

MARKETING | RESEARCH ARTICLE

The Influence of Consumer Perception and Promotion on Purchase Intention Through Perceived Value: A Case Study of Depok Campus Students on a Premium FMCG Brand

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ABSTRACT

This research aims to analyze the influence of consumer perception and promotion on purchase intention through perceived value. The case study focuses on the Depok campus community regarding the premium brand PT. SCM, how do consumer perception and promotion influence purchase intention directly and through perceived value? The method used in this research is causal associative using a quantitative approach. The population in this study is the entire Depok campus community of 106 respondents. Data were collected using a Likert scale questionnaire, and validity, reliability, and hypothesis testing were conducted using SmartPLS 4.0 software. The results of this study indicate that consumer perception has a positive and significant effect on purchase intention, promotion does not have a positive and significant effect on purchase intention, consumer perception has a positive and significant effect on perceived value, promotion has a positive and significant effect on perceived value, and consumer perception has a positive and significant effect on purchase intention through perceived value. Promotion has a positive and significant effect on purchase intention through perceived value. This means that hypothesis testing in this study can significantly influence the dependent variable on the independent variable through the intervening variable.

Keywords: Consumer Perception, Promotion, Purchase Intention, Perceived Value.

JEL Code: M31, M37, D12.

I. Introduction

The increasing intensity of business competition requires companies to capitalize on opportunities and implement effective marketing strategies to dominate the market (Sudirjo, 2024). Consumer purchasing decisions are influenced by unmet needs and desires, making it essential for companies to innovate in response to changing lifestyles and the evolution of social media. Social media is an effective communication platform for sharing information and receiving customer feedback to support product development. As a digital platform accessible to various segments of society, social media enables communication and the dissemination of information in various forms quickly and efficiently (Al Farasyi & Iswati, 2021). Additionally,



consumer purchase intention is shaped by psychological factors and motivation, which play a crucial role in determining purchasing decisions. Amidst declining purchasing power and increasingly critical consumer attitudes, businesses must adapt to shifting lifestyles that prioritize pragmatism and face a growing variety of competing products. This adaptability is key to retaining customers and enhancing the market.

PT. SCM is a company that distributes and promotes products from one of Indonesia's largest FMCG product manufacturers. PT. SCM faces a unique challenge in penetrating the university student market. Since students represent a key target segment for PT. SCM, the company has designated them as a primary audience for its products—however, the popularity of PT. SCM's premium brand has yet to surpass its competitors, particularly on major university campuses in Greater Jakarta (Jabodetabek) and surrounding regions. To address this challenge, PT. SCM employs a broad and integrated marketing mix (4P) strategy, combining various promotional elements to capture the attention of the student segment. This strategy is implemented through multiple platforms and complementary approaches to maximize its impact.

Sales promotion efforts primarily revolve around the Community Point (ComP) web-based program, an incentive system designed to enhance customer loyalty and encourage repeat purchases. PT. SCM also focuses on building a consumer ecosystem through community development programs and campus-based activities. These initiatives function as promotional platforms and help students develop soft skills, including entrepreneurship, leadership, and specialized competencies relevant to their communities. The exclusive benefits offered to these communities are structured as mutually beneficial collaborations. PT. SCM employs a personal selling strategy through two key approaches: (1) Key Opinion Leaders (KOLs): community leaders act as influencers and gatekeepers, facilitating access to their respective communities; (2) Digital Marketing Sales Promotion Girls (SPGs): These representatives do not engage in direct product sales but educate students about premium products and encourage engagement with the brand's digital platforms. To enhance their effectiveness, digital marketing SPGs are selected from student committees responsible for organizing campus events, ensuring a more targeted approach.

PT. SCM implements direct marketing strategies by leveraging intensive engagement through ComP, including WhatsApp Blast (WA Blast) campaigns targeting all ComP members. These campaigns promote new brands and encourage product purchases through reward-based competitions offering event tickets as prizes. The strategy involves direct interaction with members across various digital channels, such as social media advertisements, email marketing, and mobile advertising, enabling personalized offers based on customer preferences and behavior. The campus community project highlights the complexity of shifting student perceptions and consumption behavior from Brand Used Most Often (BUMO) competitors to PT. SCM's brand. From a perceived value perspective, PT. SCM builds a unique value proposition by combining direct benefits (discounts through ComP) with added value from community development initiatives—consumer perceptions of PT. Several key factors shape SCM's products. Previous consumer experiences with premium and non-premium products are fundamental to their perceptions. Current consumer needs significantly influence how they evaluate PT. SCM's products. Data indicates that while consumers have had positive experiences with premium products, their current preferences lean toward more affordable non-premium alternatives.

