

THE INFLUENCE OF CUSTOMER PERCEPTION AND PERCEIVED VALUE TOWARDS THE PURCHASE INTENTION: ANALYSIS ON CANNED FISH PRODUCTS**PENGARUH PERSEPSI PELANGGAN DAN NILAI KEUNTUNGAN TERHADAP NILAI PEMBELIAN: ANALISIS PRODUK IKAN KALENG**

By:

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Abstract: Business in the food sector, especially canned fish products are the choice of most people interest. The intense competition between canned fish products and regular fish products means that the company must develop a strategy that can attract and increase consumer buying interest. This research contains two independent variables. Namely Customer Perception (X1), Profit Value (X2) and consumer Purchase Intention (Y) as the dependent variable. This research uses a quantitative method by distributing questionnaires to 100 respondents as research samples and also to process data. The results of this research show that customer perception and perceived value have a positive effect on consumer purchase intentions.

Keyword: Consumer Perception, Perceived Value, Purchase Intention

Abstrak: Bisnis di bidang pangan khususnya produk ikan kaleng menjadi pilihan sebagian besar masyarakat. Ketatnya persaingan antara produk ikan kaleng dengan produk ikan bisa membuat perusahaan harus menyusun strategi yang dapat menarik dan meningkatkan minat beli konsumen. Penelitian ini memuat dua variabel independen yaitu persepsi konsumen (X1), nilai keuntungan (X2) dan niat beli konsumen (Y) sebagai variabel dependen. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 100 responden sebagai sampel penelitian dan juga untuk mengolah data. Hasil penelitian menunjukkan bahwa persepsi pelanggan dan nilai keuntungan berpengaruh positif terhadap niat beli konsumen.

Kata kunci: Persepsi Konsumen, Nilai yang dirasakan, Niat membeli

INTRODUCTION

Research Background

The trends that occur in the business sector today indicate to competition between each companies in making market opportunities more stringent. Because of that the company must have a strong competitive base, on way to win the competition is to continue improve the quality, the company can continue to retain the consumer are the main target to making company success. To compete and achieve goals, a good company must know what its target market wants and needs. What is certain is that company must also be careful in carrying out marketing and sales strategies by being able to review service quality and product quality. The feelings that accompany the use of a product often determines people's continual usage of a particular brand or otherwise.

Consumer perception is the basis for measuring the level of consumer satisfaction with the quality of the products and services offered, in this case a company can be said to be a good company if the company can provide goods or services in accordance with the wishes and desires of consumers need. Customer perception refers to opinions, feelings, and beliefs that customer have about a brand or product. It plays a crucial role in building customer loyalty and brand reputation. Therefore, customer perception is very important to pay attention

to because it can also influence purchasing intentions towards the product. Customer perception is often difficult to understand because it is subjective and varies from one buyer to another. However, this does not mean that companies should ignore customer opinions. These feelings are worth paying attention to but also, these feelings determine whether consumers will continue to do business with research or continue to make purchases with research or not. If the research leaves the wrong impression, it risks losing a large portion of customers. Zendesk's Customer Experience Trends Report found that more than 50 percent of consumers will switch to a competitor after just one bad experience with a brand. To create and maintain positive customer perceptions, research must offer an exceptional experience and connect with buyers at every stage of the buyer's journey.

Customer perception is connected to perceived value. It is very important to know how to show the perceived value of a product in the best way. Companies must remember that they are just one of dozens of companies operating in this field and offering more or less the same products, so perceived value is very important and will help the company stand out from other competitors. Buyer feelings influence responses and can shape the value of product offered. For example, people think whether the product is worth it and or not, if they feel the value offered reaches their point of satisfaction, buyers are willing to pay or make another purchase. Customer Perceived Value can be determined as the result of the personal comparison between perceived overall benefits and the perceived sacrifices or costs paid by the customer (Zeithaml, 1988). Perceived value determines the level of consumer satisfaction which allows for purchase intentions and is an important element in a business (Subagjo and Saputra, 2012).

