

The Influence of Customers' Trust To Permission E-mail Marketing Acceptance And Purchase Intention of Online Paid Course

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Abstract

The world of education in Indonesia has developed along with technological advances and the use of the Internet, particularly during the pandemic, that make remote learning feasible. Alongside formal education, the demand for skill education has surged, creating an attractive market for online paid course players to penetrate, like MySkill. MySkill adopts various advertising strategies to promote its services, mainly email marketing. However, email marketing does not significantly influence customers' purchase intention of MySkill services. Therefore, this research intends to test the effect of customers' trust on permission email marketing and its subsequent influence on purchase intention. This research utilizes a quantitative approach by online survey and uses descriptive statistics and PLS-SEM to analyze the survey result. The results revealed that customers' trust significantly influences permission email marketing acceptance and purchase intention. Permission email marketing positively affects perceived usefulness and ease of use, increasing customer purchase intention. However, the relationship between perceived ease of use and purchase intention was not statistically significant. These findings are expected to give insight into developing better strategies for purchase intention in the educational technology industry or related industries.

Keywords: Online Paid Course, Permission Email Marketing, Trust, Purchase Intention

A. INTRODUCTION

Technology has been used in almost every aspect of life that supports the continuity and comfort of human life (Fibrianto & Yuniar, 2019). The development of technology is also felt in Indonesia, marked by an increase in internet usage, which reached 62.1% of the Indonesian population in 2021 and is predicted to continue to rise to 270 million in 2028. The world of education in Indonesia also developed along with technological advances and the use of the Internet. Covid-19 is a point where it is seen that technological advances can support people in learning anywhere. According to The Association for Educational Communications and Technology (AECT), EdTech is the ethical study of using acceptable technological methods and tools to promote learning and enhance performance. There are several types of education technology; based on Escueta et al. (2017), one education technology is online learning. Based on Statista.com, The market for online education is predicted to continue increasing as a result of rising demand for flexible and remote learning options as well as technological improvements that are projected market volume of US\$ 239.30 billion by 2027.

MySkill, an online learning startup, embodies this trend. It provides Indonesia's youth with a comprehensive skill improvement and career development platform. The company aims to enhance competence and skills through diverse integrated courses. However, with 442 EdTech startups in Indonesia (Traxcn, April 11, 2023), standing out and attracting customers becomes increasingly challenging. In the late 20th century, marketing strategies were necessary due to changes in human behavior and technological development for every business. Marketing activities are carried out to communicate brand value to the market, discover market conditions and assess demand (Falát & Holubčík, 2017). Marketers acknowledge the potential of email as a valuable tool that enables them to establish interactive communication channels, fostering two-way interactions with customers (Chittenden & Rettie, 2003). Senior Cyber Security

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Researcher at Kaspersky revealed that more than 267 billion (83.69 percent) were spam emails sent and received. Realizing the spam phenomenon, marketers finally chose permission email marketing as an alternative. Permission email marketing gives consumers the freedom to choose to opt in or opt out. The term opt-in also has the same meaning as subscribe, while the term opt-out can also be called unsubscribe (Sekaringtias & Kusumawati, 2017). Furthermore, trust is essential in building solid buyer-seller relationships, which holds significance in both digital and offline contexts (Bart et al., 2005; Ganesan, 1994).

Therefore, this research intends to see if there is any correlation between customers' trust in permission email marketing and its subsequent influence on purchase intention. The results of this study are expected to provide valuable insight for online paid course players and contribute knowledge in understanding the elements that affect customers' decision-making in the context of online education.

B. RESEARCH METHOD

Data collection follows a systematic method to gather and measure specific variables, aiming to effectively address research questions, test hypotheses, and evaluate outcomes. This study used a quantitative approach. Taherdoost (2022) suggests a quantitative approach is adopted to describe, explain, and predict phenomena linked to the research issue. In this study, "Judgemental Sampling," a form of purposive sampling, is employed. This method deliberately selects specific contexts, individuals, or events to gain insights unattainable through other approaches.

