

Benefit-driven Value Construction in Structured Professional Qualification Systems

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Abstract

This study investigates how motivational drivers influence behavioral endorsement within a government-mandated competency certification system. While the Push-Pull-Mooring (PPM) framework has been widely applied to voluntary switching and adoption behaviors, its applicability in compulsory regulatory contexts remains underexplored. To address this gap, the study integrates selected PPM components with Nicosia's evaluative decision process, positioning perceived value as the central mechanism linking motivational antecedents to post-compliance behavioral outcomes. A quantitative cross-sectional survey was conducted among 395 participants involved in regulated professional certification programs in Indonesia. Data were analyzed using structural equation modeling to examine both direct and indirect relationships among perceived benefit, product knowledge, product quality, self-efficacy, perceived value, and purchase decision. The results indicate that perceived benefit is the strongest predictor of perceived value, followed by product knowledge and product quality, whereas self-efficacy plays a weaker supporting role. Perceived value significantly influences purchase decision, reflecting participants' satisfaction, recommendation intention, and continuation commitment. Mediation analysis further demonstrates that the effects of the antecedent variables on purchase decision are transmitted primarily through perceived value. The study contributes to theory by extending the PPM framework to regulated environments and conceptualizing perceived value as an evaluative conversion mechanism that transforms motivational beliefs into behavioral endorsement.

Keywords: Nicosia Model, Perceived Value, Purchase Decision, Push-Pull-Mooring (PPM) Model.

Introduction

In increasingly competitive and regulated environments, organizations seek strategies to strengthen perceived value and influence decision outcomes (1, 2). The Push-Pull-Mooring (PPM) model explains behavioral decisions through push factors that create dissatisfaction, pull factors that attract individuals, and mooring factors that stabilize behavior (3). Originally developed in migration research (4), PPM has been widely applied in voluntary switching and adoption contexts (5, 6). However, its applicability within compulsory regulatory environments remains underexplored, particularly in explaining behavior under mandatory participation conditions (7). Accordingly, the study focuses on evaluative mechanisms underlying post-compliance commitment. Perceived benefit, product knowledge, product quality, and self-efficacy are expected to shape value perceptions and behavioral endorsement. To address this gap, the study adopts a partial PPM framework comprising perceived benefit, product knowledge, product quality, and

self-efficacy, and integrates these constructs with the Nicosia consumer decision model (8–12). In this study, perceived value is conceptualized as a cognitive evaluative mechanism reflecting an overall assessment of benefits relative to sacrifices. Consistent with the Nicosia framework, perceived value transforms informational and motivational inputs into evaluative judgments that subsequently influence behavioral responses. In regulated environments, purchase decisions do not solely represent initial participation but also reflect satisfaction, recommendation intention, and continuation commitment toward the certification provider. This perspective enables a more contextually appropriate understanding of behavioral commitment in mandatory systems where consumers cannot freely opt out. Although competency certification is not a conventional market product, it can be conceptualized as a hybrid professional service combining regulation, credentialing, and service delivery. Participants interact with certification providers and evaluate

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the certification experience. Accordingly, consumer-oriented constructs are employed as evaluative concepts to explain value perceptions, decision outcomes, and behavioral endorsement within regulated environments.

In government-mandated certification systems, participation is structurally required rather than fully discretionary. Consequently, the outcome of interest shifts from switching behavior to post-compliance endorsement. Selected PPM mechanisms remain relevant because they explain how participants evaluate, justify, and support certification systems after participation has occurred.

A key distinction in this study concerns compliance and endorsement. Compliance reflects participation driven by regulatory requirements, whereas endorsement represents positive attitudinal approval. The study argues that value-based evaluation facilitates the transition from compliance to endorsement when certification experiences are perceived as valuable.

Based on this framework, product quality, product knowledge, perceived benefit, and self-efficacy are proposed as antecedents of perceived value (13). Prior studies show that quality enhances value and satisfaction across service contexts (14–17). In certification systems, perceived quality signals credibility and competence, increasing the likelihood that participation is evaluated as worthwhile. Therefore, the following hypothesis is proposed:

H1: Product quality influences perceived value.

