



Proposed Marketing Strategies for Increase Sales by Increasing Purchase Intention for Vokraf Classes

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ABSTRACT: Industry 4.0 may result in the loss of 35% of jobs over the next five years due to the greater utilisation of digitization, as stated by Monovatra Predy Rezky (2019). It is possible that this number will approach 75% within the next ten years. The replacement of human labour by automated technologies and ever-more complicated algorithms is happening at an alarming rate. Because of this, the production process will become more efficient, and there will be a lower need for people in the distribution phase. The transition of industries requires the teaching and retraining of human resources in order to be successful. The technologies of Industry 4.0 require a specific set of skills and areas of knowledge from its users. Vokraf solves these issues by offering lessons in creative sectors to solve individual issues, give possibilities for potential students, and improve online education systems. The purchase intention of Vokraf has been hampered by poor marketing and promotional efforts. It's possible that the platform is not reaching its intended audience, which may discourage course enrollment. The objective of this research is to determine the factors that influence purchase intent for this company and to recommend marketing strategies that will increase sales of Vokraf class. This study will include both quantitative and qualitative research techniques. As part of the quantitative techniques, a questionnaire will be sent to the respondent who could end up being a customer, the results of this survey questionnaire as supporting data for the author for the study, which was preceded by literature data and internal and external analysis. The result of this research Vokraf purchasing intention factors. Brand Awareness, Advertising, and Sales Promotion strongly affect purchasing intention. Vokraf's online educational platform must leverage its knowledge to deliver courses that satisfy its target audience's demands and interests for brand promotion. Vokraf's online educational platform must meet its target audience's needs for brand promotion. Vokraf may adjust its social media strategy to its brand, market, and advertising goals. Showcase Vokraf's engaging personalised lessons. Vokraf may offer many payment and pricing tiers for different consumer groups and budgets to lessen customer financial strain for sales promotion. Vokraf sells personalised education via social media. Cost and payment options allow Vokraf to enrol more students. As internet infrastructure improved, Vokraf increased their online advertising reach. Affordability may diminish market competition. Specialists and customised training help Vokraf compete with other platform.

KEYWORDS: Advertising, Brand Awareness, Marketing Strategies, Purchase Intention, Sales Promotion.

INTRODUCTION

Because of developments in digitization, Industry 4.0 may eliminate 35 percent of jobs during the next five years. It is possible that this number will reach 75% throughout the course of the following decade [1]. Tasks that were formerly performed by humans are increasingly being taken over by automated systems and sophisticated algorithms. Because of this, production is more effective, and there is a reduced need for human intervention in distribution. Human resources need to be educated and retrained in order to be able to transition into new industries. To be able to operate with the technologies of Industry 4.0, employees will need to possess the skills and understanding necessary. Training employees is essential for a variety of different reasons. Technological advancements, globalization and industrial changes affect the importance of improving skills and skills for individuals who are in a career or about to start a career. Online education platforms have emerged as a critical solution to the importance of these challenges to be solved while providing training and learning opportunities that are appropriate, accessible and in line with industry needs. The need and urgency in today's industrial era is what makes online education platforms very important in order to keep up with industry developments as well as being a solution for individuals who want to stay abreast of these developments. Vokraf answers these problems by providing classes that are in line with the creative industries needed, so as to answer individual problems and provide opportunities for potential individuals and opportunities for the development of online education systems in the future.



BUSINESS ISSUES

Vokraf, an online learning platform launched in 2019, promises to improve young talent's abilities and readiness for the creative sector. Vokraf offers reasonably priced skill-class items aimed at enhancing human resources' capacity to adapt to the quickly changing creative business by utilizing digital platforms. However, public knowledge of Vokraf's products is still modest despite marketing initiatives through interesting content on Instagram and TikTok. According to a report by Statista, the number of individuals using online education platforms in Indonesia is expected to reach 9.9 million by 2025, indicating high demand for upgrade and retraining. Because Vokraf's online educational platform is new to the market, there is little brand awareness among its target population. Many potential users may be unfamiliar with the platform and its offers, making them hesitant to buy. Limited marketing efforts and a lack of efficient promotional campaigns have led to Vokraf's platform's poor purchase intention. The platform may be failing to successfully contact its target audience, resulting in a lack of interest and motivation to invest in its courses.

