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MARKETING MIX AND CONSUMER PURCHASE INTENTION: EVIDENCE FROM STUDENT ENTREPRENEURSHIP PRODUCTS AT SMKS AL-MA'ARIF CIKANDE

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Abstract

This study examines the relationship between the marketing mix and consumers' purchase intention for student-made products at SMKS Al-Ma'arif Cikande. Quantitative analysis of existing survey responses from 32 consumers was complemented by a focused synthesis of published research. Five-item composite scores were analysed using multiple regression. Reported SPSS results underwent independent numerical verification and HC3 sensitivity checks. Product evaluations (B = 0.382; p = 0.036) and price perceptions (B = 0.354; p = 0.002) were positively associated with purchase intention, while place and promotion remained statistically inconclusive. The adjusted R^2 was 0.821. The literature synthesis distinguishes perceived product value from purchasing access and marketing communication outcomes. The findings suggest examining product value, price perceptions, channel accessibility and promotional effectiveness separately, while recognising measurement and coding limitations and the single-school setting.

Penelitian ini mengkaji hubungan bauran pemasaran dengan minat beli konsumen terhadap produk kewirausahaan siswa di SMKS Al-Ma'arif Cikande. Analisis kuantitatif menggunakan data survei yang tersedia dari 32 konsumen, dilengkapi sintesis terarah atas penelitian terdahulu yang telah dipublikasikan. Skor komposit lima butir dianalisis melalui regresi berganda. Hasil SPSS diperiksa melalui verifikasi numerik independen dan analisis sensitivitas HC3. Penilaian produk (B = 0,382; p = 0,036) dan persepsi harga (B = 0,354; p = 0,002) berhubungan positif dengan minat beli, sedangkan tempat dan promosi belum menunjukkan hubungan yang meyakinkan secara statistik. Nilai R^2 disesuaikan sebesar 0,821. Sintesis literatur membantu membedakan nilai produk yang dirasakan konsumen, akses pembelian, dan hasil komunikasi pemasaran. Temuan ini menunjukkan perlunya mengkaji nilai produk, persepsi harga, akses saluran, dan efektivitas promosi secara terpisah, dengan mempertimbangkan keterbatasan pengukuran, pengodean, serta cakupan satu sekolah.

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INTRODUCTION

Student enterprises face a practical question that educational participation alone cannot answer: will consumers choose their products? Entrepreneurship education offers opportunities to learn through commercial activity, but learning outcomes and market demand require different evidence. Reviews have examined the purposes and outcomes of enterprise education (Nabi et al., 2017; Ratten & Usmanij, 2021), while experiential-learning research addresses how entrepreneurial activities support learning (Motta & Galina, 2023). The present study places consumer evaluation at the centre of a vocational-school enterprise case at SMKS Al-Ma'arif Cikande, Indonesia.

The marketing mix provides a manageable starting point. Product decisions concern the offering, price concerns its exchange terms, place concerns availability, and promotion concerns communication (Kotler et al., 2025; Kotler et al., 2024). For small enterprises, these decisions operate within limited organisational resources. OECD reports discuss entrepreneurship and SME digitalisation in that broader setting (OECD, 2023; Bianchini & Lasheras Sancho, 2025). Indonesia's e-commerce statistics provide national context for sales channels (Badan Pusat Statistik, 2025), but national patterns cannot establish which marketing activity explains intentions in one school community.

Published marketing research offers a more precise basis for comparison. Work on retail technology, digital transformation and customer journeys connects the evaluation of an offering with the channels through which consumers encounter and obtain it (Grewal et al., 2021; Verhoef et al., 2021; Lemon & Verhoef, 2016). Research on perceived food quality and price fairness examines how customers evaluate benefits relative to what they pay (Konuk, 2019). Channel-integration research examines the ease of moving between sales channels (Shen et al., 2018). These perspectives help distinguish favourable views of an offering from the practical conditions supporting a purchase.