Table 1. Consumer Intention in Premium Products within University Communities

Registered Members	Category	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024
21	KOL	13	16	16	16	16	16	17	18	18	19
168	Members	24	56	44	43	51	54	44	78	66	58

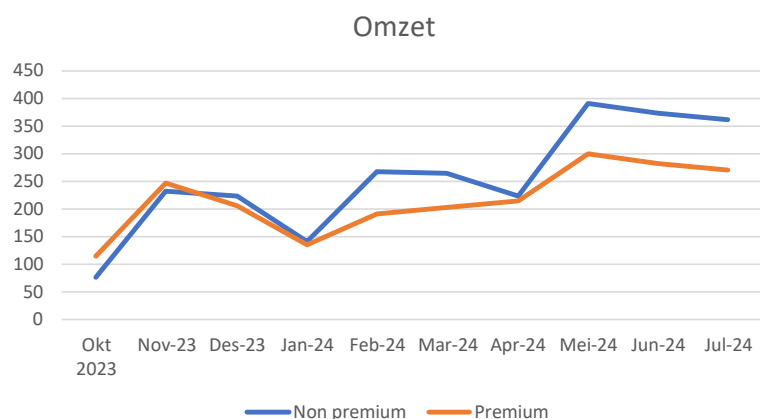


Figure 1. Sales Revenue PT. SCM at the Depok Branch

A notable phenomenon has emerged in the Depok community: sales of premium products have declined, while non-premium product sales have increased. Out of 168 registered members, only 144 remain active. Between October and December 2023, the average transaction rate among members was 56%, but by 2024, it had decreased to 47%. Sales data reveals that from October to December 2023, the average sales target was 1,105 packs, but actual sales reached only 27% (293 packs). From January to July 2024, the sales target increased to 1,815 packs, yet only 29% (518 packs) were achieved. Non-premium products have proven to offer better value at lower prices, as reflected in the declining intention of premium products.

Data from October 2023 to July 2024 demonstrates a consistent trend: Non-premium products have generally experienced higher sales growth than premium products. Despite an increase in registered members, transaction growth has been more prominent for non-premium brands, while revenue contributions from premium brands have remained relatively stagnant. This suggests consumers prefer lower-priced options, even within a program targeting elite university segments.

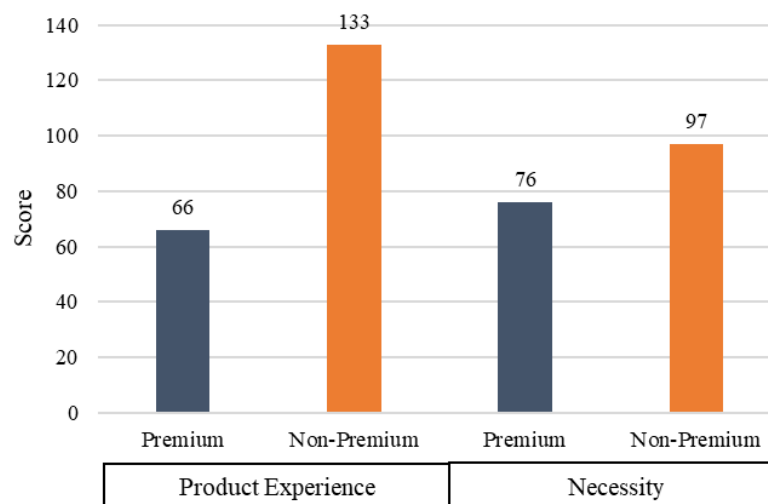


Figure 2. Consumer Perceptions of Premium and Non-Premium Products

A preliminary survey with 20 active members and 21 community leaders (KOLs) revealed significant differences in consumer perceptions between premium and non-premium products. In the product experience category, premium products scored 66, while non-premium products scored 133. In the necessity motivation category, premium products scored 76, compared to 97 for non-premium products. These findings suggest that consumers associate distinct experiences and needs with non-premium products.