Product knowledge also contributes to value formation by enabling individuals to better understand certification attributes, benefits, and professional implications (18). Greater knowledge reduces uncertainty and improves evaluative confidence, allowing participants to assess certification more accurately (19–21). In mandatory certification environments, understanding professional standards and credibility may strengthen perceptions of value beyond mere compliance (22–24). Therefore:

H2: Product knowledge influences perceived value.

Perceived benefit represents individuals' assessment of the positive outcomes associated with certification, including professional, functional,

and career-related advantages (25–27). Consistent with value theory, perceived value emerges from the evaluation of benefits relative to sacrifices (28, 29). Prior studies show that stronger benefit perceptions increase perceived value and behavioral intention across various contexts (30, 31). In mandatory certification systems, anticipated benefits may serve as the primary justification for continued support and engagement (32). Therefore:

H3: Perceived benefit influences perceived value.

As a mooring factor, self-efficacy reflects individuals' confidence in their ability to perform actions necessary to achieve desired outcomes (33). Higher self-efficacy facilitates information processing, evaluation, and procedural management (34, 35). Previous studies indicate that self-efficacy can enhance perceived value by reducing perceived difficulty and strengthening evaluative clarity (36, 37). Accordingly:

H4: Self-efficacy influences perceived value.

Perceived value subsequently shapes purchase decision behavior. In this study, purchase decision extends beyond initial registration and reflects post-compliance endorsement, including satisfaction, recommendation intention, and continuation commitment. Individuals who perceive certification as valuable are more likely to develop positive behavioral support despite mandatory participation (38–42). Therefore:

H5: Perceived value influences purchase decision.

Perceived value is further expected to mediate the relationships between motivational antecedents and purchase decision. Product quality, product knowledge, perceived benefit, and self-efficacy may influence behavioral endorsement indirectly by strengthening value perceptions before commitment is formed (15, 24, 43–48). Therefore:

H6: Product quality influences purchase decision mediated by perceived value.

H7: Product knowledge influences purchase decision mediated by perceived value.

H8: Perceived benefit influences purchase decision mediated by perceived value.

H9: Self-efficacy influences purchase decision mediated by perceived value.

Figure 1 presents perceived value as the central evaluative mechanism linking antecedents and outcomes.

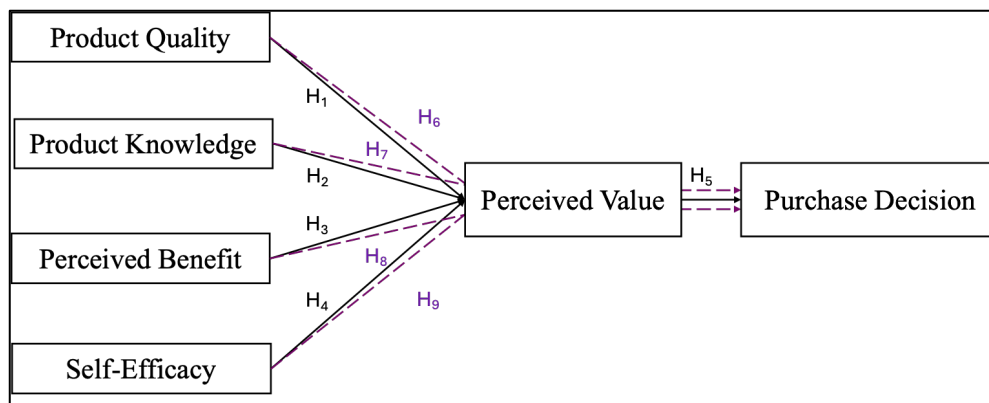


Figure 1: Conceptual Research

Methodology

This study surveyed 395 participants engaged in Indonesia's government-mandated competency certification programs. The sample comprised 58.2% male and 41.8% female respondents, predominantly aged 26-40 years (63.5%), reflecting the working-age professional cohort most affected by certification requirements. Educational attainment was concentrated at the bachelor's degree level (71.4%), with smaller proportions holding diplomas (18.0%) or postgraduate qualifications (10.6%). Professionally, 44.3% were educators, 28.9% served in public sector roles, and 26.8% operated in regulated private sector occupations requiring formal certification. The inclusion of respondents from multiple professional sectors and educational backgrounds was intended to capture diverse experiences within the certification system; however, comparative subgroup analysis was beyond the scope of the present study. Nearly three-quarters (73.9%) had prior certification experience, while 26.1% were first-time participants, capturing both novice and experienced perspectives within the mandatory compliance ecosystem.

