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Educating, Not Just Promoting: How Digital Education and Brand Authority Drive Client Purchase Intentions in Construction Services

Fatmawati, Junef Ismaliyanto
Master of Management Study Program, STIE Pembangunan, Jakarta, Indonesia
*Corresponding Author: Fatmawatistie2025@gmail.com

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ABSTRACT

Digital transformation has transformed the way companies build relationships with customers, but high digital exposure doesn't always translate into purchasing decisions. The conversion gap phenomenon is a major challenge, particularly in the construction services industry, which is characterized by high involvement and high perceived risk. Although research on purchase intention has grown rapidly, most focuses on the retail and e-commerce sectors, while studies integrating Digital Education-Based Marketing, Perceived Transparency, and Brand Authority in the construction services context are still limited. Furthermore, the mechanisms explaining how digital education and transparency influence purchase intention through the formation of brand authority have not been widely explored. This study aims to analyze the influence of Digital Education-Based Marketing and Perceived Transparency on Client Purchase Intention and examine the role of Brand Authority as a mediating variable. The study used a quantitative approach with a causal design with 200 respondents who had experience or involvement in decision-making regarding construction services. Data were collected through an online survey and analyzed using PLS-SEM with SmartPLS 4. The results show that Digital Education-Based Marketing and Perceived Transparency have a positive and significant effect on both Brand Authority and Client Purchase Intention. Brand Authority also has a positive effect on Client Purchase Intention and acts as a complementary partial mediator in the relationship between these two exogenous variables and purchase intention. A key finding of this study reveals that Digital Education-Based Marketing is the most dominant factor in shaping Brand Authority and driving Client Purchase Intention. This research offers novelty through the development of an integrative model linking digital education, transparency, and brand authority to explain the formation of purchase intention in the construction services industry. Theoretically, this study expands the integration of Signaling Theory, Social Cognitive Theory, and the Theory of Planned Behavior. Practically, it provides a foundation for construction services companies to develop education- and transparency-based marketing strategies to strengthen Brand Authority and increase the conversion of prospects into project contracts.

Kata Kunci: Digital Education-Based Marketing; Perceived Transparency; Brand Authority; Client Purchase Intention; Construction Service Marketing.

ABSTRAK

Transformasi digital telah mengubah cara perusahaan membangun hubungan dengan pelanggan, namun tingginya eksposur digital tidak selalu berujung pada keputusan pembelian. Fenomena kesenjangan konversi menjadi tantangan penting, terutama pada industri jasa konstruksi yang memiliki karakteristik keterlibatan tinggi dan persepsi risiko yang juga tinggi. Meskipun penelitian mengenai minat pembelian berkembang pesat, sebagian besar masih berfokus pada sektor ritel dan e-commerce, sedangkan kajian yang mengintegrasikan Digital Education-Based Marketing, Perceived Transparency, dan Brand Authority dalam konteks jasa konstruksi masih terbatas. Selain itu, mekanisme yang menjelaskan bagaimana edukasi digital dan transparansi memengaruhi minat pembelian melalui pembentukan otoritas merek juga belum banyak dieksplorasi. Penelitian ini bertujuan untuk menganalisis pengaruh Digital Education-Based Marketing dan Perceived Transparency terhadap Client Purchase Intention, serta menguji peran Brand Authority sebagai *variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal dan melibatkan 200 responden yang memiliki pengalaman atau keterlibatan dalam pengambilan keputusan terkait penggunaan jasa konstruksi. Data dikumpulkan melalui survei daring dan dianalisis menggunakan metode PLS-SEM dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa Digital Education-Based Marketing dan Perceived Transparency berpengaruh positif dan signifikan terhadap Brand Authority maupun Client Purchase Intention. Brand Authority juga berpengaruh positif terhadap Client Purchase Intention serta berperan sebagai mediator parsial komplementer dalam hubungan antara kedua variabel eksogen tersebut dan minat pembelian. Temuan utama penelitian menunjukkan bahwa Digital Education-Based Marketing merupakan faktor yang paling dominan dalam membentuk Brand Authority dan mendorong Client Purchase Intention. Penelitian ini menawarkan kebaruan melalui pengembangan model integratif yang menghubungkan edukasi digital, transparansi, dan otoritas merek dalam menjelaskan pembentukan minat pembelian pada industri jasa konstruksi. Secara teoretis, penelitian ini memperluas integrasi Signaling Theory, Social Cognitive Theory, dan Theory of Planned Behavior. Secara praktis, hasil penelitian memberikan dasar bagi perusahaan jasa konstruksi untuk mengembangkan strategi pemasaran berbasis edukasi dan transparansi guna memperkuat Brand Authority serta meningkatkan konversi calon pelanggan menjadi kontrak proyek.*