Based on the background and problem identification, this study focuses on the following research question: Consumer intention in premium products—assessing the impact of consumer perception on the use of premium products. Based on the background discussed above, the author has identified the following research problems that will serve as the foundation for this study: (1) Does consumer perception influence purchase intention? (2) Does promotion influence purchase intention? (3) Does perceived value influence purchase intention? (4) Does consumer perception influence perceived value? (5) Does promotion influence perceived value? (6) Does consumer perception influence purchase intention through perceived value? (7) Does promotion influence purchase intention through perceived value?

II. Literature Review and Hypothesis Development

2.1. Consumer Perception

According to the journal by Mulyani et al. (2024), experts propose various definitions of perception. From these definitions, it can be concluded that perception is an internal process within an individual that involves receiving, selecting, processing, and interpreting stimuli from the environment through the senses. Since each individual interprets stimuli differently, perception is subjective. Consumer perception is closely related to the products they intend to purchase, as consumers develop an attraction to a product upon seeing it (Setiadi, 2010).

2.2. Promotion

Promotion is an activity aimed at influencing consumers to recognize the products offered by the company and be interested and happy to buy the product (Hariadi et al., 2024). According to Alma (Riyadi, 2019), promotion is a form of communication that provides persuasive explanations to potential consumers about goods and services. Persuasive promotions are generally less favored by the public, but this promotion is directed to encourage purchases (Bata Ilyas & Mustafa, 2022). Promotion objectives include attracting attention, educating, reminding, and convincing potential buyers or consumers. Meanwhile, the promotional mix is a set of marketing tools a company uses to achieve its marketing objectives in the targeted market (Brabo & Shidqon, 2024).

2.3. Perceived Value

As proposed by Kotler and Armstrong (2018) and further supported by Ashraf et al. (2020), perceived value is defined as a comparison between the value received and the costs incurred. Similarly, Rajkumar et al. (2021) describe perceived value as an evaluation process in which consumers assess the benefits and sacrifices of a product before making an online purchase.

2.4. Purchase Intention

Intention is one of the psychological aspects that significantly influence individual behavior. According to Kotler, purchase intention arises after receiving a stimulus from a product that an individual sees, leading to an interest in trying the product, which eventually develops into a desire to purchase it in order to own it.

2.5. Research Framework and Hypothesis

Based on the theoretical framework serving as the conceptual foundation for this study, the research model can be illustrated as follows in Figure 1:

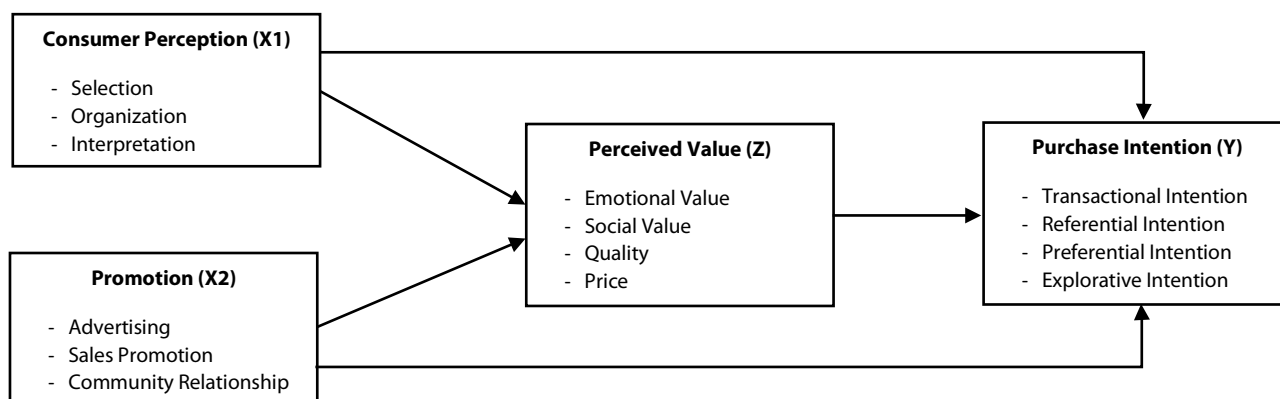


Figure 3. Research Framework

1. **Consumer Perception and Purchase Intention**
 According to Kotler and Armstrong (2018), consumers' subjective perception of a product influences their repurchase decisions. A case study of PT. SCM shows that premium products have lower perceived value compared to non-premium ones. Previous studies (Ramadhani & Yuliana, 2023; Magdalena et al., 2023) confirm that consumer perception is closely related to purchase intention through value, security, price, promotion, and service quality. Therefore, marketing strategies should strengthen positive perceptions to increase purchase intention.