A non-probability purposive sampling technique was employed to recruit respondents who had participated in government-mandated competency certification programs and possessed sufficient experience to evaluate the certification process. This approach was considered appropriate because the study required participants with direct exposure to certification activities and familiarity with the procedures, benefits, and quality attributes of the certification system. Respondents were recruited from multiple competency certification institutions and

professional certification schemes operating within Indonesia's regulated certification framework. These included participants from education, public sector, and regulated private sector professions, thereby capturing experiences across diverse certification settings rather than reflecting the practices of a single certifying organization. This institutional diversity was intended to enhance the external relevance of the findings across different certification environments.

The research instrument measured six constructs. Self-efficacy was assessed using four items adapted from previous validated research instruments (49). Perceived benefit was measured using four items from Previous studies (47). Product knowledge was captured using three items adapted from from an earlier study (50). Product quality was measured using three items derived from established research (51). Perceived value was assessed using five items based on prior studies (42). Purchase decision was measured using three items adapted from from prior empirical studies (52).

Prior to data collection, content validity was established through careful adaptation of measurement items from previously validated scales reported in the literature. All constructs were operationalized using instruments that had demonstrated satisfactory psychometric properties in earlier studies. The adapted questionnaire was reviewed to ensure conceptual consistency with the competency certification context and to confirm the clarity and relevance of the measurement items. Convergent validity, discriminant validity, and reliability were subsequently evaluated through the PLS-SEM measurement model assessment using outer loadings, composite

reliability (CR), average variance extracted (AVE), and heterotrait-monotrait ratio (HTMT) criteria.

The measurement items were adapted from previously validated instruments and contextualized to the Indonesian competency certification environment. Specifically, references to general products and services in the original scales were modified to reflect certification-related experiences, professional competence recognition, and participation in government-mandated certification programs. This contextual adaptation was undertaken to ensure that the measurement items remained conceptually equivalent while improving their relevance to the study setting. The questionnaire was administered in Indonesian to facilitate respondent comprehension. Particular attention was given to maintaining conceptual consistency between the original constructs and their contextualized wording in the certification setting.

All items were assessed using a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). The forced-choice format was selected to minimize central tendency bias and encourage clearer evaluative positioning, which is particularly relevant in regulated contexts where social desirability may influence responses. This scale choice is supported by prior research confirming its reliability and validity in consumer behavior studies (53, 54).

The study also acknowledges the potential for social desirability bias because the certification programs examined operate within a government-regulated environment. To reduce this risk, respondents were informed that participation was voluntary, responses were collected anonymously, and no identifying information was linked to individual answers. Furthermore, the questionnaire emphasized participants' personal evaluations and experiences rather than compliance with regulatory expectations. Although social desirability bias cannot be completely eliminated, these procedures were intended to encourage more candid responses and reduce perceived pressure to provide institutionally favorable evaluations. Ethical considerations were observed throughout the data collection process. Participation was voluntary, and respondents were informed about the purpose of the study and the use of the data for academic research. Participants were free to discontinue their participation at any

stage without consequence. No personally identifiable information was collected, and all responses were recorded anonymously to protect participant privacy and confidentiality. Because the study involved a non-clinical survey with minimal risk to participants and did not collect sensitive personal information, formal institutional ethics approval was not required under the applicable institutional procedures.

