

# Mempelajari Alasan Belajar pada Platform Pendidikan Nonformal yang Didorong oleh Persepsi Harga dan Kegunaan pada Push-Pull-Mooring Framework = Exploring Reasons of Learning on Nonformal Education Platform Based Driven by Perceived price and Usefulness on Push-Pull-Mooring Framework

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## Abstrak

Penelitian terdahulu telah meneliti pengaruh efek push-pull-mooring yang mendorong niat beralih individu ke platform pendidikan non-formal. Dikarenakan faktor keuangan dan kegunaan diabaikan, penelitian ini akan menambahkan faktor perceived price dan perceived usefulness. Data diperoleh melalui survei daring di Indonesia dengan 370 responden dan dianalisis menggunakan pemodelan persamaan covariance-based (CB-SEM). Hasil penelitian menunjukkan adanya pengaruh tidak langsung antara faktor perceived price dan perceived usefulness terhadap niat beralih individu. Temuan pada penelitian ini bertujuan untuk membantu penyedia platform pendidikan mengembangkan layanan yang sesuai dengan kebutuhan pengguna. Faktor-faktor lainnya yang membantu meningkatkan niat beralih ke edukasi online non-formal akan dijelaskan dalam kerangka push-pull-mooring.

.....Previous studies have examined the influence of the push-pull-mooring effect on individuals' intentions to switch to non-formal educational platforms. Since financial and usability factors have been overlooked, this study will add perceived price and perceived usefulness factors. Data was obtained through an online survey in Indonesia with 370 respondents and analyzed using covariance-based structural equation modeling (CB SEM). The results of the study show an indirect influence between perceived price and perceived usefulness factors on individuals' switching intentions. The findings of this study aim to assist non-formal education platform providers in developing services that meet user needs. Other factors that help increase switching intentions to non-formal online education will be explained within the push-pull-mooring framework.