H1: Consumer Perception Positively and Significantly Influences Purchase Intention.

2. **Promotion and Purchase Intention**
 The primary goal of promotion is to inform, influence, persuade, and remind customers about a company and its products. PT. SCM has conducted 162 promotional events, yet its sales achievement only reached 27-29% of the target. The Integrated Marketing Communications theory emphasizes that the consistency of promotional messages is crucial in influencing consumer purchasing decisions. Previous studies (Chen et al., 2020; Magdalena et al., 2023) indicate that promotions in the form of discounts, bonuses, or e-promotions positively impact purchase intention. Abdullah Sanda and Basalamah (2021) also found that promotions amplify purchase intention. Therefore, promotion effectiveness can be enhanced by aligning strategies with consumer preferences, market segments, and brand image,

H2: Promotion Has an Influence but Is Not Significant on Purchase Intention.

3. **Consumer Perception and Perceived Value**
 According to Zeithaml et al. (2002), perceived value is evaluating a product's benefits and sacrifices. A study at PT. SCM shows that customers perceive the quality of non-premium FMCG as almost equivalent to its premium counterpart despite its higher price, resulting in a lower perceived value. Research (Ardana & Wulandari, 2024; Anggreiawan & Fadli, 2022) confirms that perceptions of quality, price, and product benefits influence perceived value. Strategies that consider consumer perception holistically can enhance product value.

H3: Consumer Perception Positively and Significantly Influences Perceived Value.

4. **Promotion and Perceived Value**
 According to Kotler and Armstrong (2018), perceived value depends on how value is observed. PT. SCM increases value through ComP discounts and community engagement, aligning with

relationship marketing theory, emphasizing that consumer relationships create value. Research (Ardana & Wulandari, 2024; Chen et al., 2020) shows that promotions, such as discounts and bonuses, enhance perceived value. Consumers tend to perceive products as more valuable if promotions are relevant to their needs, so promotional strategies should be tailored to maximize their effect.

H4: Promotion Positively and Significantly Influences Perceived Value.

5. The Influence of Perceived Value on Purchase Intention

According to Ashraf et al. (2020), perceived value includes functional, emotional, social, and economic aspects, which affect purchase intention. Rajkumar et al. (2021) emphasize that consumers evaluate benefits and sacrifices before purchasing, while Parasuraman et al. (1985) explain that high perceived value can reduce risk and increase purchase confidence. Studies (Ardana & Wulandari, 2024; Yu & Lee, 2019) show that perceived value plays a role in building brand attachment and consumer loyalty. Marketing strategies that strengthen perceived value can effectively drive purchasing decisions.

H5: Perceived Value Positively and Significantly Influences Purchase Intention

6. The Influence of Consumer Perception and Promotion on Purchase Intention

Consumer perception and promotion significantly influence purchase intention. Positive perceptions of product quality and benefits increase purchase willingness, which aligns with perception theory in marketing. Meanwhile, effective promotion—such as advertising and discounts—can attract consumer attention and drive purchase decisions, following the AIDA model. Studies (Ardana & Wulandari, 2024; Chen et al., 2020) confirm that a combination of positive perception and the right promotional strategy can enhance purchase intention and sales.

H6: Consumer Perception Has a Significant Indirect Influence on Purchase Intention Through the Mediation of Perceived Value.

7. The Influence of Consumer Perception and Promotion on Perceived Value

Consumer perception and promotion play a crucial role in shaping perceived value, which refers to consumers' evaluation of a product's benefits compared to its cost (Parasuraman et al., 1985). Following the AIDA model, effective promotion can enhance positive product perception and drive purchase intention. Research (Abdullah Sanda & Basalamah, 2021) (Chen et al., 2020) indicates that promotion and perceived value significantly impact purchasing decisions. Therefore, marketing strategies that strengthen consumer perception and appealing promotions can enhance perceived value and purchase intention.

H7: Promotion Has a Significant Indirect Influence on Purchase Intention Through the Mediation Perceived Value.