Kata Kunci: *Digital Education-Based Marketing; Perceived Transparency; Brand Authority; Client Purchase Intention; Pemasaran Jasa Konstruksi.*

INTRODUCTION

Digital transformation has fundamentally changed the way companies build relationships with customers and influence the purchasing decision-making process (Gujarati et al., 2023). The development of digital technology no longer serves solely as a marketing communication tool but has become a strategic instrument for creating value, building trust, and reducing uncertainty in business interactions (Chaffey & Ellis-Chadwick, 2022). This change is increasingly relevant in service industries characterized by complexity, high risk, and high-value purchasing decisions, such as the construction industry (Weniger et al., 2023).

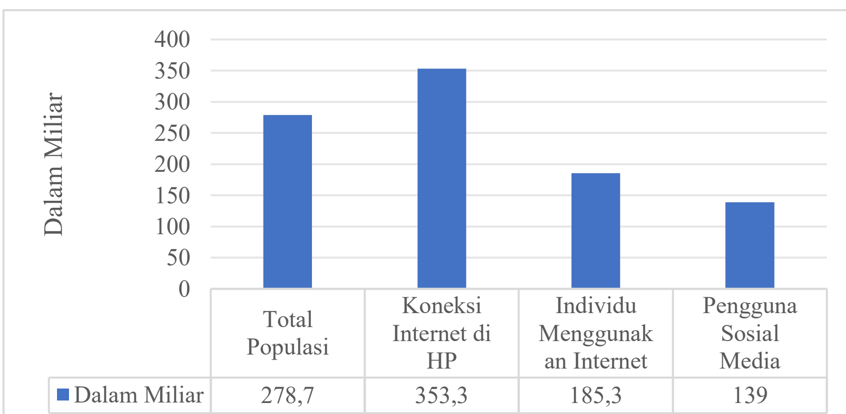

Figure 1. Number of Internet Users in Indonesia in 2025
Sources: WeAreSocial (2025).

The growth of the digital ecosystem in Indonesia reinforces the urgency of this marketing transformation. The We Are Social (2025) report, as shown in Figure 1, shows that the number of internet users in Indonesia has reached 185.3 million, or approximately 66.5% of the total population. High internet penetration has led potential consumers to increasingly rely on digital media as a primary source for seeking information, comparing alternatives, and evaluating the credibility of service providers before making a purchase (Ngo et al., 2024). This shifts marketing communication patterns from a promotion-oriented approach to one that emphasizes the provision of information, education, and digital experiences that support customer decision-making (Kamyabi et al., 2025).

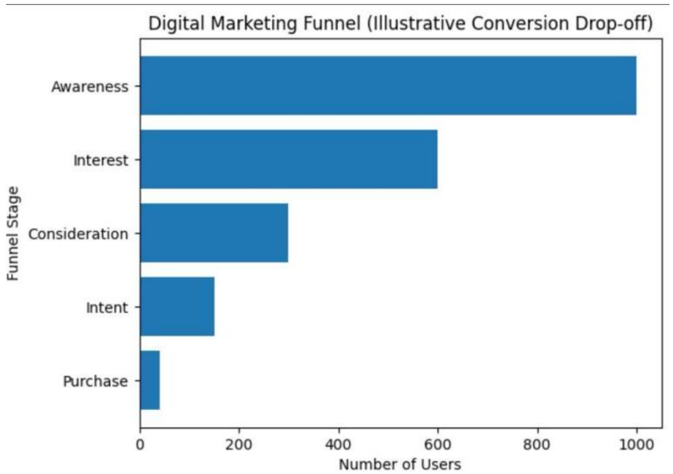

Figure 2. Digital Marketing Funnel Chart
Sources: Chaffey & Ellis-Chadwick (2022).

The digital marketing funnel chart (Figure 2) illustrates the stages of the consumer journey from awareness to purchase. In the initial stage (awareness), the number of consumers exposed to information is relatively high, but this declines during the interest and consideration stages as consumers evaluate alternatives. The decline becomes more significant from the intent stage to purchase, indicating that not all consumers who express interest will ultimately make a purchase decision (Baati & Akrout, 2024).