Communication research also cautions against expecting every promotional measure to predict every commercial outcome. Social-media strategy involves coordinated activities and customer interaction (Li et al., 2021). A retail study distinguishes website traffic from orders and sales (Dolega et al., 2021), while a recent meta-analysis distinguishes intention and engagement from transactional outcomes (Pan et al., 2025). These differences matter when a small case produces significant product and price coefficients but uncertain place and promotion coefficients. The latter estimates require interpretation in relation to what was measured, the other predictors and the uncertainty of the sample.

This study addresses two questions. First, how are product, price, place and promotion associated with consumers' purchase-intention scores? Second, how do relevant published studies help interpret agreement, divergence and limits of transfer across contexts? We combine a four-predictor regression with a focused qualitative synthesis of ten external journal articles. The contribution is a contextual comparison that separates evaluations of value, conditions of access, communication processes and educational outcomes. It develops testable questions for student enterprises without treating agreement with the literature as evidence of an unmeasured causal mechanism.

Conceptual basis and hypotheses

Purchase intention expresses a prospective orientation towards buying. Behavioural theory distinguishes intention from action (Ajzen, 1991), and research on intention measurement and predictive validity explains why stated preferences cannot substitute for transactions (Spears & Singh, 2004; Morwitz, 2014). Recent reviews likewise examine a range of antecedents of online intention and purchasing (Ghosh, 2024; Handoyo, 2024). Here, the five outcome items cover buying, repurchasing, recommending, preferring student products and satisfaction-linked repurchase. We retain the source label, purchase intention, while interpreting the score as a broader purchasing orientation.

Product and price evaluations can contribute to this orientation through benefits and acceptable exchange terms. Restaurant research connects perceived food quality with fairness and value perceptions (Konuk, 2019). Indonesian studies examine product-related signals and price in purchasing decisions (Ismail et al., 2022), and consider price perceptions alongside trust, website quality and satisfaction (Ismail, Sova, et al., 2026; Ismail, Susanto, et al., 2026). Their settings and outcomes differ from the present case. They motivate H1, that product evaluation is positively associated with purchase intention, and H2, that price evaluation is positively associated with purchase intention, conditional on the other marketing components. A positive price-evaluation coefficient does not imply that increasing the monetary price will increase demand.

Place represents perceived availability, whereas promotion represents communication about the offering. Customer-journey and channel-integration research motivates a positive association between accessible purchasing arrangements and consumer response (Lemon & Verhoef, 2016; Shen et al., 2018). Digital-marketing research treats communication as an organised activity with multiple possible outcomes (Chaffey et al., 2026; Appel et al., 2020; Dwivedi et al., 2021). H3 therefore proposes a positive conditional association for place and H4 proposes one for promotion. The model estimates direct associations only. No mediator, moderator or interaction is tested, and the hypotheses were not preregistered for this analysis.

METHODS

Research design and survey data

This quantitatively led mixed-methods case study combines regression analysis of original consumer-survey responses with a focused qualitative comparison of external peer-reviewed research. The quantitative strand uses the original 32-respondent survey dataset, which was previously reported in Ismail et al. (2025). This manuscript reanalyses the existing item-level responses rather than claiming a new sample or a new wave of fieldwork. The earlier publication is disclosed for data provenance and is excluded from the external literature-comparison corpus. The additional contribution is a transparent examination of score construction and statistical uncertainty, integrated with a structured comparison of relevant published findings.

The original questionnaire was administered online through Google Forms to consumers aged 15 or older who knew about or had purchased the student products and were willing to participate. A complete consumer sampling frame and the probability of

selection cannot be verified; accordingly, the 32 respondents are treated as a non-probability sample. The dataset contains 25 agreement items scored from 1 to 5. All 800 item responses are complete and within range, and no complete response vector is duplicated. The original item responses are retained, and the construct scores are recalculated from those responses. The small, single-site sample limits precision and generalisation; no retrospective claim of adequate statistical power is made (Lakens, 2022).