III. Research Method

This study employs a causal associative research method using a quantitative approach, with primary data sources (collected through a questionnaire distributed via Google Forms) and secondary data obtained from PT. SCM. The study population comprises 106 respondents from the Depok branch university students community. Data collection is conducted using a Likert-scale questionnaire, and the validity, reliability, and hypothesis testing are performed using SmartPLS 4.0 software.

3.1. Operationalization of Research Variables

Table 2. Operational Variables

Variable	Dimension	Indicator
Consumer Perception (X1)	Selection	Previous consumer experience
	Organization	Current needs
	Interpretation	Product Comparison
	Advertising	Product classification
	Sales Promotion Public Relations	Understanding product characteristics Quality assessment
Promotion (X2)	Emotional Value	Message delivery quality in advertisements
	Social Value	Clarity of information in advertisements
	Quality	Discount or price reduction offers
	Price	Special offers for a limited period
	Transactional Intention Referential Intention	Company event programs Sponsorship of campus activities
Perceived Value (Z)	Preferential Intention	Satisfaction level after using the product Emotional attachment to the product/brand
	Selection	Perceived increase in social status
	Organization	Positive impact on self-image in society
	Interpretation	Product performance consistency with specifications
	Advertising	Quality consistency
Purchase Intention (Y)	Sales Promotion Public Relations	Price appropriateness with quality Price comparison with competitors' products
	Emotional Value	Intention to purchase shortly
	Social Value	Willingness to allocate funds for the purchase
	Quality	Willingness to recommend the product to others
	Price	Actively providing purchase suggestions to friends/relatives.
Transactional Intention Referential Intention	Transactional Intention	Loyalty to a specific brand or product
	Referential Intention	Willingness to wait if the product is out of stock
	Preferential Intention	Actively searching for detailed product information. Gathering references from various sources

3.2. Analytical Methods

This study applies Structural Equation Modeling (SEM) as a multivariate analysis approach. The outer model explains the relationship between indicator blocks and their latent variables.

- 1) **Convergent Validity:** Convergent validity assesses the degree to which multiple measurement items of a construct align with theoretical expectations. This validity is evaluated through the outer loading values, which should be greater than 0.7 (Ghozali, 2011).
- 2) **Discriminant Validity:** Discriminant validity is tested using cross-loading values, where each item's loading on its respective construct must be higher than its loading on other constructs. The expected cross-loading value should exceed 0.7 (Ghozali, 2011). Another approach is to compare the square root of AVE for each construct with its correlation with other constructs, ensuring an AVE value of 0.5 or higher.
- 3) **Reliability:** Reliability testing evaluates the consistency of an instrument in measuring a construct. A measurement tool is considered reliable if it produces consistent results over different conditions (Lestari et al., 2022). This study will assess reliability through Cronbach's Alpha (α), where a value more excellent than 0.60 indicates acceptable reliability.

Based on substantive theory, the inner model describes the relationships between latent variables (Ghozali, 2011).

- 1) Coefficient of Determination (R-Square): The R-Square (R^2) coefficient measures the extent to which exogenous variables influence endogenous variables. According to Ghozali (2011), an R^2 value of 0.67 or higher indicates a strong model, values between 0.33 and 0.67 suggest a moderate effect, and values between 0.19 and 0.33 indicate a weak effect.
- 2) Hypothesis Testing: Hypothesis testing in Partial Least Squares (PLS) is conducted in two stages. The first stage assesses the direct influence of independent latent variables on dependent latent variables. In contrast, the second stage evaluates the effect of independent latent variables on dependent latent variables in the presence of a moderator. The significance of these relationships is determined using the T-statistic and P-values, which are compared against a 5% significance level ($\alpha = 0.05$). A relationship is significant if the T-statistic > 1.96 and P-value < 0.05 . Conversely, the relationship is deemed insignificant if the T-statistic < 1.96 and the P-value > 0.05 .