However, increased digital exposure does not always translate directly to increased purchasing decisions (Lubis et al., 2022). In digital marketing practices, companies often face the conversion gap phenomenon, which is the gap between high levels of consumer attention and interest and low conversion rates into actual transactions (Mou, 2024). Chaffey & Ellis-Chadwick (2022) explain that most consumers at the awareness and interest stages fail to reach the purchase stage. Empirical findings also indicate that the majority of digital platform visitors do not make a transaction despite having shown initial interest in a product or service (McDowell et al., 2016). This phenomenon indicates that the success of digital marketing is determined not only by the ability to reach an audience but also by the company's ability to build the trust and confidence necessary to drive purchasing decisions (Francis et al., 2023).

These issues are increasingly complex in the construction services industry. Unlike consumer products or low-risk services, construction services are classified as high-involvement and high-perceived-risk services, where purchasing decisions involve significant investment, uncertain outcomes, and long-term consequences. In such circumstances, potential clients require not only promotional information but also a deep understanding of the technical competence, service quality, project implementation methods, and credibility of the service provider. When available information is inadequate, information asymmetry between the company and potential clients increases, thus increasing uncertainty in decision-making (Montecchi et al., 2024).

To address these challenges, companies are increasingly adopting a digital education-based marketing approach, a marketing strategy that emphasizes the delivery of educational content to help customers understand the problems, solutions, and value propositions offered by the company (Enshassi et al., 2025). Unlike traditional promotions, which focus on persuasion, digital education-based marketing seeks to build knowledge, reduce uncertainty, and strengthen perceptions of company competence by providing relevant and valuable information (Lou & Xie, 2021; Deng et al., 2024). In the context of construction services, educational content on material specifications, project management, cost estimation, and risk mitigation has the potential to help potential clients evaluate the quality of service providers more objectively (Tian et al., 2025).

Besides digital education, another factor receiving increasing attention in modern marketing literature is perceived transparency (Perera et al., 2023). Transparency is viewed as a company's ability to disclose relevant, clear, accurate, and verifiable information to consumers (Schnackenberg & Tomlinson, 2021). In a digital environment characterized by high uncertainty and information asymmetry, transparency serves as a signal that helps consumers assess a company's integrity and credibility (Montecchi et al., 2024). Numerous studies have shown that transparency contributes to the formation of consumer trust, loyalty, and purchase intentions (Wang et al., 2023; Chauhan & Priya, 2025). However, most of this research focuses on the retail, e-commerce, and digital platform-based service sectors, resulting in limited empirical evidence in the construction services industry (Wijaya et al., 2025).

From a consumer behavior perspective, purchasing decisions are often explained through the Theory of Planned Behavior (Ajzen, 1991), which emphasizes the role of attitudes, subjective norms, and perceived behavioral control in shaping intentions. However, this theory has not explicitly explained how digital education and information transparency shape consumer beliefs in complex and high-risk service contexts. At the same time, Signaling Theory (Spence, 1973) explains that companies can reduce information asymmetry by conveying quality signals to the market. However, the psychological mechanisms linking these signals to purchasing decisions remain incompletely understood (Duong et al., 2025).

In this context, Brand Authority becomes an important construct to study. Brand Authority reflects consumers' perceptions of a brand's level of expertise, credibility, influence, and reputation in a specific field (Molinillo et al., 2022). Recent literature shows that consumers tend to trust and are more willing to transact with companies perceived as having high authority in their industry (Dwivedi et al., 2023; Chatterjee et al., 2022). However, research examining Brand Authority as a mediating mechanism between digital education, transparency, and purchase intention remains very limited, particularly in the context of construction services (Wen & Li, 2025).

Based on the literature review, three research gaps remain understudied. First, most studies on purchase intention focus on the retail and e-commerce sectors, while research on the construction services industry is relatively limited (Mahmoo et al., 2025; Dincer & Dincer, 2023; Xiong, 2022). Second, previous research tends to examine the influence of digital marketing or transparency separately, thus failing to explain how these two factors operate simultaneously in shaping purchase intention (Khaliq et al., 2026; Phamthi et al., 2024; Handoyo, 2024). Third, the mediating mechanism of Brand Authority in explaining the relationship between Digital Education-Based Marketing, Perceived Transparency, and Client Purchase Intention has rarely been empirically tested (Theocharis, 2025; Qin et al., 2023; Gao et al., 2026).