Canned fish companies must pay close attention to these two elements, namely consumer perception and perceived value in order to increase purchasing intentions for each company. Purchase decisions refers to the final step in costumer decision-making process, where the costumer makes the actual purchase of the chosen product. After making the purchase, the costumer engages in post-purchase evaluation, reflecting on the purchase they made. Purchasing decisions are the activities of individuals who are directly involved in making decisions to purchase products offered by the seller.

According to Kotler and Keller (2007), there are two factors that are between purchase intentions and purchase decisions. The first factor is the attitude of other people. The attitudes of other people have an influence on reducing alternative choices by consumers. This is influenced by the first factor, the intensity of other people's negative attitudes towards consumers, secondly, the consumer's motivation to follow other people's wishes. The intensity of other people's negative stigma will make consumers change their impression of a product so that consumers switch to other products. The opposite situation is that if consumers receive a positive stigma from other people, then consumers will tend to strengthen their positive impression of a product. The second factor is unanticipated situations that can change purchasing decisions. Consumers' decisions to postpone or avoid purchasing decisions are greatly influenced by the risk aspects that consumers have considered. The level of risk that consumers have considered depends on the amount of uncertainty about the benefits or advantages obtained, the magnitude of the negative impression of a product and the costs that must be incurred. So consumers will collect information from various sources to reduce the uncertainty that might arise when choosing a product. On this basis, researchers are very interested in researching this case, researchers want to know what consumer perceptions buyers pay most attention to when they want to try to buy the product and what benefit values also influence when buyers take action to make a purchase.

Research Objectives

1. To know what most influence that product fish in intention to purchase
2. To know if the product quality of the product can influence intention to purchase
3. To know what most influence intention to purchase of the product canned fish.

THEORETICAL FRAMEWORK

Marketing

Marketing is one of the main activities carried out by the company in maintain the survival of the company, developing to earn a profit. Marketing activities are designed to give meaning to serving and satisfying consumer needs carried out to achieve company goals (Yulia and Setianingsih, 2020).

Customer Perception

Perspective is a way of looking at a problem that occurs, or a certain point of view that is used to see a phenomenon (Martono, 2010) whereas a consumer is someone who uses or uses the product or service provided

(Fadila and Ridho, 2013). A consumer is an individual who buys a product or service for himself. A consumer is a decision maker who has full power over the decision to buy or not buy goods or service. According to Kotler (2015), consumers are individuals who buy from other people. Consumer perception is a process that makes a person choose, organize, and interpret information about a product or service by consumers.

Perceived Value

Perceived value is the customer's overall assessment of the usefulness of a product for what is received and given by the product. Perceived value is a trade off between perceived benefits and perceived sacrifices (or positive and negative consequences) (Payne and Holt, 2001). Hellier et al. (2003) stated that the perceived value variable is the consumer's assessment of the overall product benefits regarding the benefits derived from the product and the cost of obtaining the product. The higher the consumer's perceived value, the consumer's satisfaction will also increase. Perceived value is the consumer's evaluation of the difference between all the benefits and all costs of a marketing offer relative to competing offers (Kotler and Armstrong, 2016). Consumers will tend to compare prices and quality with the same competitors.

Purchase Intention

Purchase Intention in general is any preference or consumer to buy or consume any products or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumer's intention with large external factors (Keller, 2001). Dodds, Monroe, and Grewal (1991) noted that purchase intention refers to subjective probability for consumer to buy a particular product. Purchase Intention is a process when the client sees a preferences for a product/service at the stage where the client will evaluate that actual purchase decision and purchase behavior which is influenced by internal and external motivations (Shukla, Misra, and Singh, 2023). Therefore, purchase intention can be explained as an individuals motivation in making a conscious decision to make a purchase or in the case of this study a real sustainability of cooperation (Nosi et al., 2021). Purchase Intention is a process when the client sees a preferences for a product/service at stage where the client will evaluate the actual purchase decisions and purchase behaviour which is influenced by internal and external motivations (Shukla, Misra, and Singh, 2023).