IV. Result and Discussion

4.1. Analysis Result

4.1.1. Measurement Model (Outer Model)

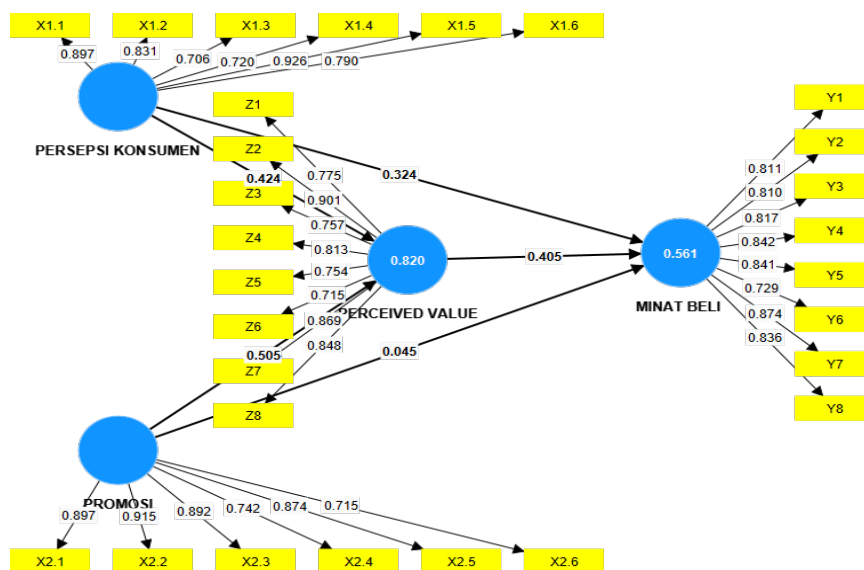


Figure 2. Outer Model

The data processing results using SmartPLS in Figure 4 indicate that all indicators for each variable in this study have outer loading values greater than 0.7. Hence, the indicators exhibit a high or sufficient level of validity, meeting the convergent validity requirements.

4.1.2. Discriminant Validity

Table 3. Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	CR	AVE
Purchase Intention	0.931	0.943	0.674
Perceived Value	0.922	0.937	0.650

Variable	Cronbach's Alpha	CR	AVE
Consumer Perception	0.897	0.922	0.666
Promotion	0.916	0.936	0.711

The discriminant validity test, assessed using Average Variance Extracted (AVE) from Table 4, shows that all variables have AVE values above 0.5 (ranging from 0.650 to 0.711). This indicates that each construct explains more than 50% of the variance in its indicators, confirming that the measurement model meets the discriminant validity criteria.

4.1.3. Reliability

From the result shown in Table 4, both Cronbach's Alpha and Composite Reliability (CR) exceed the recommended threshold of 0.7, with Cronbach's Alpha values ranging from 0.897 to 0.931 and CR values between 0.922 and 0.943. These results confirm that the measurement instruments are highly reliable.

4.1.4. Structural Model Testing (Inner Model)

Structural model testing, or inner model evaluation, examines the relationships between constructs, significance values, and the R-Square of the research model. The inner model is assessed using R-Square, t-tests, and the significance of structural path coefficients.

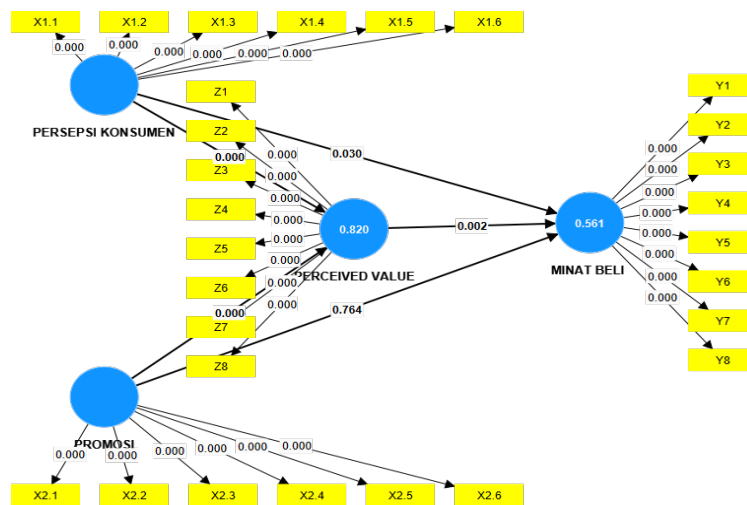


Figure 5. Path Coefficients

It can be observed from Figure 5 that all paths meet the 95% confidence interval (CI) > 1.96, except for the relationship between Promotion and Purchase Intention (0.764). This criterion is a requirement for evaluation using the loading factor, which is conducted to assess the significance of latent constructs with their indicators. Examining the significance value between constructs, t-statistics, and p-values is necessary to determine whether a hypothesis is accepted or rejected. These values are obtained through the bootstrapping results. The rule of thumb for this study states that a t-statistic > 1.96 with a significance level of p-value < 0.05 (5%) indicates a significant effect.