The study targets users of MySkill, an online platform managed by PT Linimuda Inspirasi Negeri, providing educational resources. The population includes free users, and premium subscribers registered on the platform. According to Malhotra et al. (2017), marketing studies typically range from 200 to 500 respondents. To collect data for the study, online questionnaires are utilized. The questionnaire is modified based on the Technology Acceptance Model (TAM) developed by (Davis, 1985). The following hypotheses are:

H1: Trust positively influences MySkill customers towards permission email marketing.

H2: Trust positively influences MySkill customers' purchase intention

H3: Permission email marketing positively influences MySkill customers' purchase intention

H4: Permission email marketing positively influences MySkill customers' Perceived Usefulness

H5: Permission email marketing positively influences MySkill customers' Perceived Ease of Use

H6: Perceived Ease of Use positively influences MySkill customers' Perceived Usefulness

H7: Perceived Ease of Use positively influences MySkill customers' Purchase Intention

H8: Perceived Usefulness positively influences MySkill customers' Purchase Intention

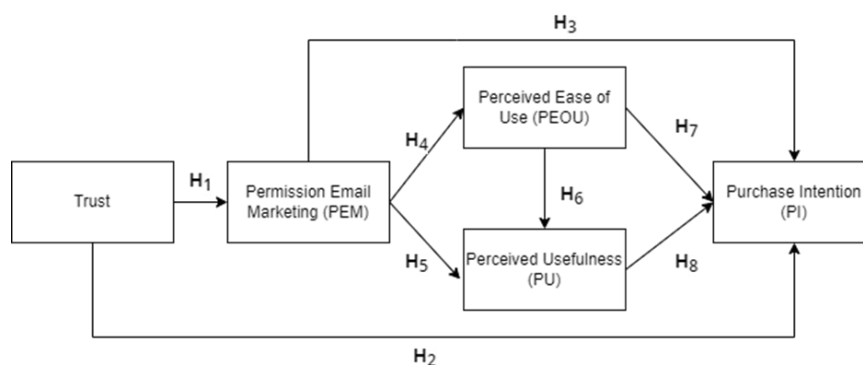


Figure 1. Conceptual Framework

C. RESULTS AND ANALYSIS

The study ensures instrument reliability and validity through tests and accepts Smart PLS version 4.0 for PLS-SEM. The subsequent steps encompass a reliability analysis. A reliability test demonstrates the instrument's precision, consistency, and accuracy when measuring various structures (Hamid & Anwar, 2019). By conducting this assessment, we can ensure the robustness and consistency of the measurement model, thereby strengthening the validity of the study's results.

Table 1. Indicator Reliability Test

Variable	Indicator	Outer Loadings	Reliability
Trust	TRT1	0.927	Reliable
	TRT2	0.883	Reliable
	TRT3	0.888	Reliable
	TRT4	0.875	Reliable
Permission Email Marketing	PEM1	0.845	Reliable
	PEM2	0.842	Reliable
	PEM3	0.832	Reliable
Perceived Ease of Use	PEOU1	0.885	Reliable
	PEOU2	0.879	Reliable
	PEOU3	0.866	Reliable
	PEOU4	0.866	Reliable
Perceived Usefulness	PU1	0.889	Reliable
	PU2	0.867	Reliable
	PU3	0.902	Reliable
	PU4	0.877	Reliable
Purchase Intention	PI1	0.858	Reliable
	PI2	0.898	Reliable
	PI3	0.871	Reliable

Source: Research data, 2023

Convergent validity assesses the extent to which a construct effectively accounts for the variance in its indicators, indicating how well they converge in measuring the same underlying concept. The average variance extracted (AVE) is computed for all indicators within each construct to evaluate convergent validity.

Table 2. Convergent Validity Test

Variables	Average Variance Extracted (AVE)	Validity
Trust (TRT)	0.798	Valid
Permission for Email Marketing (PEM)	0.705	Valid
Perceived Ease of Use (PEOU)	0.764	Valid
Perceived Usefulness (PU)	0.781	Valid
Purchase Intention (PI)	0.767	Valid

Source: Research data, 2023

To avoid collinearity problems and decide if the variables should be merged or converted, a collinearity test is carried out by observing the variance inflation factor (VIF). (Wong, 2013) states the maximal VIF value is 5 to prevent the issue.