Each construct score sums five items, giving a possible range of 5–25. Following the authors' clarification, the regression labels are interpreted as X1 product, X2 price, X3 place and X4 promotion. The numerical blocks in the response table appear under labels that differ from the clarified SPSS coding. The correspondence reproduces the reported regression results to rounding, but numerical reproducibility alone does not confirm that the original item wording was assigned to the intended construct. The authors should verify the mapping against the original questionnaire and codebook before submission; construct-specific interpretation remains conditional on that verification. Totals are calculated from the five item responses rather than copied from inconsistent printed total fields.

Measurement and quantitative procedures

The quantitative analysis estimates an ordinary least squares regression from the original item-level response matrix, with an intercept and all four predictors entered simultaneously. The original SPSS 27 results are used as a reproducibility benchmark and checked against independent NumPy/SciPy calculations of the coefficients, standard errors, t tests, F statistic, R^2 and residuals. Supplementary diagnostic and HC3 calculations are identified separately; they are not described as a newly executed SPSS session. The workflow follows established regression guidance (Field, 2024; Pallant, 2020).

Five-item Cronbach's alpha and corrected item–total correlations describe score consistency and item screening. Derived total scores are excluded from the reliability calculation. We show both the source exploratory alpha reference of 0.60 and the stricter reference of 0.70. Reliability depends on the score and sample and cannot establish content validity or dimensionality (Dunn et al., 2014; McNeish, 2018; Taber, 2018). The interpretation of the composite scores therefore remains tied to their indicators (Flake & Fried, 2020; Rhemtulla et al., 2020).

Statistical inference uses two-sided p values and conventional 95% confidence intervals with 27 residual degrees of freedom. The Kolmogorov–Smirnov result from the original SPSS 27 analysis is reported alongside independently computed Shapiro–Wilk, Glejser and RESET checks. Collinearity is evaluated through tolerance and VIF, using reference values above 0.10 and below 10 while also flagging VIF above 5. These thresholds require contextual judgement (O'Brien, 2007). Durbin–Watson is descriptive because respondent ordering is not a verified time sequence. Cook's distances are inspected without deleting observations. HC3 standard errors provide a sensitivity analysis for error variance and leverage (Long & Ervin, 2000). Estimates and intervals guide interpretation alongside p values (Wasserstein et al., 2019).

Selection and qualitative comparison of published studies

The qualitative strand consists of a focused comparison of ten external peer-reviewed journal articles listed in Table 1. Studies were purposively selected for their

relevance to product or price evaluation, channel access, communication, purchase-related outcomes or entrepreneurship learning. Targeted searches combined concepts such as purchase intention, price fairness, channel integration, electronic word of mouth and student entrepreneurship. The selected articles span 2016–2025, retaining foundational customer-journey and channel studies alongside recent syntheses. The prior school-enterprise publication is cited for data provenance but is not counted as an external comparison study.

The qualitative strand is a focused narrative synthesis rather than an exhaustive systematic review or a new meta-analysis. It compares findings and conceptual distinctions reported in peer-reviewed studies, complementing the empirical survey model rather than replacing it. Review guidance informed explicit selection and documentation of analytical decisions (Snyder, 2019; Paul et al., 2021). For articles whose full texts were not accessible, the comparison is limited to findings or conceptual scope available in public abstracts and accessible sections. The extraction matrix records each source, study design, outcome, relevant finding and the limits of transferring that finding to a vocational-school enterprise. No unreported subgroup results, sample characteristics or causal effects are inferred from bibliographic metadata.

The analytical unit is a published study's stated relationship or conceptual distinction. A structured extraction matrix records what was evaluated, the outcome measured, the relevant conclusion and whether it converges with, differs from or cannot directly test the local regression result. Four categories organise the comparison: perceived benefits and exchange value; access across channels; communication processes; and educational versus consumer outcomes. Categories were refined by comparing measures and contexts across studies. This deductive thematic comparison follows principles of coherent qualitative interpretation (Braun & Clarke, 2006; Braun & Clarke, 2022; Braun & Clarke, 2023). It does not claim participant interviews, qualitative saturation or inter-rater reliability. The comparison generates propositions for further testing rather than independently confirming mechanisms within the school.

