

## THE INFLUENCE OF PRICE PERCEPTION AND RISK PERCEPTION ON PURCHASE INTENTION AND PURCHASE DECISIONS OF CUSTOMS-PAID IPHONES IN PEKANBARU



Bayu Pramudia<sup>1</sup>  
Universitas Islam Riau, Pekanbaru, Indonesia  
[bayupramudia@student.uir.ac.id](mailto:bayupramudia@student.uir.ac.id)

Rahmat Setiawan<sup>2</sup>  
Universitas Islam Riau, Pekanbaru, Indonesia  
[rahmatsetiawan@eco.uir.ac.id](mailto:rahmatsetiawan@eco.uir.ac.id)

### Abstract

This study aims to analyze the influence of price perception and perceived risk on purchasing decisions of customs-paid iPhones, with purchase intention as a mediating variable in Pekanbaru. The study employs a quantitative approach using Structural Equation Modeling (SEM) with AMOS to examine the relationships among variables. The sample consists of 152 respondents selected through purposive sampling. The results indicate that price perception has a positive and significant effect on purchase intention, while purchase intention has a strong and significant influence on purchasing decisions. However, perceived risk does not show a significant effect on either purchase intention or purchasing decisions. Furthermore, purchase intention is proven to act as a mediating variable that strengthens the relationship between price perception and purchasing decisions. These findings suggest that consumers tend to evaluate premium products such as iPhones based on perceived value rather than solely on price affordability or risk considerations. Therefore, businesses should focus on strengthening value-based pricing strategies and enhancing consumer purchase intention to increase purchasing decisions.

**Keywords:** Price Perception, Perceived Risk, Purchase Intention, Purchasing Decision, iPhone

## INTRODUCTION

The development of information and communication technology over the past few decades has brought significant changes to people's lives. One tangible manifestation of this development is the increasing demand for smartphones as a means of communication, accessing information, and supporting productivity and lifestyle activities. Smartphones today no longer function solely as communication tools, but have also become symbols of modern lifestyles in society.

The phenomenon of smartphone use in Indonesia is showing very rapid growth. Data from the Ministry of Communication and Digital shows that the number of active mobile phones in Indonesia has reached approximately 354 million units, exceeding the population of approximately 280 million. This demonstrates the very high smartphone penetration rate in Indonesia and reflects the high public demand for digital communication devices. This increase in smartphone use has also resulted in increased demand for premium smartphone products such as the iPhone.

Among the various smartphone brands on the market, the iPhone holds a strong position and an exclusive image in the minds of consumers. The iPhone is known for its high product quality, stable operating system, and high level of security. Furthermore, Apple's strong brand image also influences consumer preferences when choosing a smartphone. Research by Efendioğlu (2022) shows that brand image significantly influences premium smartphone purchasing decisions. Besides being a communication tool, the iPhone is also used to support work and educational activities, and as a symbol of a modern lifestyle.

However, the relatively high price of the iPhone compared to other brands is a key factor influencing consumer purchasing decisions. In this regard, consumers consider not only the absolute price but also how they perceive it. Price perception reflects consumers' assessment of the reasonableness of the price compared to the benefits received. Research by Saputra (2021) shows that price perception has a positive and significant effect on consumer purchase intention for smartphones. This finding is also supported by Qanatah (2025), who found that price perception influences purchase decisions by increasing purchase intention. Furthermore, industry reports indicate that the average price of smartphones globally has increased by approximately 14% in the premium segment, further reinforcing the importance of price perception in influencing consumer purchasing decisions.

Besides price, product legality and security are also important concerns for consumers, especially following the implementation of the government policy regarding International Mobile Equipment Identity (IMEI) registration in Indonesia. This policy requires every telecommunications device used in Indonesia to have an officially registered IMEI to connect to the national cellular network. In line with this policy, the public has become more selective in choosing products that are legal and guaranteed to be safe.

In this context, an excise iPhone can be understood as an iPhone that has gone through the tax payment process (import duties and other related taxes) and is officially registered in the Indonesian government's IMEI system. Therefore, this device has clear legal standing and can be used normally on Indonesian cellular networks without the risk of being blocked. The existence of excise iPhones provides consumers with security and legal certainty, making them a more reliable choice.

In the Riau province, particularly Pekanbaru, the high demand for premium smartphones is also reflected in the booming trade in telecommunications equipment. Data from the Directorate General of Customs and Excise shows a significant increase in mobile phone smuggling cases in Pekanbaru, with the number of prosecutions reaching 464 cases in 2024, with a value of approximately IDR 214.77 billion, the majority of which were iPhones. This demonstrates the high demand for iPhones, driving various distribution channels, both legal and illegal.

This situation indicates a gap between consumer demand for iPhones and their ability or preference to obtain them legally. With the implementation of the IMEI policy, unregistered devices cannot be used on cellular networks, thus encouraging consumers to choose legal products. Therefore, excise iPhones are an alternative that guarantees security, legality, and certainty of use.