Methodologically, the study integrates selected motivational components of the Push-Pull-Mooring framework with the evaluative process logic of the Nicosia model. The PPM elements are applied partially, focusing on pull drivers (perceived benefit, product knowledge) and a mooring mechanism (self-efficacy), while product quality is treated as an evaluative attribute rather than a push factor. This clarification preserves theoretical fidelity while aligning the framework with the certification context, where switching behavior is not the focal phenomenon. Consistent with this perspective, certification is treated as a professional service offering subject to participant evaluation rather than as a purely commercial product.

Results

Validity and Reliability

Table 1 presents the outer loading results along with the reliability and validity measures for each construct included in the study. The measurement model was assessed by examining indicator reliability, internal consistency reliability, and convergent validity. The results demonstrate that all constructs meet the recommended thresholds, confirming the adequacy of the reflective measurement model and supporting the robustness of the partial PPM-evaluative framework operationalized in this study (55).

Content validity was established during instrument development through the adaptation of previously validated measurement scales from the existing literature. Following data collection, the measurement model was assessed through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

Indicator reliability was first evaluated through outer loadings. All items load strongly on their respective constructs, with values ranging from 0.748 to 0.907, exceeding the commonly accepted minimum threshold of 0.70. These high loadings

indicate that each indicator shares substantial variance with its intended latent variable and support the appropriateness of item retention within the regulatory certification context.

Internal consistency reliability was examined using Cronbach's alpha (α) and composite reliability (CR). Cronbach's alpha values range from 0.802 to 0.878, while composite reliability values fall between 0.871 and 0.925. Both metrics exceed the recommended threshold of 0.70, indicating satisfactory internal consistency and confirming that the indicators consistently represent their respective latent constructs. Convergent validity was assessed through the average variance extracted (AVE). All AVE values exceed the minimum requirement of 0.50, ranging from 0.628 to 0.804. These findings confirm that each construct explains more than half of the variance of its indicators, thereby supporting convergent validity.

Among the antecedent variables, product knowledge exhibits particularly strong measurement performance, with loadings above 0.88 and an AVE of 0.787, indicating that respondents possess a clear and coherent understanding of

certification attributes. Product quality also demonstrates high reliability, reflected in strong item loadings and an AVE of 0.765, suggesting stable evaluations regarding consistency and assurance of professional competence. Perceived benefit and self-efficacy likewise show robust psychometric properties, implying that motivational and capability-related perceptions are measured with adequate precision.

Perceived value achieves solid reliability and validity, with all indicators loading above 0.74 and AVE exceeding 0.60. This reinforces its empirical suitability as the central evaluative mechanism linking motivational drivers to behavioral endorsement in the regulatory context. The purchase decision construct presents the strongest measurement evidence, with loadings approaching or exceeding 0.90 and the highest AVE among all variables. This indicates a high degree of agreement among respondents regarding post-compliance endorsement behaviors, including satisfaction, recommendation intention, and continuation commitment within the mandated system.

Table 1: Outer Loading

Code	Items	Outer Loading
Product Quality, $\alpha=0.846$ CR=0.907 AVE=0.765		
PQ1	The quality of the competency certification is very high.	0.878
PQ2	The quality of the competency certification is consistently maintained over time.	0.891
PQ3	The competency certification provides reliable assurance of professional skills.	0.854
Product Knowledge, $\alpha=0.865$ CR=0.917 AVE=0.787		
PK1	I can distinguish between certified and non-certified professionals in my field.	0.892
PK2	I feel satisfied pursuing and obtaining certification because I am well-informed about its purpose and value.	0.888
PK3	I am aware that competency certification enhances credibility and ensures professional standards.	0.881
Perceived Benefit, $\alpha=0.824$ CR=0.883 AVE=0.653		
PB1	Pursuing competency certification is appealing to me.	0.800
PB2	I believe that competency certification can be more beneficial than I initially expected.	0.830
PB3	I think obtaining competency certification improves my professional standing.	0.809
PB4	I am confident that obtaining competency certification will benefit my career in the future.	0.794
Self-Efficacy, $\alpha=0.802$ CR=0.871 AVE=0.628		
SE1	I can complete the competency certification process by following the provided guidelines.	0.782
SE2	I am confident in my ability to handle tasks related to the certification process.	0.816
SE3	I enjoy applying the skills and knowledge gained through the certification.	0.799
SE4	I feel motivated to develop new ideas based on what I learn from the certification program	0.771
Perceived Value, $\alpha=0.860$ CR=0.900 AVE=0.642		
CPV1	The competency certification provides consistently high-quality content.	0.783
CPV2	The certification program is well-structured and professionally delivered.	0.815
CPV3	The certification meets an acceptable standard of professional quality.	0.811
CPV4	The benefits of the certification are long-lasting.	0.846
CPV5	The certification consistently delivers expected outcomes.	0.748
Purchase Decision, $\alpha=0.878$ CR=0.925 AVE=0.804		