Table 1 Published studies selected for focused qualitative comparison

Study and journal	Design and outcome	Role in the comparison
Konuk, 2019 Journal of Retailing and Consumer Services	Customer survey; organic food restaurants Perceived fairness/value; revisit and word-of-mouth intentions	Product and exchange value Restaurant revisit and recommendation are different from first-purchase intention for student products.
Shen et al., 2018 Decision Support Systems	Online survey of 401 omnichannel users Perceived fluency and omnichannel service usage	Access and channel use Integration quality and service usage are not equivalent to a general place score and intention.

Study and journal	Design and outcome	Role in the comparison
Lemon & Verhoef, 2016 Journal of Marketing	Conceptual synthesis of customer experience and customer journeys Experience across the customer journey	Stages of consumer response A conceptual framework does not estimate the current school's place or promotion coefficient.
Li et al., 2021 Journal of the Academy of Marketing Science	Conceptualisation and taxonomy with validation Social-media marketing strategy and strategic maturity	Communication organisation Does not test promotional effectiveness in the current enterprise.
Dolega et al., 2021 Journal of Retailing and Consumer Services	Retailer time-series analysis of social-media activity Website traffic, orders and sales	Communication and conversion Traffic and sales are observed outcomes in another business, not the current survey intention score.
Ismagilova et al., 2020 Information Systems Frontiers	Weight analysis and meta-analysis of 69 studies Intention to buy in eWOM studies	Message evaluation Meta-analytic predictor categories do not reveal local exposure or campaign quality.
Babić Rosario et al., 2020 Journal of the Academy of Marketing Science	Multidisciplinary review and conceptualisation eWOM creation, exposure and evaluation	Communication process Does not demonstrate which stage occurred in the school.
Qiu & Zhang, 2024 Data and Information Management	Meta-analysis across contextual and cultural factors Purchase intention in online-review studies	Reviews and intention Online-review characteristics and contextual moderators were not measured in this case.
Pan et al., 2025 Journal of the Academy of Marketing Science	Meta-analysis of 251 papers Attitudes, engagement, intention, purchase behaviour and sales	Communication and response type Influencer settings are not equivalent to school promotion; local influencer use is not established.
Motta & Galina, 2023 Teaching and Teacher Education	Systematic literature review of experiential entrepreneurship education Learning activities, benefits and challenges	Education and market outcomes Education evidence does not independently corroborate purchase intentions or transactions.

RESULTS AND DISCUSSION

Score consistency and model diagnostics

Mean scores ranged from 19.156 for promotion to 19.688 for price on the 5–25 scale. Alpha ranged from 0.675 to 0.759, and corrected item–total correlations ranged from 0.330 to 0.688 (Table 2). Every score exceeds the exploratory alpha reference of 0.60; product falls below 0.70. All items exceed the screening reference of 0.30 for corrected item–total correlation. These findings support retaining the scores for the present exploratory comparison, while leaving dimensionality and construct separation unresolved.

Table 2 Five-item score reliability and item screening

Score	Mean	SD	Alpha	Corrected item–total range
Product	19.188	3.355	0.675	0.330–0.572
Price	19.688	3.711	0.759	0.423–0.688
Place	19.406	3.481	0.727	0.362–0.671
Promotion	19.156	3.409	0.747	0.450–0.662
Purchase intention	19.188	3.412	0.701	0.404–0.536

Residual tests did not detect the examined departures at the 5% level. The original SPSS 27 Kolmogorov–Smirnov result was $p = 0.057$, independently computed Shapiro–Wilk was $p = 0.222$, Glejser was $p = 0.649$ and RESET was $p = 0.502$. Table 3 compares the findings with their reference rules. Small-sample non-rejection offers limited evidence and cannot establish that every assumption holds. Product's VIF of 5.023 also warrants attention under the stricter reference of 5, although all predictors meet the screening rules adopted for this analysis. Case 2 exceeded the Cook's-distance screening value $4/n = 0.125$; all observations were retained and HC3 inference was examined.

