

THE MARKETING STRATEGY FOR ONLINE PREMARITAL MARRIAGE IN BIRO DINAMIS PSIKOLOGI

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Abstract

The Marketing Strategy for Online Premarital Marriage in Biro Dinamis Psikologi Marriage essentially has become a sacral tradition on so many people's life. This is the moment where people are officially commit to spend their life together forever. However, as the time pass by, the trend is now changing. Mostly, staarted from millenials and z generations, only several groups of people who are interested in marriage. There are so many factors of why the numbers of marriage in Indonesia is shrinking. The shifting idea of its marriage, the finantial condition, the unmatchable background of its couple, and the booming cheating issue have change they way people perceive its marriage. At this time, people become more cautious. It is neither bad nor good. It is a sign that people are finally aware that marriage is something that people can't taking granted on. People can be seen so happy in the first year and have a child, yet they decideto divorce due to several reason. Therefore, it is important for people to have a plan and a consideration before getting into marriage. One of the plans is to have a mental premarital consultation, especially online session. Biro Dinamis Psikologi as the object here is providing the online premarital consultation as a new service. In summary, this research is studying about the suitable marketing strategy for Biro Dinamis Psikologi to gain more customers by conducting the aspect of consumer doubt, skepticism, familiarity, information seeking, value for money, and aesthetic design on its purchase intention. By doing this research, Biro Dinamis Psikologi and also the researcher can help it to find a new solution for its new online service together.

Keywords: Premarital Consultation, Online, Mental Health, Marketing Strategy, Consumer Doubt, Skepticism, Familiarity, Information Seeking, Value for Money, Aesthetic Design, Purchase Intention.

INTRODUCTION

Asian countries have developed a rich tapestry of wedding traditions and rituals (Xie & Hong, 2022). One of the examples of a nation with a diverse array of wedding traditions and culture is Indonesia. This is driven by the diversity of the provinces and ancestor traditions in Indonesia. Traditional in Indonesia are commonly held with high costs. It is because of these aspects, Indonesian citizens perceive marriage as a prestigious and expensive event. Not to mention declining marriage rates and the high number of divorces, which have become indirect challenges for it. The unpreparedness of this marriage also could be disastrous for the couple's household, especially for the family of each partner. Besides, in this new adulthood people tend to embrace the principle of having it all just to be seen as a successful and a happy human being or just fulfilling their expectation (Shahrabadi et al., 2017). In this context, the expectation not only comes from the incredible career but also the marriage, starting a family and raising children. Also, from the religious perspective, there are now matchmaking programs such as ta'aruf, which provide facilities for both women and men to quickly get married. In this situation, the couples may have not known each other well because there was just a short time to get the background information, the daily behavior and even the inner self and the real character of the spouse. Moreover, online matchmaking applications are frequently used by many people these days. People believe that with these matchmaking applications, they can quickly find a suitable and right partner. On the contrary, quick introductions like those in matchmaking progress can potentially be disastrous for a couple. Because of that, some people find it difficult to really get to know their partner on a deep level. Therefore, it's important to understand and pay attention to each partner's feelings, thoughts or even their psychological aspects in order to ensure a happy marriage and long-lasting relationship for both of them (Taher, 2022). These aspects can be facilitated and assisted through premarital

counseling. Basically, these premarital counseling programs have already been conducted and developed in Indonesia. Some premarital counseling services are usually provided by psychology bureaus or mental health clinics. These bureaus or clinics generally offer the consultations online and others do them offline or in person. The premarital consultation typically begins with individual sessions for both wife and husband, followed by a joint session for the couple. This consultation usually takes about 2 to 3 hours, depending on the session itself. The premarital consultation of Biro Dinamis Psikologi normally takes up to 3 hours and the price range starts from Rp 600.000 until Rp 945.000 per session. In this research, the writer will mainly focus on the online premarital consultation via zoom or google meet by using internal analysis such as marketing mix and STP along with external analysis with 5 Portert Forces and consumer analysis. In the end, the solution will be made by SWOT and TOWS strategy which also help Biro Dinamis Psikologi to get a right transformation and gain more potential customers (Kotler et al., n.d.).