Based on these gaps, this study proposes a conceptual model that integrates Digital Education-Based Marketing, Perceived Transparency, Brand Authority, and Client Purchase Intention in the construction services industry. This study aims to analyze the direct influence of Digital Education-Based Marketing and Perceived Transparency on Client Purchase Intention and examine the mediating role of Brand Authority in this relationship.

This research offers several important contributions. Theoretically, it expands the integration of Signaling Theory, Social Cognitive Theory, and the Theory of Planned Behavior in explaining the mechanism of purchase intention formation in high-risk services. Empirically, this study presents new evidence regarding the strategic role of digital education and transparency in building brand authority in the construction services industry, a topic that remains relatively underexplored in the marketing literature. Practically, the research findings are expected to provide a foundation for construction services companies to design more effective digital marketing strategies through a combination of educational content, information transparency, and strengthening brand authority to increase the conversion of leads into project contracts.

RESEARCH METHODOLOGY

Research Design

This study uses a quantitative explanatory approach with a causal research design to examine the causal relationship between Digital Education-Based Marketing, Perceived Transparency, Brand Authority, and Client Purchase Intention in the construction services industry. This approach was chosen because this study aims to describe the phenomenon and test the direct and indirect (mediation) effects between variables in a conceptual model that has been developed based on relationship marketing theory, signaling theory, and brand authority. The study was conducted cross-sectionally, meaning data collection was carried out over a certain period of time through an online survey of respondents who met the research criteria.

Population and Sample

The study population included all individuals involved in the decision-making process for selecting contractors or service providers for medium- to high-value construction projects in Indonesia. Because the population size could not be precisely identified (unknown population), the study employed a non-probability sampling technique with a purposive sampling approach. The respondent criteria were defined as follows:

1. Have authority or involvement in the contractor or construction service provider selection process.
2. Have received or accessed educational marketing content published by construction service companies through digital media.
3. Have experience, need, or interest in construction projects with significant investment value.
4. Be at least 21 years old.
5. Willing to participate voluntarily in the research.

The sample size used was 200 respondents. This sample size meets the recommendations of Hair et al. (2022) for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, which suggests a minimum sample size of 10 times the largest number of structural paths leading to an endogenous construct. Furthermore, this sample size is considered adequate to produce stable parameter estimates and increase statistical power in testing mediation models.

Data collection technique

The data used is primary data obtained through an online questionnaire (online survey) using Google Forms. The online survey was chosen because it allows broader access to respondents spread across various construction sectors and geographic regions. Questionnaires were distributed via WhatsApp (both personal and group), Instagram, Facebook, and forums of the Indonesian Engineers Association (PII) and the Indonesian Architects Association (IAI).

Variable Measurement

The research instrument used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). All indicators were adapted from instruments that have been used and validated in previous research to maintain conceptual validity.

1. Digital Education-Based Marketing (X1)

This study measures respondents' perceptions of the quality of educational marketing activities conducted by construction service companies through digital media. This variable is measured using five indicators, referring to Pratama & Febriati (2025), namely:

1) Accessibility of information;
2) Quality of educational content;
3) Interactivity;
4) Adaptability of content to user experience;
5) Ability to build long-term relationships.

2. Perceived Transparency (X2)

This measure measures respondents' perceptions of the company's openness and honesty in conveying business information to potential clients. According to Montecchi et al. (2024), the variables consist of:

1) Observability;
2) Comprehensibility;
3) Intentionality;
4) Proactivity;
5) Clarity;
6) Objectivity.

3. Brand Authority (M)

This measure measures respondents' perceptions of the level of authority, expertise, and brand influence of construction service companies within their industry. According to Molinillo et al. (2022), the indicators used include:

1) Perceived Expertise;
2) Trustworthiness;
3) Industry Recognition;
4) Brand Reputation;
5) Market Influence.

4. Client Purchase Intention (Y)

Measuring clients' propensity to collaborate or enter into project contracts with construction service companies. The indicators used are adapted from Wang et al. (2023), which include:

1) Awareness;
2) Interest;
3) Evaluation;
4) Purchase Intention;
5) Transactional Decision;
6) Purchase Readiness;
7) Positive Emotional Response;
8) Perceived Information Quality.