Table 3 Diagnostics compared with reference criteria

Check and reference	Result	Interpretation
K–S / Lilliefors; $p > 0.05$	$D = 0.152$; $p = 0.057$	Original SPSS 27 result; normality not rejected.
Shapiro–Wilk; $p > 0.05$	$W = 0.957$; $p = 0.222$	Supplementary check; normality not rejected.
Glejser joint test; $p > 0.05$	$F(4, 27) = 0.625$; $p = 0.649$	Heteroskedasticity not detected.
RESET; $p > 0.05$	$F(2, 25) = 0.709$; $p = 0.502$	Added fitted powers not jointly significant.
Tolerance > 0.10; VIF < 10	0.199–0.433; 2.311–5.023	Meets adopted cutoffs; product VIF exceeds 5.
Durbin–Watson; descriptive	2.072	Does not establish independence for this cross-sectional ordering.
Cook's D; screening at 4/n	Maximum 0.224; reference 0.125	Case 2 flagged. All cases retained; HC3 sensitivity reported.

Associations with purchase intention

The four-predictor model was jointly significant, $F(4, 27) = 36.619$, $p < 0.001$, with $R^2 = 0.844$ and adjusted $R^2 = 0.821$. The standard error of estimate was 1.442. The model accounts for 84.4% of the observed outcome variation in this sample. This is an in-sample fit statistic and does not establish out-of-sample accuracy or identify the causes of the unexplained variation.

Table 4 Multiple regression estimates and sensitivity analysis

Predictor	B	SE	t	p	95% CI for B	HC3 p
Constant	0.097	1.610	0.060	0.953	[-3.206, 3.399]	0.926
Product	0.382	0.173	2.207	0.036	[0.027, 0.737]	0.020
Price	0.354	0.106	3.336	0.002	[0.136, 0.572]	0.002
Place	0.176	0.143	1.234	0.228	[-0.117, 0.469]	0.258
Promotion	0.072	0.150	0.477	0.637	[-0.237, 0.380]	0.679

Product was positively associated with the outcome (B = 0.382; p = 0.036; 95% CI [0.027, 0.737]), as was price evaluation (B = 0.354; p = 0.002; 95% CI [0.136, 0.572]). H1 and H2 receive statistical support under the clarified coding. The HC3 p values, 0.020 and 0.002, preserve this inference. Place (B = 0.176; p = 0.228) and promotion (B = 0.072; p = 0.637) have positive point estimates with intervals crossing zero. H3 and H4 are not supported at the 5% level; their effects remain imprecisely estimated.

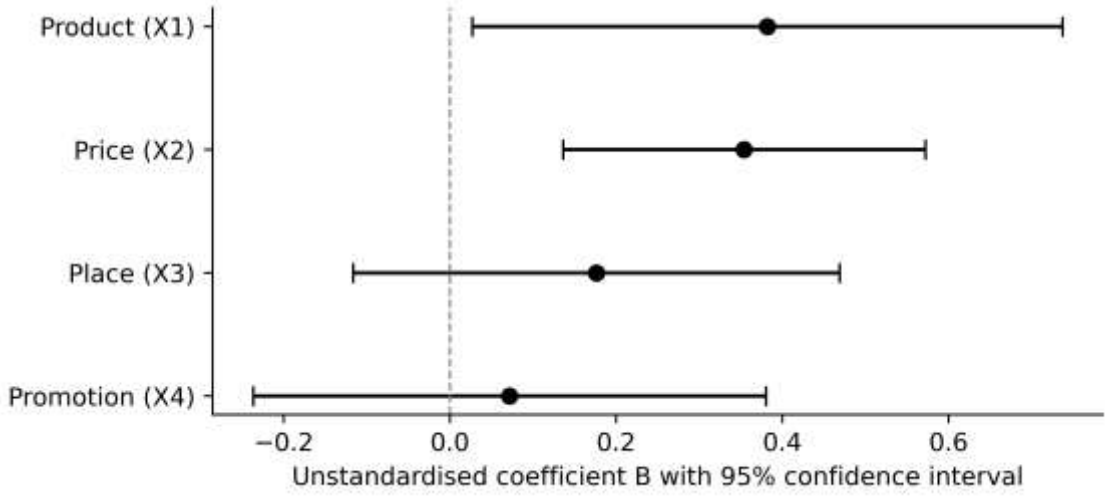

Figure 1 Conditional associations with the purchase-intention score

Each coefficient describes the expected difference in the outcome sum score associated with a one-point predictor difference, holding the other predictors constant. The coefficients do not estimate the consequences of a specific packaging change, price increase, new outlet or promotional campaign. Price's smaller p value also does not establish that its coefficient exceeds product's coefficient. That comparison requires a direct test of their difference.