Empirical Studies

Choi and Lee (2019) determined the influence of extrinsic cues on consumers' acceptance and flavor perception, to examine the discrimination ability of the check-all-that-apply (CATA) method for consumer evaluation, and to investigate possibility of using CATA for complex flavor products and many terms using commercial milk tea products as samples. A total of 240 consumers evaluated eight ready-to-drink milk tea samples in both intrinsic and extrinsic conditions. Participants rated overall liking, and liking and intensities of three dominant characteristics: sweetness, milk flavor, and black tea flavor, and selected attributes that they perceived among 93 CATA terms provided to them. Although extrinsic information on packaging positively influenced acceptability of liked samples, it did not change the preference for tasted samples. However, change in acceptability in the extrinsic evaluation differed between consumers who had previously consumed the particular product and those who had not. Correspondence analysis indicated that the intrinsic and extrinsic evaluations resulted in similar sample and term configurations. Consumers were able to use a large number of terms and distinguished among complex flavor samples using CATA method and intensity differences were shown with varying level of frequency. Reduction of terms was also possible based on the frequency data obtained from consumer evaluation using CATA method. Thus CATA evaluation could be considered for various food categories that sensory terms have not been developed previously.

Berliansyah and Suroso (2018) analyzed the influence of food & beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. This type of the research is case study with survey method by using questionnaire as a tool of data collection. The study was conducted in Purwokerto area. There are many various type of culinary business, such as café, restaurant, foodstreet, foodcourt, etc. But one of the most popular in the society now is café and restaurant. One of the new café and resto that had been just found in Purwoketo is Level Up. As a new arrival, Level Up have a unique concept, place, foods and beverages, and also the services that can attract young adult in Purwokerto to visit Level Up. But, there was a decrease in the customers who visited Level Up after a year of standing and the problems above, this research was conducted to analyze the food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. Respondents of this research are 165 respondents came from consumers in Purwokerto who

have been visited Level Up Purwokerto. This research uses SEM (Structural Equation Model) as analysis tools technique. Statistical software SPSS is used to analyze the data. The result of hypothesis testing using T-test is in the following: (1) Food and beverage quality has positive effect on customer satisfaction. (2) Service quality has positive effect on customer satisfaction. (3) Place has a positive but no significant effect on customer satisfaction. (4) Perceived price has a positive effect on customer satisfaction. (5) Customer satisfaction has a positive effect on repurchase intention.

Frederick and Bhat (2022) aimed to understand the development of ABCD framework for analysing Online Food Delivery Services and to identify and evaluate the determinant issues and key attributes affecting the factors such as Advantages, Benefits, Constraints, and Disadvantages from stakeholders' point of view and to find the major affecting factor in respect to Online Food Delivery Services. The study has systematically reviewed the published paper related to the ABCD analysis framework from 2016 to 2021. The study employed quantitative analysis through focus group interaction by allotting appropriate weightage to key attributes to find the major affecting factors and critical constituent elements for Online Food Delivery Services. ABCD analysis framework is the technique used to analyse and evaluate a business model, concept, product, strategy or system. This technique is used by many researchers in different fields for the analysis of their research studies. Quantitative ABCD analysis of Online Food Delivery Services found that Advantages factors affect majorly for the success of the business. The result of ABCD analysis supports the concept/ ideas effectiveness of Online Food Delivery Services.