4.1.5. Coefficient of Determination (R-Square)

The R-Square test determines the strength of the effect or influence of independent variables on dependent variables. The coefficient of determination values is presented in Table 4.

Table 4. R-Square Values

Variables	R-square	R-square adjusted
Purchase Intention	0.561	0.548
Perceived Value	0.820	0.817

Based on Table 4, the R-Square value for Purchase Intention is 0.561, indicating that Consumer Perception and Promotion collectively explain 56.1% of its variability. In comparison, other factors beyond the scope of this study influence the remaining 43.9%. Similarly, the R-Square value for Perceived Value is 0.820, signifying that 82.0% of its variability is accounted for by Consumer Perception and Promotion, with the remaining 18.0% attributed to external factors not considered in this research. These findings demonstrate that the model effectively explains a substantial portion of the overall phenomenon under investigation, while only a limited percentage is influenced by variables outside the model.

4.1.6. Hypothesis Testing

In this study, hypothesis testing was conducted using bootstrapping analysis, which examines whether independent variables significantly influence dependent variables. This method is widely used in structural equation modeling (SEM) to test the significance of direct and indirect relationships between variables. The results of the hypothesis testing are presented in Table 5 and Table 6.

Table 5. Direct Effect

No	Variable Relations	Path	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Effect
H1	Consumer Perception → Purchase Intention	0,324	0,149	2,170	0,030	Significant
H2	Promotion → Purchase Intention	0,045	0,151	0,300	0,764	Not Significant
H3	Consumer Perception → Perceived Value	0,424	0,093	4,577	0,000	Significant
H4	Promotion → Perceived Value	0,505	0,095	5,338	0,000	Significant
H5	Perceived Value → Purchase Intention	0,405	0,132	3,063	0,002	Significant

Table 6. Specific Indirect Effect

No	Variable Relations	Path	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Effect
H6	Consumer Perception → Perceived Value → Purchase Intention	0.172	0.054	3.208	0.001	Significant
H7	Promotion → Perceived Value → Purchase Intention	0.205	0.092	2.232	0.026	Significant

4.1.7. Discussion

H1: Consumer Perception Positively and Significantly Influences Purchase Intention

The research findings indicate that consumer perception positively affects purchase intention. This means that the higher the consumer perception, the higher the purchase intention for PT. SCM's premium brand is in the Depok branch of the university community. Conversely, lower consumer perception leads to

lower purchase intention. These results are consistent with studies conducted by Chen et al. (2020), Magdalena et al. (2023), and Ramadhani and Yuliana (2023).

H2: Promotion Has an Influence but Is Not Significant on Purchase Intention

The study results indicate that promotion does not have a significant positive influence on purchase intention. These findings align with Winardi's (2023) and Effendy et al. (2023) research, which concluded that promotion does not significantly influence purchase intention.

H3: Consumer Perception Positively and Significantly Influences Perceived Value

The findings show that consumer perception positively and significantly influences perceived value. This implies that higher consumer perception directly enhances the perceived value of PT. SCM's premium brand in the Depok branch of the university community. In other words, when consumer perception is high, perceived value increases automatically. These results are consistent with studies conducted by Chen et al. (2020), which state that consumer perception significantly affects perceived value.

H4: Promotion Positively and Significantly Influences Perceived Value

The research findings confirm that promotion positively influences perceived value. This means that higher promotional efforts lead to higher perceived value for PT. SCM's premium brand in the Depok branch of the university community. Conversely, lower promotion levels result in lower perceived value. These results align with the studies conducted by Dib and Alnazer (2013) and Ardana and Wulandari (2024), which concluded that promotion significantly positively affects perceived value.

H5: Perceived Value Positively and Significantly Influences Purchase Intention

The results confirm that perceived value significantly influences purchase intention. Specifically, for every 1-unit increase in perceived value, purchase intention increases by 0.405 units (40.5%). This statistically significant effect highlights the critical role of perceived value in influencing consumer purchase intention. The findings indicate that a higher perceived value directly enhances PT's purchase intention. SCM's premium brand in the Depok branch of the university community. These results align with the studies of Watanabe et al. (2020) and Yu & Lee (2019).