DC1	I feel good about my decision to register for this competency certification.	0.885
DC2	I will positively recommend this competency certification to others.	0.898
DC3	I intend to register for future certifications from this provider.	0.907

Note: α = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted.

Table 2: Discriminant Validity HTMT

	PD	PB	PK	PQ	PV
Perceived Benefit	0.790				
Product Knowledge	0.724	0.814			
Product Quality	0.673	0.790	0.802		
Perceived Value	0.846	0.677	0.560	0.505	
Self-Efficacy	0.790	0.788	0.792	0.812	0.677

Note: PD = Purchase Decision; PB = Perceived Benefit; PK = Product Knowledge; PQ = Product Quality; PV = Perceived Value

Table 2 reports the assessment of discriminant validity using the heterotrait-monotrait ratio of correlations (HTMT). The HTMT values range between 0.505 and 0.846, remaining below the conservative threshold of 0.90. These results indicate that each construct is empirically distinct from the others and captures a unique conceptual domain within the model.

The structural model was further examined by evaluating effect sizes and multicollinearity (56). The results show that perceived value exerts a substantial impact on purchase decision, with an effect size of 0.540, indicating a strong practical contribution and confirming its dominant role in the model. In contrast, the antecedents of perceived value demonstrate small to moderate effects. Perceived benefit shows the largest contribution among them with an effect size of 0.125, followed by product knowledge at 0.064, product quality at 0.039, and self-efficacy at 0.027. Although these magnitudes are comparatively modest, they remain meaningful because perceived value is influenced simultaneously by multiple complementary drivers rather than a single determinant. Multicollinearity diagnostics further support the robustness of the estimates, as all variance inflation factor values range from 1.000 to 2.917, well below the critical threshold of 5. This indicates that the predictors are sufficiently independent and that the path coefficients can be interpreted with confidence.

Table 3: Direct Effect Results

	β	T Statistics	P Values
Product quality → Perceived Value	0.202	3.015	0.003
Product Knowledge → Perceived Value	0.264	3.802	0.000
Perceived Benefit → Perceived Value	0.300	5.678	0.000
Self-Efficacy → Perceived Value	0.152	2.035	0.042
Perceived Value → Purchase Decision	0.592	9.776	0.000

In Table 4, the mediation analysis demonstrates that perceived value plays a crucial role in transmitting the influence of several antecedents

Path Coefficients and Hypothesis Testing

As shown in Table 3, the hypothesis testing results reveal several significant relationships within the structural model. Perceived benefit emerges as the strongest determinant of perceived value, demonstrating a positive effect with a coefficient of 0.300 and high statistical significance. Product knowledge also shows a meaningful contribution, indicating that individuals who possess greater understanding of certification attributes are more likely to recognize its value. Similarly, product quality exerts a significant positive influence, confirming that perceptions of reliability and professional assurance enhance value formation. Self-efficacy presents the smallest yet still significant effect, suggesting that confidence in one's ability to complete the certification process supports, but does not dominate, evaluative judgments. Most importantly, perceived value displays a very strong impact on purchase decision, with a coefficient of 0.592, underscoring its central role as the primary mechanism translating beliefs and evaluations into behavioral commitment. Collectively, these findings validate the proposed model and highlight the importance of benefit recognition, knowledge, and quality perception in shaping decisions through value appraisal.