Conceptual Framework

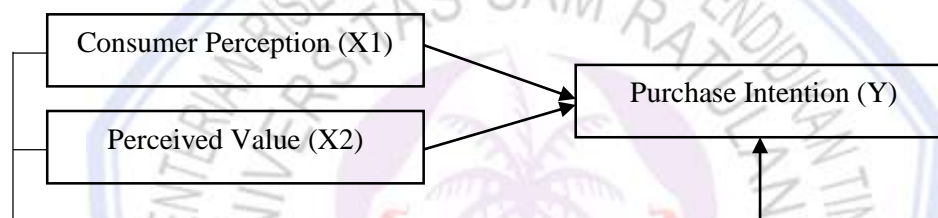


Figure 1. Conceptual Framework

Source: Literature Review

Reserch Hypothesis

H₁: Consumer perception has a partial influence on purchase intention.

H₂: Perceived value has a partial influence on purchase intention

H₃: Consumer perception and perceived value have simultaneous influence on purchase intention.

RESEARCH METHOD

Research Approach

This kind of research that the researcher used is quantitative research methods. According to Sekaran and Bougie (2010), Quantitative research method is a method based on the philosophy of positivism to look at a particular population or sample. Data collection uses quantitative or statistical data analysis research instruments with the aim of testing the established hypotheses. This study is used a descriptive analysis approach for the research approach. Research methods can be categorized according to their function, namely to understand social and physical phenomena, both descriptively. Descriptive analysis approach in this study is used to explain the influence of perceptions and perceptions of customers and perceived value of canned tuna product in Bitung.

Population and Sample Size

To focuses on investigating the company's what consumer want and needs, the author took 100 respondents from general consumer (100 People). The sample of this study are calculated by the minimum sample sized based on margin of error, and the total sample is 100.

Data Collection Method

The methods used in this research is questionnaire which refers to collecting data by giving list of

questions to the subject of the research. The questionnaires are less time consuming which can collect all the complete responses within a short period of time and less expensive. And the data are being measured by 5 Point Hedonic scale which one of the scales which designed intending to examine whether the subjects are agree extremely to disagree extremely with statements given by the researchers.

Operational Definition and Measurement of Research Variable

Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Consumer Perception	Customer perception is the idea customers think, feel and believe about your brand. This is what can build, improve, and influence it.	<ol style="list-style-type: none"> 1. Customer Satisfaction 2. Satisfaction and Quality 3. Customer Loyalty 4. Brand Reputation
Perceived Value	Perceived value shows how much the customer or consumer is ready to pay for a product or service. This is ensured by the ability of a product or service to satisfy customer needs and generate a desire, especially compared to competitors.	<ol style="list-style-type: none"> 1. Emotional Value 2. Social Values 3. Performance Quality/Value 4. Price/value for money
Purchase Intention	Purchase intention is a situation where consumers have the intention to purchase a product or service that has the highest level of expectations.	<ol style="list-style-type: none"> 1. Interested in Finding Information About the Product 2. Consider to Purchasing 3. Interested to Try 4. Want to Have The Product

The measurement scale that used in this research to determine the respondents' response to each question in the research questionnaire using the 5-Point Hedonic Scale.

Table 2. Measurement of Research Variables

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Testing of Research Instruments

The validity is one of the methods to tell how accurately a method in measuring something. It refers to a measure that shows at which the survey measures right elements to be measured and shows the level of validity of an instrument. The measurement of this research to ensure that it is valid research by seeing if the result of each item is significance with $p\text{-value} > 0.05$. If the $r\text{-count} \geq r\text{-table}$, the question items are valid, and if the $r\text{-count} < r\text{-table}$, the question items are invalid.

The reliability of a measure refers to the stability and consistency with the instruments, concepts and the main to assess the accurate and stable measurement. If this instrument used several times measuring the same object, then it will result a similar data. Based on the Interpretation of Cronbach Alpha the value that indicates unreliable is < 0.70 while > 0.70 be declared reliable. ruliana

Data Analysis

Data analysis is the process of simplifying data into a form that is easier to read and interpreted. The data collected will going to be analyze and in this research, the author used the classical assumption test which are: normality test, multicollinearity test, and heteroscedasticity, before running the regression assumptions which is the multiple linear regression.

