

# Faktor faktor pendorong pembelian produk pendidikan berbasis video di PT Zenius education periode 2015 = Factors influencing video based education products at PT Zenius education in 2015 period / Frederick Reynaldo Siregar

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## Abstrak

[Penelitian ini melihat kepada perkembangan dunia bimbingan belajar di Indonesia khususnya melalui media e-learning seperti internet ataupun multimedia. Penelitian dilakukan dengan 2 cara, exploratory melalui focus group discussion untuk variable process, people dan physical evidence dan melalui descriptive yang menggunakan survey untuk variable product, price, promotion, dan place. Hasil yang didapat dari descriptive adalah bahwa tidak satupun dari variable product, price, promotion, dan place mampu mempengaruhi keputusan pembelian dari produk Zenius secara signifikan. Hasil dari exploratory sendiri menunjukkan bahwa 3 variable yang tersisa mempunyai indikator-indikator yang dianggap penting juga oleh responden.; This research purpose is to gain deeper understanding of why people buy

cram school services in Indonesia, the case study used in this research is Zenius Education. The research used two method, one is descriptive for the purpose of finding the significance of product, price, promotion, and place factors. The other one is exploratory to gain insight of process, people, and physical evidence factors. The result is that none of the factors can influence the decision by itself., This research purpose is to gain deeper understanding of why people buy

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