to purchase decision. Perceived benefit shows the strongest indirect effect, indicating that the recognition of advantages enhances behavioral

commitment primarily after being transformed into value judgments. Product knowledge follows with a significant indirect contribution, suggesting that informed individuals are more inclined to act when their understanding elevates the perceived worth of certification. Product quality also exerts a meaningful mediated influence, confirming that evaluations of reliability and assurance stimulate decisions through value appraisal rather than through a purely direct mechanism. In contrast, the

indirect path from self-efficacy to purchase decision is positive but fails to reach conventional levels of statistical significance, implying that confidence in one's capabilities supports value formation yet may not be sufficient on its own to ensure behavioral follow-through. Overall, the findings reinforce the position of perceived value as the central explanatory pathway within the model.

Table 4: Indirect Effect Results

	β	T Statistics	P Values
Product quality → Perceived Value → Purchase Decision	0.120	3.032	0.003
Product Knowledge → Perceived Value → Purchase Decision	0.156	3.806	0.000
Perceived Benefit → Perceived Value → Purchase Decision	0.177	4.394	0.000
Self-Efficacy → Perceived Value → Purchase Decision	0.090	1.906	0.057

Discussion

This study explains how motivational drivers and evaluative mechanisms shape behavioral endorsement in a government-mandated competency certification environment. Consistent with the Nicosia decision sequence, perceived value operates as a cognitive evaluative mechanism that transforms informational and motivational inputs into behavioral commitment rather than functioning as an affective reaction or behavioral outcome itself. By integrating selected components of the Push-Pull-Mooring framework with the decision sequence proposed by Nicosia, perceived value is positioned as the central evaluative mechanism translating cognitive assessments into post-compliance commitment. The empirical results strongly support this integrative proposition.

The findings suggest that regulatory obligation alone is insufficient to generate positive endorsement toward certification systems. Although institutional pressure may explain initial participation, favorable evaluations emerge primarily when participants perceive meaningful benefits, adequate quality, credible information, and sufficient capability to navigate the certification process. This distinction highlights the difference between compliance and endorsement in regulated professional environments.

Beyond the Indonesian context, these findings may have broader relevance for countries that increasingly rely on mandatory certification, professional licensing, and competency-based regulatory systems. In many regulated professions,

policymakers often assume that compliance requirements alone are sufficient to ensure acceptance of certification programs. However, the present findings suggest that regulatory enforcement may secure participation without necessarily generating positive endorsement. Across different national settings, participants are likely to develop stronger commitment when certification systems are perceived as beneficial, credible, informative, and professionally valuable. Consequently, the distinction between compliance and endorsement may represent an important consideration for policymakers seeking to strengthen the effectiveness and legitimacy of mandatory certification frameworks.

This finding supports the theoretical distinction proposed in the study between compliance and endorsement, suggesting that mandatory participation becomes positive commitment only when participants perceive meaningful value in the certification experience.

The findings show that product quality significantly enhances perceived value (H1 supported). When certification is perceived as reliable, consistent, and professionally assuring, participants evaluate it as more worthwhile. In regulated contexts, quality functions as a legitimacy cue that helps individuals rationalize compliance within institutional constraints. This outcome aligns with prior studies demonstrating that higher quality perceptions systematically elevate value assessments (14, 16). Similar conclusions were reported by Solin and Curry (13, 32), who argue that perceived quality acts as a primary anchor in forming consumer value

evaluations. However, while quality remains important, its influence is not the dominant driver in this mandatory setting.

Product knowledge also exerts a positive influence on perceived value (H2 supported). Individuals who understand certification attributes and credibility implications are better able to evaluate its relevance, thereby reducing uncertainty in judgment. This supports evidence that knowledgeable consumers develop stronger value perceptions because they can interpret product information more accurately (23, 57). The value-action gap can be reduced through greater evaluative confidence generated by consumer knowledge (21).