Classical Assumption Test

Normality Test

In the multiple linear regression models, there must be a normal distribution of residual, which refers to the differences between the values and observed of the dependent variable. In this research, the normality test was conducted to seek are the dependent and the independent variable have a contribution or not. If the probability > 0.05 it indicates that the regression model and the distribution is normal and if the probability < 0.05 it indicates that the regression model and the distribution is not normal.

Multicollinearity Test

In this research, the multicollinearity test aims to test the correlation between independent variables. The test can be seen by looking at the tolerance value and the Variant Inflation Factor (VIF). If the tolerance value > 0.1 and the VIF < 10 it indicates that there is no symptom of multicollinearity.

Hetersocedasticity Test

In this research, the heteroscedasticity test aims to test whether the residual variance inequality of one observation to another observation. The research can be said good research if there is no heteroscedasticity. If the significance value is > 0.05 it indicates that there is no heteroscedasticity and if the significance value is < 0.05 it indicates that heteroscedasticity occurs.

Multiple Linear Regression

This study will be performed with the multiple linear regression. In the quantitative research, the multiple linear regression is technique that measures the influence of the variables which the independent variable and dependent variable. This analysis can be interpreted in the equation form of a structural equation, which formulated as shown below:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + e$$

Definition:

Y	: Purchase Intention
α	: Constant, when all independent variable = 0
X_1	: Customer Perception
X_2	: Perceived Value
$\beta_1 x_1, \beta_2 x_2,$: Slope of each independent variable
e	: Residual error

Hypothesis Testing

T-Test (Partial Test)

In this research the T-test aims to show the effect of independent variable on the dependent variable. It can be the test to determine whether there is a significant relationship between the variables. The t test is a parametric test of difference, meaning that it makes the same assumptions about the data as other parametric tests. The t-test will assume data: are independent; are (approximately) normally distributed; have a similar amount of variance within each group being compared (a.k.a. homogeneity of variance).

F-Test (Simultaneously Test)

In this research the F-Test aims to shows whether all the independent variables and dependent variables are simultaneous significance. Simultaneous Testing (F-Test) is utilized to determine whether the independent variables collectively (simultaneously) have an impact on the dependent variable. The test results are evaluated by analyzing the F value presented in the ANOVA table, using a significance level of 0.05.

RESULT AND DISCUSSION

Research Result

Validity and Reliability Test

Tabel 3. Validity Test Result

Variable	Question	R Count	R Table	Annotation
Constumer Perception (x_1)	$x_{1.1}$	0.887	0.2565	Valid
	$x_{1.2}$	0.933	0.2565	Valid
	$x_{1.3}$	0.916	0.2565	Valid
	$x_{1.4}$	0.922	0.2565	Valid
Perceived Value (x_2)	$x_{2.1}$	0.897	0.2565	Valid
	$x_{2.2}$	0.880	0.2565	Valid
	$x_{2.3}$	0.881	0.2565	Valid
	$x_{2.4}$	0.765	0.2565	Valid
Purchase Intention (x_3)	$x_{3.1}$	0.691	0.2565	Valid
	$x_{3.2}$	0.777	0.2565	Valid

$x_{3.3}$	0.730	0.2565	Valid
$x_{3.4}$	0.610	0.2565	Valid

Source: Data Processed from SPSS, 2023

In this research the number of data point used for the Validity test is 100 respondents. Therefore, in finding the data point processed with the formula $df = n-2$ which result is $df = 100-2 = 98$. Referring to the table of R-Values for $df = 98$ at a significance level of 0.05 (5%), the critical value (Rtable) is 0.2565. Based on the Table 3, the numerical values indicated that the computed Rcount for each questionnaire items surpass the critical Rtable of 0.2565 at a significance level of 5% in this research.