Table 3. Collinearity Test

Indicator Code	VIF	Indicator Code	VIF
PEM1	1.728	PU1	2.787
PEM2	1.677	PU2	2.408
PEM3	1.607	PU3	3.094
PEOU1	2.616	PU4	2.554
PEOU2	2.5	TR1	3.58
PEOU3	2.48	TR2	2.826
PEOU4	2.387	TR3	2.902

Indicator Code	VIF	Indicator Code	VIF
PI1	1.864	TR4	2.627
PI2	2.333		
PI3	2.118		

Source: Research data, 2023

The bootstrapping technique, a statistical method utilized in this study, is vital in evaluating the connections between the proposed hypotheses, serving as both the inner and outer models for significance testing. The bootstrapping result offers useful information for accepting or rejecting each hypothesis via the development of T-values used to assess the significance of the structural path reflecting the null hypothesis.

In this study, the R² for Perceived Ease of Use stands at 0.059, suggesting that Permission Email Marketing can account for approximately 5.9% of the variance in participants' Perceived Ease of Use. Meanwhile, the R² for Perceived Usefulness is 0.139, meaning that the combined influence of Permission Email Marketing and Perceived Ease of Use explains 13.9% of the variance in Perceived Usefulness. Additionally, the R² for Permission Email Marketing is 0.077, indicating that trust accounts for 7.7% of the variance in Permission Email Marketing. Furthermore, the R² for Purchase Intention reaches 0.595, demonstrating that Trust, Permission Email Marketing, Perceived Ease of Use, and Perceived Usefulness collectively explain 59.5% of the variance in Purchase Intention.

To enrich the analysis, the F-square effect size measures an effect's size or intensity independent of sample size. According to the f² result, it can be concluded that perceived ease of use to purchase intention has no substantial effect; perceived ease of use to perceived usefulness, permission email marketing to perceived ease of use, permission email marketing to perceived usefulness, permission email marketing to purchase intention, trust to permission email marketing, and trust to purchase intention have a small effect size. Perceived usefulness to purchase intention has a large effect size.

As portrayed in Table 4 and Figure 2, the results of hypothesis H1 indicate a significant positive influence of trust on MySkill customers' attitudes towards permission email marketing. The t-statistic being more than 1.96 and the p-value under 0.05 provide strong evidence to support this relationship. The results demonstrate that customers with higher trust in MySkill tend to accept and engage with permission-based email marketing initiatives. The results of hypothesis H2 indicate that trust positively influences MySkill customers' Purchase Intention, as evidenced by a t-statistic greater than 1.96 and a p-value below 0.05. The significant positive influence of trust on MySkill customers' Purchase Intention underscores the importance of establishing and maintaining trust-based relationships with customers.

The results of hypothesis H3 indicate a significant positive influence of Permission Email Marketing on MySkill customers' Purchase Intention, as supported by a t-statistic greater than 1.96 and a p-value under 0.05. These findings align with the theoretical expectations and existing research in the field; according to (Harum et al., 2021), Permission email marketing significantly influences purchase intention and emphasizes the importance of permission-based email marketing in driving customers' purchase intentions. The results of hypothesis H4 indicate a significant positive influence of Permission Email Marketing on MySkill customers' Perceived Usefulness, as demonstrated by a t-statistic greater than 1.96 and a p-value under 0.05. These findings highlight the importance of permission-based email marketing in shaping customers' perceptions of usefulness.

Table 4. Hypothesis Testing

Hypothesis	Structural Path	β	T statistics (O/STDEV)	P values	Result
H1	Trust -> Permission Email Marketing	0.278	3.736	0	Accepted
H2	Trust -> Purchase Intention	0.255	4.093	0	Accepted
H3	Permission Email Marketing -> Purchase Intention	0.198	4.129	0	Accepted
H4	Permission Email Marketing -> Perceived Usefulness	0.277	3.811	0	Accepted
H5	Permission Email Marketing -> Perceived Ease of Use	0.242	3.921	0	Accepted

Hypothesis	Structural Path	β	T statistics (O/STDEV)	P values	Result
H6	Perceived Ease of Use -> Perceived Usefulness	0.192	3.207	0.001	Accepted
H7	Perceived Ease of Use -> Purchase Intention	0.029	0.69	0.49	Rejected
H8	Perceived usefulness -> Purchase Intention	0.491	7.56	0	Accepted