METHODOLOGY

The research design will describe the steps taken, from identifying a problem in the business sector to developing a solution strategy. A methodical approach will increase objectivity and ensure that the collected data is pertinent to the study's overarching objective[2]. The research design outlines the steps taken to identify a problem in the business sector and develop a solution strategy. A methodical approach is used to increase objectivity and ensure the collected data is relevant to the study's overarching objective. The company's internal and environmental factors are examined through internal analysis, marketing mix analysis, VRIO analysis, and STP analysis [3]. The 7Ps marketing mix includes product, price, place, marketing, people, process, and physical evidence. The value of a resource is determined by its ability to increase market share, obtain a cost advantage, or charge a premium price. The company's success relies on its ability to maximize the use of its resources, which are geographical, demographic, psychographic, and behavioral factors. Customer analysis is a crucial aspect of marketing strategy for a company, involving demographic data, psychographic segmentation, behavioral segmentation, market positioning, and positioning. External analysis, such as Porter's Five Forces, PESTEL Analysis, Customer Analysis, and competitor analysis, helps companies understand and analyze key factors affecting their business conditions. Competitor analysis helps companies understand their competitors and their strategies to stay competitive in the market. SWOT analysis, TOWS analysis, S-O strategy, S-T strategy, and W-O strategy generate diverse solutions for businesses [4]. The research aims to find solutions to problems in Vokraf's online educational platform by analyzing data using cross-sectional methods. The study uses content validity and reliability tests to assess the instrument's appropriateness for the variables. The results show that Vokraf's promotional programs and purchase intentions are highly recommended.

Table 1. Variable and question for questionnaire (Author, 2023)

Variable	Item Question
Brand Awareness	I am aware of the Vokraf Education Platform (BA1)
	I am familiar with the logo of Vokraf Education Platform (BA2)
	I've heard of Vokraf Online Education Platform (BA3)
	I am very familiar with Vokraf Online Education Platform (BA4)
Advertising	The advertisement from Vokraf Education Platform are very interesting.(ADS1)
	Vokraf Education Platform advertisements appear in various media.(ADS2)
	I often see advertisement about the Vokraf Education Platform.(ADS3)
	I believe the advertisement about Vokraf Education Platform are very easy to understand.(AD4)
Sales Promotion	I know there are promotional programs or campaigns offered by Vokraf Education Platform.(SP1)
	I am interested in the Vokraf Education Platform class promotion program.(SP2)



	I see more promotions from Vokraf Education Platform than competitors.(SP3)
	I often participate in promotional programs or campaigns offered by the Vokraf Education Platform.(SP4)
Purchase Intention	I intend to buy first-class products from Vokraf Education Platform in the near future.(PI1)
	I believe buying grade products from Vokraf is a good choice because of the quality.(PI2)
	I have never been disappointed in taking classes from Vokraf.(PI3)
	I decided to buy Vokraf grade products based on other people's recommendations.(PI4)

RESULT AND DISCUSSION

A. Validity Test

Validity is one of the evaluations used to determine whether or not the measuring instrument is appropriate for the study's variables. If the r count is greater than the r table, then the survey is valid. With n = 30 and a significance level of 5%, the r table is 0.361%.

Table 2. Validity Test (Author, 2023)

Variable	Item Question	Pearson Correlation	Description
Brand Awareness	BA 1	0,680	Valid
	BA 2	0,774	Valid
	BA 3	0,807	Valid
	BA 4	0,709	Valid
Advertising	ADS 1	0,727	Valid
	ADS 2	0,851	Valid
	ADS 3	0,744	Valid
	ADS 4	0,751	Valid
Sales Promotion	PRO 1	0,774	Valid
	PRO 2	0,787	Valid
	PRO 3	0,783	Valid
	PRO 4	0,735	Valid
Purchase Intention	PI_1	0,786	Valid
	PI_2	0,817	Valid
	PI_3	0,743	Valid
	PI_4	0,778	Valid

Based on the result, all indicators in every variable are valid.