Data Analysis Techniques

Data analysis was conducted using SmartPLS 4 with a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This method was chosen because of its several advantages: It can test complex models with mediating variables and does not require a strict normal data distribution; it is suitable for both exploratory and predictive research; and it has good model estimation capabilities with moderate sample sizes. The analysis was conducted in two main stages:

1. Stage 1: Evaluation of the Measurement Model (Outer Model)

The testing included:

1) Factor Loading (> 0,70);
2) Average Variance Extracted (AVE > 0,50);
3) Composite Reliability (> 0,70);
4) Cronbach's Alpha (> 0,70);
5) Heterotrait-Monotrait Ratio (HTMT < 0,90);
6) Fornell-Larcker Criterion.

2. Stage 2: Structural Model Evaluation (Inner Model)

Testing includes:

1) Collinearity Assessment (VIF < 5);
2) Coefficient of Determination (R^2);
3) Effect Size (f^2);
4) Predictive Relevance (Q^2);
5) Standardized Root Mean Square Residual (SRMR);
6) Path Coefficient;
7) Bootstrapping 5.000 sub sample;
8) Testing the mediation effect (*indirect effect*).

The significance of the relationship between variables is determined based on the values:

1) t-statistic > 1,96;
2) p-value < 0,05;
3) Confidence Interval Bias-Corrected Bootstrap that does not cross the zero value.

Common Method Bias (CMB) Control

Because all data were obtained through a single instrument and from the same respondent source, this study implemented Common Method Bias (CMB) control procedures.

Procedurally, the researcher:

1) Guaranteeing respondent anonymity;
2) Avoiding suggestive questions;
3) Randomizing the order of questionnaire items;
4) Conceptually separating indicators between constructs.

Statistically, CMB is tested using:

1) Full Collinearity Test dengan nilai VIF < 3,3;
2) Harman's Single Factor Test.

If a single factor does not explain more than 50% of the total variance, then common method bias is not considered to be a significant problem.

Research Ethics

This research was conducted based on ethical principles of social and business research, including respect for persons, beneficence, and justice. All respondents participated voluntarily after receiving an explanation of the objectives and benefits of the research through an informed consent process, without any pressure, coercion, or incentives that could influence the objectivity of their responses. To maintain confidentiality and anonymity, the study did not collect information on respondents' names, telephone numbers, addresses, or specific company identities. All data was stored securely, accessible only to the research team, and used solely for academic purposes. This research is considered minimal risk research because it does not involve physical intervention, psychological manipulation, or the collection of sensitive data. It is expected to contribute to the development of digital marketing strategies in the construction services industry and enrich the literature on shaping client purchase intention through the role of brand authority.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	89	44,5
	Female	111	55,5
Age	14–29 years	21	10,5
	30–45 years	153	76,5
	46–61 years	26	13
	> 62 years	0	0
Education	Below high school/vocational school/equivalent	1	0,5
	High School/Vocational School/Equivalent	0	0
	Diploma (D1–D3)	21	10,5
	Bachelor degree	137	68,5
	Postgraduate (S2/S3)	41	20,5
Monthly Income	< IDR2.000.000	0	0
	IDR2.000.000–IDR5.000.000	28	14
	IDR5.100.000–IDR6.000.000	93	46,5
	IDR6.100.000–IDR10.000.000	61	30,5
	> IDR10.000.000	18	9

Source: Data processing results (2026).

This study involved 200 respondents with experience searching for, evaluating, or considering the use of construction services. The majority of respondents were aged 30–45 (76.5%), had

undergraduate or postgraduate education (89%), and had middle to high income levels. This profile indicates that respondents represent a group economically and intellectually capable of rationally evaluating construction service providers before making a project collaboration decision.
These characteristics are relevant to the construction industry, which is a high-involvement and high-perceived-risk service, where purchasing decisions generally involve complex technical, financial, and reputational considerations. Therefore, information quality, company transparency, and brand credibility are important factors in the process of forming client purchase intentions.