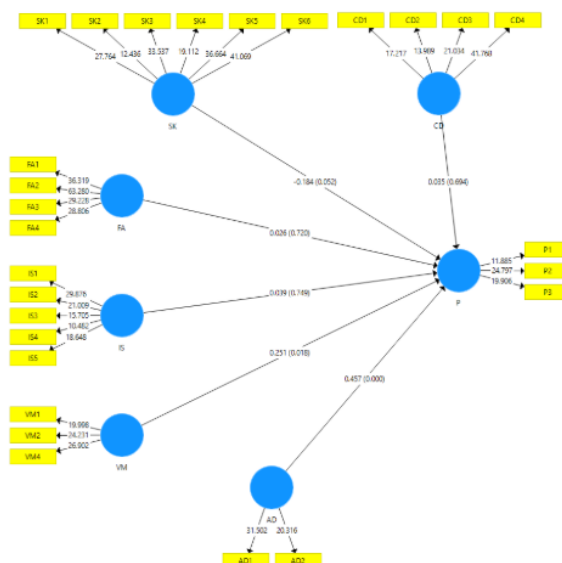
DATA COLLECTION METHOD

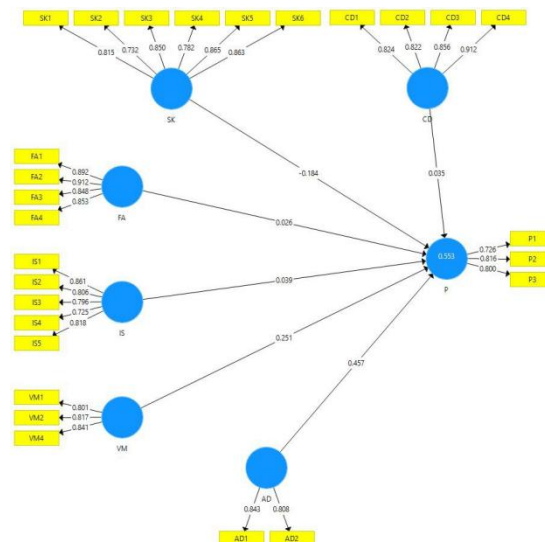
Typically, this study uses quantitative data collection techniques or people generally called questionnaires to gain its data. By obtaining the data, it will be helpful for researchers to know the market's behavior and perspective about the service. By doing so, the supplementary evidence can be found, allowing the researcher to determine the best solution for the company. However, before that, the research will have to know how to conduct the data. The conduction of the data can be done by comprehending the method of data collections. There are several methods for collecting the data. In this study, researcher will use questionnaires by google form. The questionnaire itself is several lists of questions or claims from respondents without any influence from the researcher. This allows respondents flexibility to answer the questions or agree with their preference and sentiments. The variables in this questionnaire were inspired by previous research and have been adjusted to align with the context of this study (Sarstedt et al., 2022). The variables are measured by Likert Scale. In this answer or claim, it has a variant score of Likert Scale.

TESTING APPROACHMENT

Outer Model Testing

The purpose of this outer model testing is to evaluate the quality of measure instrument through reliability indicator evaluation, convergent validation, discriminant, validation, and also construct reliability. This stage meant to assure that each indicator can represent the construct whose measured in a consistent and accurate way. By all this completed outer model criteria, that means the measurement model is definitely feasible to be continued to the inner model testing.





The result of Smart PLS estimation with algorithm technic shows that all the rest of the indicator in this model has loading factor >0.7 with mean that all these indicators within its construct can be count as their construct measurement, so then the research can move forward into the convergen validity testament stage. The AVE construct >0.5 also shows that all the construct have a reliable indicator, also it is valid convergently. It tells that these indicators on every construct are able to describe the construct varians in a fully way. Therefore, the measurement model in this research have meet the criteria of convergent validations. Other than that, it tells that R square has a score of 0,553 that tells the aesthetic design, consumer doubt, familiarity, information seeking, skepticism, and value for money can define the variable of purchase intention around 5,33%. This score is known as a moderate in the category and shows that it has the capability to represent the endogen variable. After that the Q square there has a score around 0,302 which is the predictive relevance is in the middle level. It means that the model has the capability to predict the observation data and its relevance. The last, the score of SRMR is around 0,079 shows that the model is in perfect fit. It shows that the factor is able to have a right fit on its data and can be used to another further analysis.