Product and price as evaluations of the offering

The product result is compatible with a value-based interpretation, but the comparison needs to respect the measures. Restaurant research reports positive links from perceived food quality to price fairness and perceived value in organic restaurants (Konuk, 2019). The current score concerns evaluations of student products and predicts a broader purchasing orientation. The shared implication is that the perceived offering deserves attention; the restaurant evidence does not identify which school-product attribute matters or verify a direct quality-to-first-purchase pathway here.

Price likewise represents an evaluation rather than a recorded currency amount. Its positive coefficient is consistent with consumers responding favourably to acceptable exchange terms, conditional on the other scores. Studies linking price perceptions with trust, satisfaction or purchasing decisions provide related contextual comparisons (Ismail et al., 2022; Ismail, Sova, et al., 2026; Ismail, Susanto, et al., 2026). Because these intermediate variables are not measured in the present model, their role remains open. The school cannot infer a demand response to raising or lowering a posted price from this coefficient. A useful follow-up would distinguish monetary price, affordability, fairness and perceived value using separate measures.

Place as an opportunity to purchase

The uncertain place coefficient differs from evidence linking channel integration to service usage. A survey of omnichannel users links integration quality with perceived fluency (Shen et al., 2018). That study's dependent variable concerns channel usage, whereas the current model concerns an intention-related composite and includes correlated product, price and promotion scores. The difference therefore does not refute channel research. It shows that broad place evaluations and the ease of completing a purchase address different questions.

Customer-journey research provides a further conceptual distinction between evaluating an offering and moving through purchase and post-purchase stages (Lemon & Verhoef, 2016). We infer that availability could be examined as a condition supporting purchase even when its conditional association with intention is uncertain. This is a research proposition, not an observed mechanism in the school. Order completion, product availability and time required to obtain an item would provide more direct tests than another general agreement score.

Promotion depends on message and outcome

Retail time-series evidence shows that social-media activity increased website traffic without a corresponding general increase in orders or sales, while larger campaigns produced different results (Dolega et al., 2021). This qualifies any expectation that a favourable promotion score should necessarily predict purchase intention. The present dataset contains no campaign exposure, platform activity or conversion records, so it cannot determine whether communication failed, reached the wrong audience or affected an outcome outside the questionnaire.

The qualitative synthesis identifies distinctions within communication that the four-predictor model does not capture. Strategy research conceptualises social-media strategy in

terms of organised activities and strategic development (Li et al., 2021). A review separates the creation, exposure and evaluation of electronic word of mouth (Babić Rosario et al., 2020). Meta-analyses examine message characteristics and buying intentions (Ismagilova et al., 2020; Qiu & Zhang, 2024), while an influencer-marketing meta-analysis finds that relevant characteristics vary by response and context (Pan et al., 2025). These studies motivate separate measures of exposure, information usefulness and purchase response. They do not establish that any of those processes occurred at this school.

Broader reviews of influencer marketing reinforce the need to specify the communication activity being studied (Vrontis et al., 2021; Spörl-Wang et al., 2025). They provide a comparison of research design and outcome selection, rather than evidence that the student enterprise used influencers. The practical implication is to connect a clearly defined message with observed enquiries or orders in a prospective evaluation. Merely increasing posting frequency cannot be recommended as a proven intervention from the present regression.