Evaluation of Measurement Model

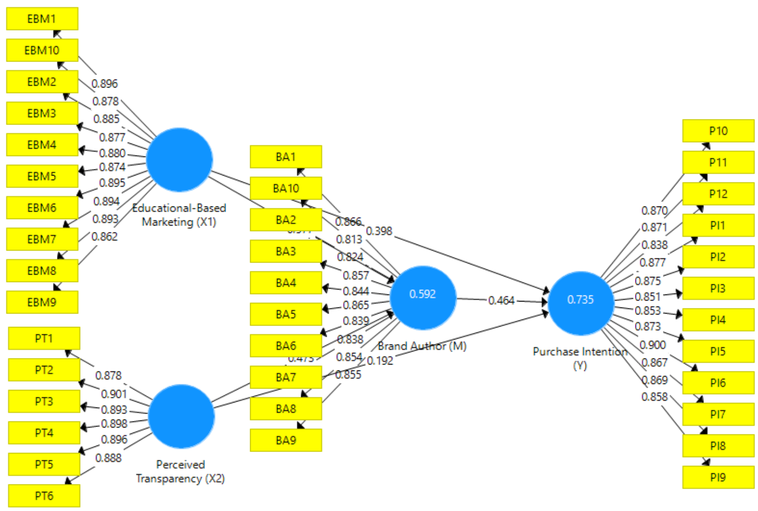

Figure 4. SmartPLS Outer Loading Processing Results
Source: Data processing results (2026).

Measurement model testing was conducted to ensure that all indicators represented the latent constructs validly and reliably. The analysis showed that all indicators had outer loading values above 0.70, ranging from 0.813 to 0.903. This value exceeded the minimum threshold recommended by Hair et al. (2022), thus all indicators met the convergent validity criteria.
The reliability test results (Figure 4) also indicated excellent instrument quality. Cronbach's Alpha values ranged from 0.949 to 0.970, Composite Reliability values from 0.959 to 0.973, and Average Variance Extracted (AVE) values from 0.715 to 0.796. All of these values exceeded the threshold recommended in the PLS-SEM literature.
These findings indicate that the research instrument has high internal consistency and adequately explains construct variance. Therefore, the measurement model meets the requirements for further structural model testing.

Structural Model Evaluation
Reliability Test Results

Table 2. Reliability Test Results

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Brand Authority (M)	0,956	0,956	0,962	0,715
Educational-Based Marketing (X1)	0,969	0,969	0,973	0,78
Perceived Transparency (X2)	0,949	0,951	0,959	0,796
Purchase Intention (Y)	0,97	0,97	0,973	0,752

Source: Data processing results (2026).

Table 3. R-Square Test Results

	R Square	R Square Adjusted
Brand Authority (M)	0,592	0,588
Purchase Intention (Y)	0,735	0,731

Source: Data processing results (2026).

The test results showed an R^2 value for the Brand Authority construct of 0.592. This means that Digital Education-Based Marketing and Perceived Transparency can explain 59.2% of the variation in Brand Authority. According to Hair et al. (2022), this value falls into the moderate to substantial category and indicates that both exogenous variables have a strong ability to shape perceptions of brand authority in the construction services industry.

Meanwhile, the R^2 value for Purchase Intention of 0.735 indicates that 73.5% of the variation in client purchase intention can be explained by the combination of Digital Education-Based Marketing, Perceived Transparency, and Brand Authority. This value indicates that the model has high explanatory power and is able to explain most of the factors influencing potential clients' decisions in selecting a construction service provider.

Predictive Relevance (Q^2)

Table 4. Q^2 Predict Test Results

	RMSE	MAE	Q^2_predict
Brand Author (M)	0,653	0,522	0,581
Purchase Intention (Y)	0,606	0,486	0,639

Source: Data processing results (2026).

The PLS-Predict test results showed a Q^2 value of 0.581 for Brand Authority and 0.639 for Purchase Intention. Both values are well above zero, indicating the model has strong predictive capability. Furthermore, the relatively low RMSE and MAE values indicate that the model is capable of accurately predicting potential client behavior. Thus, the developed model not only has the ability to explain phenomena (explanatory capability) but also has the ability to predict consumer behavior in the construction services context (predictive capability).

Hypothesis Testing

Table 5. Bootstrapping Test Results

Hubungan Variabel	C. Jalur path (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV|)	P Values
Brand Author (M) → Purchase Intention (Y)	0,464	0,46	0,06	7,743	0,000
Educational-Based Marketing (X1) → Brand Author (M)	0,577	0,578	0,04	14,527	0,000
Educational-Based Marketing (X1) → Purchase Intention (Y)	0,398	0,4	0,055	7,233	0,000
Perceived Transparency (X2) → Brand Author (M)	0,473	0,473	0,046	10,221	0,000
Perceived Transparency (X2) → Purchase Intention (Y)	0,192	0,192	0,041	4,654	0,000
Educational-Based Marketing (X1) → Brand Author (M) → Purchase Intention (Y)	0,267	0,266	0,039	6,793	0,000

Hubungan Variabel	C. Jalur path (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV|)	P Values
Perceived Transparency (X2) → Brand Author (M) → Purchase Intention (Y)	0,219	0,218	0,038	5,819	0,000

Source: Data processing results (2026).