B. Reliability Test

Internal consistency is measured by the coefficient alpha, which is the average of all possible split-half coefficients resulting from various splitting of the scale item. Coefficients below 0.6 typically indicate that the data are unreliable.



Variabel	Cronbach Alpha	Description
Brand Awareness	0,729	Reliabel
Advertising	0,764	Reliabel
Sales Promotion	0,768	Reliabel
Purchase intention	0,780	Reliabel

Based on the result above, all indicators in each variable are reliable.

C. Multiple Linear Regression

1) R-Square

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,635 ^a	0,404	0,396	2,073	1,902
a. Predictors: (Constant), PRO, BA, ADS					
b. Dependent Variable: PI					

The coefficient of determination, often denoted as R-squared (R^2), is a measure of how well a regression model fits the data. It represents the proportion of the total variation in the dependent variable that is explained by the independent variables in the model. The R-squared value of the model is 0.404, it means that 40.4% of the variability in purchase intention can be explained by the independent variables included in the model. The remaining 59.6% of the variability is attributed to factors not accounted for in the model.

2) F-Test

Hypothesis testing evaluates regression model significance using the F-statistic. The F-statistic can determine if the independent variables collectively affect the dependent variable. A regression model with a high F-statistic and a low p-value (usually below 0.05) is statistically significant, indicating that at least one independent variable affects the dependent variable.

Table 3. Coefficient (Author, 2023)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689,307	3	229,769	53,463	,000 ^b
	Residual	1018,560	237	4,298		
	Total	1707,867	240			
a. Dependent Variable: PI						
b. Predictors: (Constant), PRO, BA, ADS						

Based on ANOVA Table result shows that p-value is under 0,05 indicate that the independent variables affect the purchase intention variable simultaneously.

CONCLUSION

Vokraf's online educational platform faces challenges due to its new audience and lack of marketing and promotional efforts. Factors influencing purchase intention include brand awareness, advertising, and sales promotion. To improve brand awareness, Vokraf should tailor its courses to meet the target audience's needs and interests. Advertising should focus on social media and educational content, while sales promotion should offer pricing tiers and packages for different consumer segments and budgets. To increase



purchase intention, Vokraf should focus on social media promotion and personalized courses. By focusing on pricing and payment plans, Vokraf can engage a larger audience and mitigate market competition. Additionally, refining pricing strategies and employing specialists can enhance the value and quality of its educational offerings.

RECOMMENDATION

A. Theoretical Implication

There are not a lot of literary reviews for online educational systems that are currently available. The author of the study found a connection between the intention to make a purchase and factors that are included in the marketing communication matrix, such as brand awareness, advertising, and sales promotion. In addition, this study adds by giving empirical data addressing the factors that influence the intent to acquire online educational platforms in Indonesia. This data was gathered during the course of the research that was conducted for this study.

B. For Managerial Implication

The Online Educational Platform needs to strengthen both their advertising strategy and their sales promotion programme in order to have an effect on their customer's intents to make purchases, which will ultimately lead to an increase in the platform's overall revenue. This programme has to work on improving their pricing approach so that they can attract a larger number of customers to sign up for their service. During the time that this nation is working to develop its internet infrastructure, the company needs to work on improving their online promotion. The organisation might also try out the new marketing plan that the author has already proposed in the past in order to boost the customer's intention to make a purchase, which is an important factor that should be taken into consideration when trying to boost sales of Vokraf courses.

C. For Future Research

Future researchers may be able to determine the factors in the study by utilising a larger sample size, employing a different sampling technique, and collecting responses from a wider range of people. It is possible for there to be a greater variety of research variables that are being discussed in order to raise the proportion of occurrences that can be explained by the research model.

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