H6: Consumer Perception Has a Significant Indirect Influence on Purchase Intention Through the Mediation of Perceived Value

The findings indicate that consumer perception positively influences purchase intention through perceived value. This means that higher consumer perception leads to higher purchase intention through perceived value for PT. SCM's premium brand in the Depok branch of the university community. Conversely, lower consumer perception results in lower purchase intention through perceived value. These findings are consistent with the research conducted by Anggreiawan and Fadli (2022), which concluded that consumer perception significantly influences purchase intention through perceived value.

H7: Promotion Has a Significant Indirect Influence on Purchase Intention Through the Mediation Perceived Value

The research findings demonstrate that promotion positively influences purchase intention through perceived value. This suggests that higher promotional activities directly enhance purchase intention through perceived value for PT. SCM's premium brand in the Depok branch of the university community. In other words, intensified promotional efforts automatically increase purchase intention via perceived value. These results align with studies conducted by Ardana and Wulandari (2024) and Dib and Alnazer (2013).

V. Conclusion

This study examines the influence of consumer perception and promotion on purchase intention through perceived value, using a case study of the Depok branch university community regarding the premium brand PT. SCM. Based on data analysis using SmartPLS 4 for Windows, the following conclusions can be drawn:

1. Consumer Perception positively and significantly influences Purchase Intention in the Depok branch university community regarding the Premium Brand PT. SCM.
2. Promotion positively but not significantly influences Purchase Intention in the Depok branch university community regarding the Premium Brand PT. SCM.
3. Consumer Perception positively and significantly influences Perceived Value in the Depok branch university community regarding the Premium Brand PT. SCM.
4. Promotion positively and significantly influences Perceived Value in the Depok branch university community regarding the Premium Brand PT. SCM.
5. Perceived Value positively and significantly influences Purchase Intention in the Depok branch university community regarding the Premium Brand PT. SCM.
6. Consumer Perception positively and significantly influences Purchase Intention through Perceived Value in the Depok branch university community regarding the Premium Brand PT. SCM.
7. Promotion positively and significantly influences Purchase Intention through Perceived Value in the Depok branch university community regarding the Premium Brand PT. SCM.

Overall, this study highlights the importance of consumer perception in increasing purchase intention and the significant role of promotion in shaping perceived value. Based on the research findings, several recommendations can be made for future research development:

1. Development of a Theoretical Model: Perceived Value has been proven to mediate the relationship between promotion and purchase intention. Further research can explore Perceived Value as a key factor in strengthening this relationship.
2. Contextual Influence: This study was conducted within a campus community in Depok. Future research can conduct cross-location or cross-community studies to test the generalizability of the findings.
3. Dimensions of Consumer Perception and Promotion: Further research is needed to examine specific elements of promotion and consumer perception, such as pricing, reviews, digital advertising, and discounts in enhancing Perceived Value and Purchase Intention.
4. Measurement of Perceived Value: A more comprehensive measurement instrument should be developed, covering emotional and functional dimensions, to obtain holistic results.
5. Consumer Behavior Theory in the Premium Market: The findings of this study can serve as a foundation for developing theories related to consumer behavior in the premium market, particularly regarding effective promotional strategies and perceived value.

The research findings provide several recommendations for PT. SCM to enhance consumer perception and strengthen its premium brand image:

1. Strengthening Consumer Perception: Linking positive perceptions with tangible product value through marketing campaigns highlighting functional and emotional benefits.
2. Consumer Education: Increasing consumer awareness through seminars, webinars, and periodic market research to adjust strategies based on evolving preferences.

3. Building Credibility and Trust: Improving product information transparency and developing loyalty programs based on tangible benefits.
4. Relevant Promotional Strategies: Replacing or complementing discounts with other incentives, such as rewards for Key Opinion Leaders (KOLs) and brand activation through exclusive events.
5. Optimization of Digital Marketing: Integrating digital marketing strategies across various platforms and developing creative content that aligns with target community trends.
6. Data-Driven Evaluation: Implementing a marketing strategy monitoring system through customer satisfaction surveys, sales trend analysis, and feedback from consumers and KOLs.

By adopting data-driven and market-responsive strategies, PT. SCM can strengthen its premium brand image, increase purchase intention, and build long-term customer loyalty.

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