The results of the hypothesis testing showed that all relationship paths in the research model were positive and significant ($p < 0.001$). Digital Education-Based Marketing influenced Brand Authority (β = 0.577) and Purchase Intention (β = 0.398). Perceived Transparency influenced Brand Authority (β = 0.473) and Purchase Intention (β = 0.192). Brand Authority also significantly influenced Purchase Intention (β = 0.464).

In addition to the direct influence, a significant indirect influence through Brand Authority was also found. Digital Education-Based Marketing influenced Purchase Intention through Brand Authority (β = 0.267), while Perceived Transparency influenced Purchase Intention through Brand Authority (β = 0.219).

Because both direct and indirect influences remained significant, Brand Authority acted as a complementary partial mediator (Hair et al., 2022).

Discussion

Digital Education-Based Marketing as the Main Driver of Brand Authority

The research results show that Digital Education-Based Marketing has the greatest influence on Brand Authority (β = 0.577). This finding indicates that in the construction services industry, brand authority is built not only through project experience or a company's historical reputation, but also through the company's ability to transfer knowledge to the market through digital media.

The complex nature of construction services often causes potential clients to face information asymmetry when evaluating contractor competency. Under these conditions, educational content regarding material specifications, construction methods, cost estimates, project risk management, and case studies of successful projects serves as a learning mechanism that helps potential clients assess a company's technical capabilities.

This finding supports Social Cognitive Theory (Bandura, 1986), which explains that individual perceptions are formed through observation and learning. Furthermore, the research findings reinforce Signaling Theory (Spence, 1973), where educational content acts as a signal of competence that reduces potential clients' uncertainty. These findings align with research by Lou and Xie (2021), Wang et al. (2023), Deng et al. (2024), and Nuseir et al. (2024) showed that education-based marketing can increase perceptions of expertise and brand credibility.

Practically, these results suggest that construction companies need to shift their marketing focus from conventional promotional approaches to knowledge-driven marketing, which positions education as the primary instrument for building brand authority.

Perceived Transparency as a Foundation for Trust and Brand Authority

Perceived transparency has been shown to have a positive effect on brand authority (β = 0.473). These results indicate that open information regarding costs, material specifications, project progress, work risks, and project implementation mechanisms plays a crucial role in building company credibility.

The construction industry is a sector with relatively high levels of uncertainty and risk. In such situations, transparency is a crucial instrument for reducing perceived risk while increasing the trust of potential clients. When companies convey information openly and objectively, potential clients perceive the company as having higher integrity, making it more trustworthy as a project partner.

These findings support research by Montecchi et al. (2024), Schnackenberg & Tomlinson (2021), and Wang et al. (2023) emphasized that transparency is the primary foundation for building trust and organizational legitimacy in the digital business environment.

However, the coefficient of transparency's influence on Brand Authority is still lower than that of Digital Education-Based Marketing. This finding suggests that while information disclosure is important for building trust, perceptions of a company's competence and expertise are shaped more through education provided to potential clients.

Brand Authority as a Strategic Determinant of Purchase Intention

Brand Authority has a significant influence on Purchase Intention (β = 0.464). These results indicate that the higher a potential client's perception of a company's expertise, reputation, and influence in the construction industry, the higher their likelihood of engaging in project collaboration.

In construction services, purchasing decisions involve significant investments and long-term consequences. Therefore, potential clients tend to choose companies perceived as having a strong track record, competence, and credibility. Brand Authority serves as a risk reduction mechanism that helps potential clients make decisions with a higher level of confidence.

These findings are consistent with the Theory of Planned Behavior (Ajzen, 1991), which explains that behavioral intentions are influenced by beliefs about the expected consequences of an action. These results also align with research by Molinillo et al. (2022), Ling et al. (2023), Chatterjee et al. (2022), and Dwivedi et al. (2023), which found that brand authority and credibility are important determinants in the formation of purchase intentions for professional services.

Why Is Digital Education-Based Marketing More Influential than Perceived Transparency?