Among all antecedents, perceived benefit is the strongest driver of perceived value (H3 supported). Even in mandatory environments, respondents remain oriented toward career returns, attractiveness, and long-term advantage. This finding echoes the benefit sacrifice logic of value theory and is highly consistent with empirical results across digital and service settings (31, 38). Recognition of advantages has also been identified as a particularly stable pathway toward stronger value appraisal (58). The relative magnitude of the path coefficients reveals a clear hierarchy among antecedents, with pull forces exerting stronger influence on value formation than push and mooring factors. This ordering suggests that in compulsory environments, individuals prioritize anticipated advantages over quality assurance or procedural confidence when constructing value judgments.

Self-efficacy contributes positively yet more modestly to perceived value (H4 supported). Confidence in navigating procedures and completing requirements supports evaluation, but it is not the dominant reason why certification is considered worthwhile. Previous research in online systems and learning environments reports the same pattern, where self-efficacy facilitates cognitive processing but plays a secondary role compared to benefit and quality perceptions (36, 37). Thus, mooring forces stabilize rather than propel valuation.

The most decisive relationship appears between perceived value and purchase decision (H5 supported). The strong coefficient indicates that value is the immediate determinant of commitment, recommendation, and continuation

intention (59). This result is consistent with extensive empirical evidence positioning perceived value as the final integrative judgment before action (38, 60).

The results confirm that perceived value mediates the relationship between product quality and purchase decision (H6 supported). Although respondents recognize reliability, consistency, and professional assurance as important attributes, these characteristics do not automatically generate behavioral endorsement within a mandated system. Instead, quality signals must first be cognitively translated into an evaluation of worth. In other words, perceptions of technical adequacy or institutional legitimacy become behaviorally meaningful only when they enhance the overall assessment of benefits relative to sacrifices.

Once individuals conclude that the certification delivers outcomes commensurate with the time, effort, and financial investment required, they become more willing to recommend the program and sustain future participation. This mechanism aligns with prior findings indicating that quality perceptions influence behavior primarily through value appraisal rather than through a direct pathway (15, 59). Importantly, this mediation pattern reinforces the evaluative logic proposed in this study: in regulated environments, compliance with quality standards is necessary but insufficient for commitment. Perceived value operates as the critical conversion mechanism that transforms institutional assurance into post-compliance behavioral support.

The study also demonstrates that perceived value mediates the effect of product knowledge on purchase decision (H7 supported). Having information about the distinction, credibility, and standards associated with certification improves understanding, yet knowledge alone does not ensure behavioral commitment. Individuals act when that understanding elevates the perceived worth of participation. Thus, cognition becomes behavior only after it passes through valuation. This pattern aligns with evidence showing that knowledgeable consumers display stronger purchase tendencies when their knowledge enhances value perception (22, 23). The mediation underscores the pivotal role of evaluative synthesis in bridging awareness and decision.

Similarly, perceived value significantly mediates the influence of perceived benefit on purchase

decision (H8 supported). Even when individuals recognize career advantages or future opportunities, these benefits must be interpreted as personally meaningful and advantageous before action is taken. The transition from recognizing benefit to committing to purchase occurs through value internalization. This finding echoes studies suggesting that perceived benefits increase behavioral intention after being consolidated into value judgments (25, 46). The result indicates that pull forces achieve effectiveness only when they reshape the overall worth assessment.

In contrast, the mediating effect of perceived value on the relationship between self-efficacy and purchase decision is not statistically significant (H9 not supported). While confidence in managing procedures helps respondents feel capable and may support positive evaluations, such assurance is insufficient to guarantee commitment or advocacy. Capability reduces friction, but it does not necessarily provide motivation. This nuance is consistent with research showing that self-efficacy often facilitates perception formation yet requires additional incentives to translate into behavioral outcomes (37, 61). Therefore, mooring factors appear to play a supportive rather than decisive role in driving final decisions. The non-significant mediation of self-efficacy suggests that mooring forces function primarily as stabilizing conditions rather than motivational drivers in compulsory environments. Unlike pull factors that generate perceived advantages, self-efficacy reduces procedural friction but does not inherently create value-based justification for commitment. This finding refines the PPM framework by indicating asymmetric explanatory power among its components under regulatory constraint.