Direct Effect Testing

Direct effect testing can be done by seeing the p-value, which is the p-value $<0,05$ shows a significant effect while the variable effects are determined by the Koef points. On this research, it appears that the aesthetic design and the value for money are the only significant factors. As the others such as consumer doubt, skepticism, familiarity, and information seeking are insignificant. These are the tables;

No	Jalur	p value	Koef Jalur	Kesimpulan
1	Aesthetic Design → Purchase Intention	0.000	0.457	Significant
2	Consumer Doubt → Purchase Intention	0.694	0.035	Insignificant
3	Familiarity → Purchase Intention	0.720	0.026	Insignificant
4	Information Seeking → Purchase Intention	0.749	0.039	Insignificant
5	Skepticism → Purchase Intention	0.052	-0.184	Insignificant
6	Value for Money → Purchase Intention	0.018	0.251	Significant

The results of consumer doubt on this research is not supported. It can be seen on by the costumer nowadays who tends to believe in the wide information or contents. Also, the accessibility is easy for them to find which they believe it is less doubtful than it is. That is why this consumer doubt is not the main factor for this topic. Furthermore, the visual factor is more attractive for the consumer. The costumer or consumer its more likely to have a quick decision for this factor. The doubtful factor is not relevan for this case. That is why the impact is insignificant which is telling how impulsive their attitude is towards this service. The familiarity in this case is also not supported. This happened because the consummate or customer doesnt have to know the products first to be intrigued on buying the service. In this modern era, the new services can be attractive by the uniqueness and aesthetic on its design or content information. Other than that, the customer are more focus on the benefits and its appearings. No wonder in this case, this factor is insignificant because there is a big change on how the consumer behaves in this era. Information seeking is also not reliable for this topic. Because the information these days is so easy to obtain without any huge efforts to look out. The information has been all over the platform and the customer is mostly spontaneous which makes them less curious about the information for this topic. If the information is served without the unique visual, the potential customer won't be interested as well. This can be the evidence that this variable is not relevant. The last one is skepticism which is also insignificant because the trust towards the brand is already planted on themselves. The brand of Biro Dinamis who is well known is not really significant towards their new service. It can also tells that the potential buyer is not really critical and they have a high relationship towards the brand so that is the reason why skepticism is not the main factor for this topic.

SOLUTION & IMPLEMENTATION

The business solution is basically can be identified from the target customer, the obstacles, the ideal outcome and its goal at the end of its time. In this topic, the researcher have found the target customer by its first data combined. It appears that the high middle income by men or women who have planned to marry in the period of time specifically 0 - 3 years are the target customers for Biro Dinamis Psikologi. In this context, it can also be divided into several segments of generational group. It is full of gen z & millennials generations. These generations are tech savvy and spend their time on social media. Their attention span on social media have absorbed all of the informations about the premarital consultations. For this case, the solution can be found by analyzing the ideal outcome and combine it with the goal and obstacles from Biro Dinamis Psikologi. After the several research and calculation, it appears that there are few challenges or obstacles that they need to focus on. The most important one is how the brand can be deliver on its target market by narrowing it down on aesthetic design and the value for money. The intrigued content and catchy visual with relatable information should be their prioritized in terms of promoting the online premarital consultation service on social media. The differentiation strategy, for the price lists part are effective for the brand to gain its customer segmentation based on the value for money. The

differentiation strategy on its service, moreover the customer benefit, play a large part on this situation. Biro Dinamis must serve it with best features, put it altogether expertly, and offer the best communication service on its consultation so then they can reach their goal to have a more profitable income. Based on this table of TOWS too, it shows that the modern couple are now more concern about the importance of profiling the partners before they got married. So many new partners are traumatized of building a family through marriage that was caused by cheating and also the trend on marriage that is turning down lately. Since it is a new service, there are just few promotions and brand knowledge about its service. Especially when it is conducted online, it feels different than usual and the price should be affordable and worth for the money to spend on.

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