analysis can be trusted to describe the relationship between variables in the research model.

Table 2. Fornell Lacker

	Purchase Decision (Y)	Digital Marketing (X1)	Service Quality (X2)
Purchase Decision (Y)	0.899		
Digital Marketing (X1)	0.644	0.814	
Service Quality (X2)	0.847	0.743	0.841

Source: SmartPLS4 Data Processing Results (2025)

Based on Table 2 regarding the results of the Fornell-Larcker test, it can be seen that the square root of the AVE value of each construct is higher than the correlation between other constructs, so it can be concluded that the model has met the criteria for discriminant validity. The square root of the AVE value for the Purchasing Decision variable (Y) is 0.899, greater than its correlation with Digital Marketing (0.644) and with Service Quality (0.847). Furthermore, the square root of the AVE value for the Digital Marketing variable (X1) of 0.814 is also higher than its correlation with Service Quality (0.743) and Purchasing Decision (0.644). Likewise, the Service Quality variable (X2) with a square root of the AVE value of 0.841 is higher than its correlation with Digital Marketing (0.743). These results indicate that each construct in this study can be clearly distinguished from one another and has indicators that better represent its own construct than other constructs, so that the research instrument is proven to be discriminant valid and suitable for use in further structural model analysis.

Table 3. Construct Reliability Evaluation Value

	Cronbach's alpha	Composite Reliability	Information
Digital Marketing (X1)	0.896	0.902	Reliable
Service Quality (X2)	0.952	0.956	Reliable
Purchase Decision (Y)	0.916	0.921	Reliable

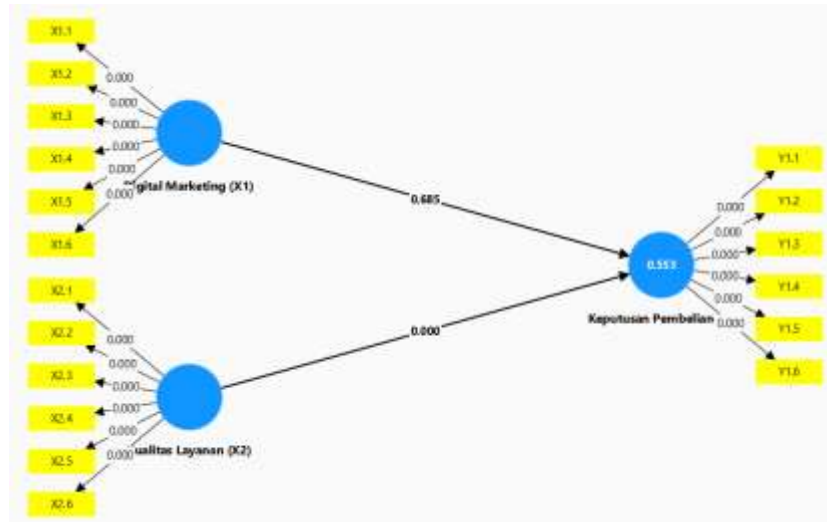
Source: SmartPLS4 Data Processing Results (2025)

Based on Table 3 regarding the construct reliability evaluation value, it can be seen that all research variables have a very good level of reliability, both seen from the Cronbach's Alpha and Composite Reliability values, all of which are above the minimum threshold of 0.70. The Digital Marketing variable (X1) shows a Cronbach's Alpha value of 0.896 and a Composite Reliability of 0.902, the Service Quality variable (X2) has a higher value, namely a Cronbach's Alpha of 0.952 and a Composite Reliability of 0.956, while the Purchase Decision variable (Y) is also in the very reliable category with a Cronbach's Alpha value of 0.916 and a Composite Reliability of 0.921. These results indicate that the indicators used in measuring each construct are able to provide high internal consistency, so that the research instrument is proven to be stable, reliable, and suitable for use in testing the structural model. Thus, the results of the construct reliability evaluation strengthen the belief that the relationship between variables in the study can be analyzed accurately using SmartPLS 4.

Structural Model Evaluation Analysis (Inner Model)

Structural model evaluation analysis (inner model) is a follow-up stage after the measurement model (outer model) is declared valid and reliable, which aims to assess the strength of the relationship between latent constructs in the study. At this stage, the

analysis focuses on testing the causal relationship between variables, including the R-Square value to see how much the independent variable is able to explain the dependent variable, the path coefficient value to measure the direction and strength of the influence between constructs, and the significance value obtained through the bootstrapping method. Thus, inner model evaluation plays a crucial role in ensuring that the research model not only has good measurement quality but also has adequate predictive ability to answer the formulated hypotheses.