Integration and contribution

Table 5 Comparison of case estimates and external published evidence

Case result	Published comparison	Interpretation and next test
Product: B = 0.382; p = 0.036	Konuk (2019): perceived quality, fairness and value.	Conceptual agreement on evaluating the offering. Identify specific attributes and measure perceived value separately.
Price: B = 0.354; p = 0.002	Konuk (2019): price fairness and value evaluation.	Comparable evaluation logic, with different measures and outcomes. Separate actual price, affordability and fairness.
Place: B = 0.176; p = 0.228	Shen et al. (2018): integration and fluency; Lemon and Verhoef (2016): customer journey.	Different constructs and outcomes limit direct comparison. Measure ordering ease, availability and completed purchases.
Promotion: B = 0.072; p = 0.637	Dolega et al. (2021); Li et al. (2021); Ismagilova et al. (2020); Babić Rosario et al. (2020); Qiu and Zhang (2024); Pan et al. (2025).	Message, exposure and outcome require separate measures. Link defined communication activities with enquiries and orders.

Table 5 brings the survey-based regression results into direct comparison with external peer-reviewed evidence. The synthesis distinguishes statistical associations observed in the local sample from mechanisms discussed in prior research and identifies what additional data would be needed to test those mechanisms. This integration is the manuscript's main contribution: a transparent reanalysis of an existing survey dataset paired with a structured literature comparison, not a new field experiment or a validated causal model.

The educational purpose also remains a separate outcome. A review of experiential learning examines entrepreneurship education (Motta & Galina, 2023); its evidence concerns learning activities and educational results. It cannot corroborate consumer demand. A subsequent school-enterprise study could assess student learning alongside purchasing records, with each outcome measured on its own terms. This would allow

teaching value and commercial performance to be assessed together without treating success on one as proof of success on the other.

Practical implications and limitations

The findings support a sequence of measurement and evaluation for the enterprise. First, link consumer feedback to identifiable product attributes and separate price perceptions from actual prices and costs. Second, record when products are available, how orders are placed and whether enquiries become completed purchases. Third, evaluate a defined communication activity against those records. These actions would allow managers to test the literature-based propositions rather than assume that a statistically uncertain coefficient identifies an activity that can be ignored.

The sample contains 32 respondents from one school, with no verified probability frame or prospective design. Common survey conditions or a general favourable impression may contribute to shared score variation (Jordan & Troth, 2020). Product reliability falls below 0.70, its VIF exceeds 5, and the original questionnaire-to-code linkage remains unverified. HC3 addresses one aspect of statistical uncertainty and does not correct measurement error or confounding. The composite outcome also extends beyond narrowly defined first-purchase intention. These limits constrain construct-specific and causal conclusions.

The qualitative comparison uses ten purposively selected peer-reviewed articles with different settings, methods and outcomes. It is a focused narrative synthesis, not a comprehensive systematic review or meta-analysis; some comparisons are limited to publicly accessible article sections. Agreement with prior research does not independently validate the local regression. The contribution is therefore a bounded interpretation and a set of propositions for prospective testing, rather than a generalisable account of all student enterprises.

IMPLICATIONS AND CONCLUSION

Product and price evaluation were positively associated with the purchase-intention score in the multiple regression of the original 32-consumer survey data.

For student enterprises, the next empirical step is to connect clearly defined product and price evaluations with accessible purchasing arrangements and recorded consumer actions. The resulting study could test whether consumers who value an offering can obtain it and whether communication contributes to completed purchases. Such tests would extend the present case while retaining a separate assessment of entrepreneurial learning.

Data availability and funding

The quantitative dataset comprises the de-identified item-level response matrix from the original 32-consumer survey. Access to the matrix and analysis syntax may be considered by the corresponding author on reasonable request, subject to participant confidentiality, institutional requirements and the original research team’s authorisation. The authors report institutional support from Universitas Pamulang; no grant identifier or specific funder role is documented.

Disclosure of AI assistance

AI assistance was used for manuscript drafting and language refinement, literature organisation, statistical-checking workflows, syntax preparation and figure production. No participant responses or interview accounts were generated by AI. The authors remain responsible for verifying the original questionnaire coding, ethics records, references, statistical interpretations, authorship and compliance with the receiving journal's disclosure policy.

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