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Annotation
Constumer Perception (x_1)	0.844	Reliable
Perceived Value (x_2)	0.830	Reliable
Purchase Intention (x_3)	0.778	Reliable

Source: Data Processed from SPSS, 2023

According to the data analysis in Table 4, it is evident that each statement within every research variable exhibits a cronbac's Alpha value surpassing 0.60. Therefore, all statements within each variable are considered reliable.

Classical Assumption Tests

Normality Test

Using the Kolmogorov-Smirnov test, as seen on the table 5. One-Sample Kolmogorov-Smirnov Test, the distribution of the data has a normal distribution with value of $0.172 > 0.05$.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59105434
Most Extreme Differences	Absolute	.172
	Positive	.082
	Negative	-.172
Test Statistic		.172
Asymp. Sig. (2-tailed)		.000 ^{c,d}

Source: Data Processed from SPSS, 2023

Multicollinearity Test

In this research, the correlation between independent variables are shown in Table 4.5 VIF and Tolerance Test with the tolerance value of Consumer Perception (x_1) is 0.243, Perceived Value (x_2) is 0.243, means those values are > 0.1 . While the VIF value of Work-Life Balance (x_1) is 4.114, Skill Development (x_2) is 4.114, which those values are < 10 . It can be concluded that there is no symptom of multicollinearity among the independent variables.

Table 6. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Consumer Perception	.243	4.114
Perceived Value	.243	4.114

Source: Data Processed from SPSS, 2023

Heteroscedasticity Test

This research used the application of Glejser Test which assess the significance coefficient. Where the significance value of Work-Life Balance (x_1) is 0.170, Skill Development (x_2) is 0.720, and Workforce Diversity

(x3) is 0.200 which all the independent variables indicated that there is no heteroscedasticity.

Table 7. Heteroscedasticity Test Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	17.143	1.010		16.975	.000
Consumer Perception	-.082	.108	-.153	-.753	.453
Perceived Value	.152	.120	.259	1.271	.207

Source: Data Processed from SPSS, 2023

Multiple Linear regression

In-order to determine how much the effect of the independent and dependent variable, this research used the multiple linear regression analysis, which shown in Table 8. Multiple Linear Regression Analysis and interpreted by the equation model.

Table 8. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1 (Constant)	17.143	1.010		
Consumer Perception	-.082	.108	-.153	
Perceived Value	.152	.120	.259	

Source: Data Processed from SPSS, 2023

The equation form of a structural equation model obtained as follows:

$$Y = 17.143 + -0.082X_1 + 0.152X_2 + e$$

Where the interpretation of this equation as shown below:

- The constant value Purchase Intention analysis on canned fish products (Y) is 17.143, this explains that if the Consumer Perception (X1), Perceived Value (X2) variables are 0 (zero), then the costumer Purchase Intention (Y) is 17.143.
- The regression coefficient value for the Consumer Perception (X1) has a positive value of -0.082. This shows that if the Consumer Perception increase by 1%, the Purchase Intention analysis on canned fish products will increase by -0.082 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable. Assuming that the other variables remain constant.
- The regression coefficient value for the Perceived Value variables (X2) has a positive value of 0.152. This shows that if the Perceived Value (X2) increases by 1% the Purchase Intention analysis on canned fish products will increase by 0.152 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable.

Hypothesis Testing

Partial Hypothesis Testing (T-Test)

To know whether there is a significant relationship between the variables, this research using the t-table with a confident level of 95% or 0.05, calculated as follows.