Conclusion

This study explains how motivational drivers shape behavioral endorsement within a government-mandated competency certification system. By integrating selected components of the Push-Pull-Mooring (PPM) framework with Nicosia's evaluative decision process, the study positions perceived value as the central cognitive mechanism that translates motivational beliefs into post-compliance commitment. The findings reveal a clear hierarchy among the antecedents of perceived value. Perceived benefit emerges as the strongest determinant, followed by product knowledge and product quality, whereas self-

efficacy plays a supportive but comparatively weaker role. These results suggest that even within compulsory environments, individuals primarily evaluate certification programs based on anticipated professional advantages rather than procedural confidence alone. Furthermore, the mediation analysis demonstrates that the influence of product quality, product knowledge, perceived benefit, and self-efficacy on purchase decision is transmitted largely through perceived value. This indicates that regulatory compliance by itself is insufficient to generate long-term commitment; rather, endorsement occurs when participation is cognitively interpreted as valuable and beneficial.

The study contributes to the literature by extending the applicability of the PPM framework to regulated contexts, demonstrating that the evaluative logic underlying PPM remains relevant even when switching behavior is constrained. Rather than explaining movement between competing alternatives, the framework explains variation in post-compliance endorsement, thereby shifting the analytical focus from adoption decisions to evaluative commitment under mandatory participation. The implications of this study may extend beyond Indonesia to other countries implementing or expanding mandatory certification, professional licensing, and competency assurance systems. The findings suggest that regulatory compliance should not be equated with participant endorsement. Even when participation is compulsory, positive commitment depends on the extent to which individuals perceive value in the certification experience. This insight may assist policymakers and certification providers internationally in designing certification systems that achieve not only compliance but also sustained participant support.

It also reconceptualizes perceived value as an evaluative conversion mechanism linking motivation to behavioral outcomes. From a practical perspective, the findings suggest that policymakers and certification providers should prioritize communicating professional benefits and improving informational transparency to strengthen satisfaction, recommendation intentions, and continued engagement. Nevertheless, the study is limited by its cross-sectional design, focus on cognitive determinants, single-country setting, and the use of non-probability purposive

sampling, which may limit the generalizability of the findings beyond the sampled certification participants. In addition, because the study was conducted within a government-regulated certification environment, the possibility of social desirability bias cannot be entirely excluded despite the use of anonymous data collection procedures.

Furthermore, the present study did not examine potential differences across professional sectors or educational backgrounds. Future research may employ comparative or multi-group approaches to investigate whether value formation and behavioral endorsement vary among different participant groups within regulated certification systems. Future research may employ longitudinal approaches, incorporate emotional and social variables, and conduct cross-country comparisons to further refine understanding of value formation and behavioral endorsement in regulated environments.

Abbreviations

α : Cronbach's Alpha, AVE: Average Variance Extracted, CR: Composite Reliability, HTMT: Heterotrait-Monotrait Ratio, PPM: Push-Pull-Mooring.

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Author Contributions

Gabelas Makmur Simamora: Conceptualization, Methodology, Study Design, Data Collection, Investigation, Writing, Original Draft Preparation, Writing, Review and Editing, Supervision, Setyo Ferry Wibowo: Data Collection, Investigation, Formal Analysis, Interpretation, Writing, Review and Editing, Agung Wahyu Handaru: Conceptualization, Methodology, Study Design, Formal Analysis, Interpretation. All authors have read and approved the final version of the manuscript.

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

Declaration of Artificial Intelligence (AI) Assistance

The authors used generative artificial intelligence tools solely for language refinement, grammar checking, and manuscript editing. All conceptual development, theoretical arguments, data collection, analysis, interpretation of findings, and final conclusions are the original intellectual contributions of the authors. The authors take full responsibility for the content of this manuscript.

Ethics Approval

This study adhered to accepted ethical standards for social science research involving human participants. Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. No personally identifiable information was collected, and respondent anonymity and confidentiality were strictly maintained throughout the research process. The study involved minimal risk and complied with institutional ethical guidelines for non-clinical research.

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