Pict 3. R-Square Value

Based on Figure 3 regarding the R-Square value, it can be seen that the Purchase Decision (Y) variable has an R-Square value of 0.553. This means that the independent variables, namely Digital Marketing (X1) and Service Quality (X2), are able to explain the variability of Purchase Decisions by 55.3%, while the remaining 44.7% is explained by other factors outside this research model. The R-Square value of 0.553 is included in the moderate category, so it can be interpreted that this research model has a fairly good predictive ability in explaining training purchasing decisions at Ekklesia Komputer. This finding confirms that the digital marketing strategy and service quality implemented play an important role in influencing consumer behavior, although there are still other external factors such as price, institutional reputation, and recommendations from third parties that can also influence training participants' purchasing decisions.

Table 4. Bootstrapping Test Results and Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Digital Marketing (X1) -> Purchase Decision (Y)	0.051	0.061	0.125	0.405	0.685

Service Quality (X2) -> Purchase Decision (Y)	0.700	0.698	0.124	5,629	0.000
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Source: SmartPLS4 Data Processing Results (2025)

Based on Table 4 regarding the bootstrapping and hypothesis testing results, it can be seen that each relationship path between variables in the model was tested to determine the significance of its influence on purchasing decisions by examining the path coefficient value (original sample), t-statistic value, and significance value (p-value). A t-value ≥ 1.96 and a p-value ≤ 0.05 indicate a statistically significant relationship. These results serve as the basis for accepting or rejecting the hypothesis proposed in the study. The following is a discussion of each relationship between variables:

1. The relationship between Digital Marketing (X1) and Purchasing Decisions (Y) shows a coefficient value of 0.051 with a t-value of 0.405 and a p-value of 0.685. Since the t-value is less than 1.96 and the p-value exceeds 0.05, it can be concluded that the influence of digital marketing on purchasing decisions is not statistically significant. However, the positive direction of the coefficient indicates that the existence of a digital marketing strategy still has a tendency to contribute to influencing consumer decisions, although the impact is very small and has not been empirically proven in this study. This could be caused by the quality of digital marketing implementation that is not yet optimal, the lack of consistency in promotional content, or low audience engagement with the digital media used, so it is not strong enough to encourage consumers to make purchasing decisions for training at Ekklesia Komputer.
2. The relationship between Service Quality (X2) and Purchasing Decisions (Y) shows significant results with a coefficient value of 0.700, a t-value of 5.629, and a p-value of 0.000. These results clearly indicate that service quality has a positive and significant influence on purchasing decisions. This means that the better the quality of service provided, the higher the likelihood of consumers deciding to purchase training. This finding confirms that service aspects such as punctuality, instructor friendliness, clarity of material, and supporting facilities have a major role in building consumer satisfaction and confidence in choosing Ekklesia Komputer. This shows that compared to digital marketing, quality service factors are more capable of providing a real impact on purchasing decision making, so that service improvement strategies are an important key in maintaining and increasing participant interest.

The Influence of Digital Marketing on Training Purchase Decisions at Ekklesia Komputer

The discussion on the influence of digital marketing on training purchasing decisions at Ekklesia Komputer shows that the first hypothesis (H1) is rejected. This means that the digital marketing implemented by this institution does not have a significant influence on participants' decisions to purchase training. This condition indicates a gap between digital-based promotional strategies and actual consumer

behavior in making purchasing decisions. Digital marketing should be one of the main means of building brand awareness and influencing consumers in the decision-making stage. However, the reality found in the field actually shows that Ekklesia Komputer consumers are not very influenced by digital promotions offered, whether through social media, paid advertising, or content campaigns.

According to (Kotler & Keller, 2016) Consumer purchasing decisions are influenced by psychological processes involving need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Digital marketing is expected to penetrate the information search and alternative evaluation stages, as consumers typically compare various training providers before deciding to purchase. However, if the digital marketing strategy employed is less relevant, inconsistent, or unable to provide added value, consumers will not consider it a dominant factor in their decision-making. In the context of Ekklesia Komputer, it is highly likely that potential participants are more influenced by other factors such as direct recommendations from friends, the quality of the institution's reputation, or previous learning experiences, rather than the digital promotional materials they receive.

This finding is in line with previous research by (Sharabati et al., 2024) which found that digital marketing had no significant influence on purchasing decisions in non-formal education service businesses. The study explained that despite extensive promotions through social media, consumers preferred to consider service quality, cost, and previous user testimonials as primary factors in their decision-making. A similar finding was also seen in research by (Antczak, 2024), where digital marketing does not provide a significant contribution in influencing purchasing decisions for training service products, because consumers feel that information presented through digital media is less trustworthy than recommendations from close people or real experiences.

If it is associated with theory (Kotler & Keller, 2016), it can be said that the digital marketing implemented by Ekklesia Komputer failed to effectively fill the information search and alternative evaluation stages. The information presented through digital platforms may not be convincing enough or may not address consumers' specific needs, so they do not use it as the primary basis for choosing training. This shows that although digital marketing is considered modern and efficient, its effectiveness depends heavily on the quality of the message, the relevance of the content, and its connection to consumers' actual needs. Without these factors, digital marketing becomes merely a formality that does not directly impact purchasing decisions.