Source: Research data, 2023

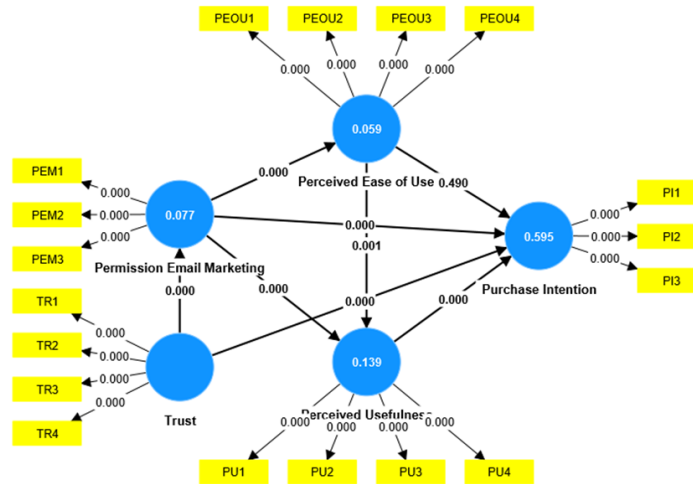


Figure 2 Bootstrapping Result

The results of hypothesis H5 reveal a significant positive influence of Permission Email Marketing on MySkill customers' Perceived Ease of Use, as shown by a p-value less than 0.05 and a t-statistic larger than 1.96. The significant positive influence of Permission Email Marketing on Perceived Ease of Use indicates that MySkill's email marketing campaigns effectively provide customers with easily understandable and user-friendly information. The results of hypothesis H6 reveal a significant positive relationship between MySkill customers' Perceived Ease of Use and Perceived Usefulness, as supported by a t-statistic greater than 1.96 and a p-value under 0.05. The significant positive influence of Perceived Ease of Use on Perceived Usefulness suggests that when customers perceive MySkill's offerings as easy to use, they are more likely to view them as valuable and beneficial. The results of hypothesis H7 indicate no significant positive influence of MySkill customers' Ease of Use on their Purchase Intention, as evidenced by a t-statistic less than 1.96 and a p-value above 0.05. One indicator shows that accessing email marketing to MySkill websites is not easy. This analysis suggests that perceived ease of use alone may not strongly predict customers' purchase intentions for MySkill. The results of hypothesis H8 demonstrate a significant positive influence of MySkill customers' Perceived Usefulness on their Purchase Intention, as supported by a t-statistic greater than 1.96 and a p-value under 0.05. The significant positive influence of Perceived Usefulness on Purchase Intention suggests that customers perceive MySkill's products or services as valuable and beneficial, increasing the likelihood of making a purchase.

D. CONCLUSION

After data collection and analysis, the study reveals correlations between factors influencing MySkill service purchase intentions. Notably, perceived usefulness significantly impacts purchase intention, followed by perceived ease of use, trust, and permission email marketing. Trust influences permission email marketing, while their combined effects, perceived usefulness, and ease of use explain 59.5% of purchase intention variance.

The research highlights several key findings regarding influencing factors and their impact on purchase intentions. Trust significantly influences customers' acceptance of permission email marketing, subsequently impacting purchase intention. Effective permission marketing increases customer engagement and conversion. Permission email marketing also enhances perceived usefulness and ease of use, improving the value of MySkill's offerings.

However, perceived ease of use does not directly impact purchase intention, contrary to expectations. This indicates that other factors might dominate purchase decisions for MySkill. While this study provides valuable insights into the factors influencing customer purchase intention to use MySkill's platform for online paid courses, there are still potential avenues for future research to enrich further our understanding of customer purchase intention of online paid courses. Future studies could broaden the scope to include cross-cultural and cross-demographic analyses and explore the effectiveness of multi-channel marketing strategies.

These findings guide MySkill to improve customer engagement and purchase intention. Trust-building, data security, personalized marketing, and user-friendly communication strategies are key. This study also contributes to understanding online education and email marketing's influence on customer decision-making. It highlights the role of trust and the complexity of online education decision-making.

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