Table 9. Partial Hypothesis Test Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	17.143	1.010		16.975	.000
Consumer Perception	-.082	.108	-.153	-.753	.453
Perceived Value	.152	.120	.259	1.271	.207

Source: Data Processed from SPSS, 2023

1. The t value of the Consumer Perception variable (X1) is -0.753 with a significance level of 0.453. the significance level has a value bigger than Alpha (0,05), at 0.453. Thus it can be concluded that the Consumer Perception variable has no effect towards Purchase Intention analysis on canned fish products so that H0 is accepted and Ha is rejected, it can be concluded that the first hypothesis which reads “Consumer Perception (X1) has no influence on Purchase Intention (Y)”. Not Supported
2. The t value for the Perceived Value (X2) is 1.271 with a significance level of 0.207. The significance level has a bigger value than alpha (0,05), it can be concluded that the perceive value variable has no significant effect on Purchase Intention analysis on canned fish products so that the H0 is accepted and Ha is rejected, so it can be concluded that the second hypothesis which reads “Perceive Value (X2) has a no influence on Purchase Intention (Y).” Not Supported.

Simultaneously Hypothesis Testing (F-Test)

Table 10. Simultaneously Hypothesis Test Result

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.496	2	2.748	1.064	.349 ^b
Residual	250.614	97	2.584		
Total	256.110	99			

Source: Data Processed from SPSS, 2023

$$F = (k-1; n - k), F = (3-1; 100 - 3), F = (2; 97), F = 3.09$$

As shown in Table 10, Simultaneously Hypothesis Test Result, and the equation of the t-table value of 2,75. The value of f count is 1.064 > 3.09 with the significant value of 0.000 which mean the probability < 0.05. It can conclude that the H0 rejected and the Ha is accepted, where the Costumer Perception(x₁), Perceived Value(x₂), have a significance on Purchase Intention(x₃).

Discussion

The Influence of Consumer Perception on Purchase Intention

The Influence of Consumer Perception On Purchase Intention it can be concluded that the Consumer Perception variable has no effect significant towards Purchase Intention towards analysis on canned fish products, which means that Consumer Perception have no influence on Purchase Intention analysis on canned fish products. In researcher opinion, The Consumer Perception emerges as a decisive factor with substantial implications for purchase Intention, particularly in the context of analysis on canned fish products. As customers navigate the marketplace, the ease with which they can explore, select, and finalize their shoe purchases significantly influences their overall satisfaction. Canned fish product commitment to a user-friendly interface on the general can profoundly impact how customers engage with the brand. The Consumer Perception not only streamlines the transaction process but also enhances customer trust in the brand. But in this research we found variable X1 (Consumer Perception) has no effect significant with variable Y (Purchase Intention) insignificant caused by an ignorance of consumer toward a Canned Tuna product.

The Influence of Perceived Value on Purchase Intention

The Perceived Value on Purchase Decision can be concluded that the Perceived of Trust variable has no significant effect on Purchase Intention analysis on canned fish products which means that Perceive Value not influence on Customer Purchase Inteniton analysis on canned fish products.

Consumer Perception and Perceived Value on Customer Purchase Intention Analysis on Canned Fish

Show that the consumer perception, perceive value have no significant effect for the consumer in purchase intention. Based on t-test has been done in this research this explain consumer perception and perceive value have no influence on purchase intention, it means the consumer seeing another factor that more influence than the X1 (Consumer Perception) and X2 (Perceive Value).

CONCLUSION AND RECOMMENDATION

Conclusion

1. The results of this research have shown that the Consumer Perception is no effect. It can be said that Consumer Perception has not partial in influencing the Customer Purchase Intention analysis on canned fish products.

2. The results of this research have shown that the Perceive Value has no effect. It can be said that Perceive Value has not playing important role in influencing the Customer Purchase Intention analysis on canned fish products.
3. The result of this research have shown that Consumer Peerception and Perceive Value all simultaneously have a positive impact on Customer Purchase Intention analysis on canned fish products.

Recommendation

Based on the conclusion of this research, there are several recommendations that can be given as a basis for consideration for any relation parties as follows:

1. Given that the independent variables in this study are very important in the influence towards customer purchase intention analysis on canned fish products, it is hoped that the results of this study can be a reference for further researchers or marketers to develop or adopting this research by considering other variables outside from those that have been included in this research.
2. This research can be used as a reference for developing new ideas that can be implemented in marketing and promotional studies.

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