Thus, the results of this study confirm that digital marketing is not the only factor influencing purchasing decisions for training at Ekklesia Komputer. Purchasing decisions are more influenced by other factors such as trust, user experience, instructor quality, and social recommendations, which have a stronger influence than digital promotion. The rejection of H1 provides academic support that Kotler & Keller's (2016) theory does not always apply linearly to practice in the non-formal education services sector, especially if the digital marketing strategy implemented is not well-targeted. This study also strengthens the findings of Pratiwi (2020) and Rahmawati (2021), which also found that digital marketing did not significantly influence purchasing decisions, necessitating a more targeted improvement strategy tailored to the characteristics of the target market.

The Influence of Service Quality on Training Purchase Decisions at Ekklesia Komputer

The results of the study indicate that service quality has a significant influence on the decision to purchase training at Ekklesia Komputer, thus the first hypothesis (H1) proposed in this study is accepted. This finding indicates that participants' decisions to participate in training are more influenced by how they perceive the service quality compared to other factors. In the context of non-formal education services, service quality is the main benchmark for consumers to assess the professionalism and credibility of the institution. Therefore, the better the service provided, the more likely consumers are to make a decision to purchase the training offered.

Quality of service as stated by (Parasuraman et al., 1988), can be measured through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. At Ekklesia Komputer, reliability is evident in the institution's ability to deliver training according to the promised schedule and syllabus. Responsiveness is evident in the readiness of administrative staff and instructors to provide information or assistance needed by participants. Assurance is reflected in the competence of experienced instructors who are able to guarantee knowledge and skills that meet expectations. Empathy is demonstrated through personal attention to participants, for example by understanding their background and initial abilities. Meanwhile, tangibles are realized through adequate classroom facilities, computer equipment, and learning media. The combination of these five dimensions creates a valuable learning experience and encourages participants to decide to purchase the training.

This finding is in line with research (Fadhli, 2024) who studied computer course institutions in Central Java and found that service quality significantly influenced purchasing decisions. Participants who experienced friendly, responsive service and comprehensive facilities were more likely to continue to advanced programs. Similar results were also reported by (Nurul Sriminarti, 2024) at a language course institution, where the dimensions of responsiveness and empathy were proven to be dominant factors in influencing consumer decisions. Thus, the results of this study are consistent with previous empirical evidence emphasizing the importance of service quality in influencing purchasing decisions at non-formal educational institutions.

If it is associated with the SERVQUAL theory (Parasuraman et al., 1988) Acceptance of this hypothesis can be explained by the fact that the five service dimensions complement each other in creating a positive experience for participants. Reliability and assurance foster confidence in the institution's ability to provide quality training. Responsiveness and empathy build an emotional connection between participants and providers, which in turn increases loyalty and satisfaction. Tangibles strengthen consumers' perceptions that the institution has adequate facilities that support effective learning. The synergy of these dimensions forms a strong foundation for consumers' decisions to purchase training.

This study confirms that service quality is a key factor that Ekklesia Komputer must prioritize in improving purchasing decisions. This finding has managerial implications that institutions need to continuously improve and develop services based on SERVQUAL dimensions, both in terms of reliability, speed of service, assurance of

instructor professionalism, concern for participant needs, and available physical facilities. Consistent service improvements will help Ekklesia Komputer strengthen its competitive advantage in the market, increase participant satisfaction, and build long-term loyalty amidst increasingly fierce competition in the non-formal education industry.

CONCLUSION

Based on the overall research results and discussion, it can be concluded that the influence of digital marketing on purchasing decisions for training at Ekklesia Komputer is insignificant, so the hypothesis related to digital marketing is rejected, while service quality has a significant influence on purchasing decisions, so the hypothesis related to service quality is accepted. This shows that Ekklesia Komputer's success in attracting participants is more determined by the dimensions of service quality which include reliability, responsiveness, assurance, empathy, and tangible compared to the digital marketing activities carried out. Participants prioritize real experiences in the form of friendly, responsive service, adequate facilities, and competent instructors rather than mere promotions or digital exposure. Thus, the decision to purchase training at Ekklesia Komputer is more influenced by the quality of interactions and services directly experienced by participants, which ultimately strengthens their loyalty and satisfaction with the institution.

Based on these findings, Ekklesia Komputer is advised to continue prioritizing improving service quality as a key factor in influencing purchasing decisions, by strengthening each SERVQUAL dimension, such as improving the reliability of training schedules, increasing the speed of administrative services, maintaining instructor competence, providing personal attention to participants, and updating physical facilities to be more modern and comfortable. Although digital marketing has not proven significant, Ekklesia Komputer can still utilize digital marketing strategies as a supporting medium, not a primary factor, by emphasizing content that displays tangible evidence of service quality, participant testimonials, and alumni achievements. By integrating informative and transparent digital promotions with high-quality services, Ekklesia Komputer has the potential to increase wider market appeal while maintaining participant satisfaction, thereby strengthening the institution's sustainability amidst increasingly competitive courses and training.

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