One of the most interesting findings in this study is that the direct effect of Digital Education-Based Marketing on Purchase Intention (β = 0.398) is much greater than that of Perceived Transparency (β = 0.192).

This finding indicates that in the construction services industry, potential clients not only require information transparency but also a deep understanding of the company's ability to complete projects. Transparency addresses questions about the company's honesty, while digital education addresses a more fundamental question: whether the company has the competence to meet the client's project needs.

In other words, transparency is a trust-building factor, while digital education is a competence-building factor. In the high-stakes context of construction services, perceived competence tends to have a greater influence on purchasing decisions than mere information transparency.

This finding extends the B2B services marketing literature by demonstrating that education-based marketing strategies are more effective than communication strategies that focus solely on information transparency.

The Mediating Role of Brand Authority in the Relationship Between Digital Education-Based Marketing and Purchase Intention

The results show that Brand Authority mediates the effect of Digital Education-Based Marketing on Purchase Intention (β = 0.267; $p < 0.001$). This finding suggests that the effectiveness of education-based marketing stems not only from the content's ability to provide information to potential clients, but also from its ability to build perceptions of the company's expertise and credibility.

Theoretically, these results suggest that digital education generates two pathways of influence simultaneously. The first pathway is a direct influence on Purchase Intention through increasing client understanding of the company's services. The second pathway is an indirect influence through increasing Brand Authority.

Because both direct and indirect influences are significant, Brand Authority functions as a complementary partial mediator. This finding strengthens the argument that the formation of purchase intention in the construction services industry is influenced not only by the quality of the information provided, but also by how that information is translated into perceptions of brand authority.

The Mediating Role of Brand Authority in the Relationship Between Perceived Transparency and Purchase Intention

Brand authority was also shown to mediate the relationship between perceived transparency and purchase intention (β = 0.219; $p < 0.001$). This finding suggests that transparency does not automatically drive purchase intention. Instead, transparency first increases perceptions of a company's credibility and professionalism, which then translates into purchase intention.

Interestingly, the indirect effect (β = 0.219) is greater than the direct effect of transparency on purchase intention (β = 0.192). This finding suggests that much of the benefit of transparency in the construction services context is derived from its ability to build brand authority.

These results extend Signaling Theory by demonstrating that transparency is the initial signal that shapes perceptions of a company's authority, while brand authority serves as the psychological mechanism that translates this signal into a purchase decision.

Theoretical Contributions of the Research

This research makes three main contributions to the development of the construction services marketing literature. First, the study proves that digital education-based marketing is the most dominant determinant in the formation of brand authority and purchase intention. Second, the study shows that brand authority is a strategic mechanism that bridges the influence of digital education and transparency on client purchase intention. Third, the study expands the integration of signaling theory, social cognitive theory, and the theory of planned behavior in explaining how digital information translates into perceived credibility and ultimately purchase intention in the construction services industry.

Overall, the research findings confirm that in the modern construction services industry, clients are not only purchasing construction services but also purchasing expertise, credibility, and brand authority built through consistent digital education and information transparency.

CONCLUSION

This study concludes that Digital Education-Based Marketing and Perceived Transparency significantly influence both Brand Authority and Client Purchase Intention in the construction services industry. Brand Authority also has a positive and significant effect on Client Purchase Intention and partially mediates the relationships between the two exogenous variables and purchase intention. Among the predictors, Digital Education-Based Marketing demonstrates the strongest influence on Brand Authority and a stronger direct effect on Client Purchase Intention than Perceived Transparency. These findings indicate that, in the context of construction services, educational digital content and transparent information can function as important mechanisms for strengthening perceived brand expertise, credibility, and authority, which subsequently contribute to clients' purchase intentions.

Theoretically, this study contributes by positioning Brand Authority as a mediating mechanism that connects digital education and transparency with Client Purchase Intention and by integrating Signaling Theory, Social Cognitive Theory, and the Theory of Planned Behavior within the construction services context. Practically, construction companies should develop digital marketing strategies that emphasize educational content, technical information, project transparency, and risk-related communication rather than relying solely on conventional promotional approaches. Nevertheless, the findings are subject to the limitations of the cross-sectional and perception-based research design and the Indonesian construction-services context. Future research should employ longitudinal designs and consider additional factors such as Digital Trust, Corporate Reputation, Service Quality, Perceived Risk, Customer Engagement, and Electronic Word-of-Mouth.

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