However, in the purchasing decision process, consumers remain faced with uncertainty, which gives rise to perceived risk. Perceived risk is a consumer's subjective perception of the potential losses that could occur as a result of purchasing a product, whether financial, performance, or psychological. Ende's (2020) research shows that perceived risk negatively influences consumer purchase intention for smartphones. This finding is supported by Maulana (2025), who stated that the higher a consumer's perceived risk, the lower their purchase intention for a product.

Price and risk perception not only directly influence purchasing decisions but can also pre-emptively influence consumer purchase intention. Purchase intention is a crucial stage in the consumer decision-making process. Sari's (2025) research shows that purchase intention significantly influences purchase decisions, thus acting as a mediating variable in the relationship between consumer perception and purchase decisions.

In Pekanbaru, as one of the centers of economic growth in Riau Province, this phenomenon is becoming increasingly relevant. Increasingly technologically savvy and modern-day consumers tend to consider various aspects before making a purchase, including price, risk, and product legality. Therefore, this research is crucial for understanding consumer behavior in the context of excise iPhone purchases in Pekanbaru.

Based on this description, it can be concluded that price and risk perception are two important factors influencing consumer behavior in the purchase decision-making process. Furthermore, purchase intention plays a strategic role as a mediating variable that can explain the relationship between consumer perception and purchasing decisions. Therefore, this study is crucial to analyze the influence of price perception and risk perception on the purchase decision of customs-paid iPhones, with purchase intention as a mediating variable in Pekanbaru.

## REVIEW OF LITERATURE

Price perception is an important factor in consumer behavior that influences the purchasing decision-making process. Price is not only viewed as a monetary value but also as an indicator of product quality and benefits. Therefore, price perception is subjective, as it is influenced by individual consumer experiences and evaluations. According to Kotler and Keller (2016), price is the only element in the marketing mix that generates revenue, making it a primary consideration for consumers. Consumers do not only consider the nominal price

but also evaluate whether the price is appropriate relative to the benefits received. This is consistent with Zeithaml (2018), who states that price perception involves a comparison between the sacrifice made and the value obtained.

Price perception can be measured through several key indicators, namely price affordability, price-quality suitability, and price comparison with other products. Affordability relates to the consumer's financial capability, price suitability reflects the balance between price and quality, while price comparison represents how consumers evaluate alternatives in the market. In the context of premium smartphones such as the iPhone, price perception becomes highly significant due to the relatively high price. Consumers tend to conduct more in-depth evaluations by considering product quality, features, and prestige value. Therefore, a positive price perception can increase purchase intention and encourage purchasing decisions.

Previous studies have shown that price perception has a significant influence on purchase intention and purchasing decisions. Saputra (2021) found that price perception positively affects purchase intention, while Qanatah (2025) demonstrated that price perception also influences purchasing decisions both directly and indirectly through purchase intention. This confirms that price perception is a crucial factor in consumer behavior.

Perceived risk is an important concept in consumer behavior that arises when consumers face uncertainty regarding the outcome of a purchase. In such situations, consumers tend to evaluate the potential losses before making a decision. Therefore, the higher the perceived risk, the lower the likelihood of consumers making a purchase. According to Schiffman and Wisenblit (2015), perceived risk is the consumer's subjective perception of uncertainty and potential negative consequences of a purchase. Zeithaml (2018) also explains that perceived risk relates to expectations of potential losses that may affect the value perceived by consumers.

Perceived risk can be classified into several dimensions; however, this study focuses on three main dimensions: financial risk, functional risk, and psychological risk. Financial risk refers to potential monetary loss, functional risk relates to product performance, and psychological risk refers to feelings of discomfort or dissatisfaction after purchase. In the context of purchasing premium smartphones such as the iPhone, perceived risk becomes highly relevant due to the high price and long-term usage. Consumers tend to evaluate aspects such as security, reliability, and product legality before making a purchase decision. Therefore, perceived risk significantly influences both purchase intention and purchasing decisions.

Previous studies have shown that perceived risk has a negative influence on purchase intention and purchasing decisions. Ende (2020) and Maulana (2025) found that higher perceived risk leads to lower purchase intention. Furthermore, other studies indicate that perceived risk may cause consumers to delay or even cancel their purchasing decisions.

Purchase intention is an important concept in consumer behavior that reflects an individual's tendency or willingness to buy a product. It emerges as a response to marketing stimuli as well as consumer experiences with a product. Therefore, purchase intention is often used as an early indicator in predicting consumer purchasing decisions. According to Ferdinand Augusty (2016), purchase intention is an affective response of consumers toward an object that indicates their desire to make a purchase. Meanwhile, Assael (2015) states that

purchase intention is influenced by internal factors such as perception and attitude, as well as external factors such as promotion and social environment.

Purchase intention can be measured through several key indicators, namely product intention, desire to try, and intention to purchase. Intention reflects consumer attention toward the product, desire represents the motivation to own it, and purchase intention indicates readiness to make a purchase in the near future. In the context of purchasing customs-paid iPhones, purchase intention is influenced by consumers' perceptions of price and risk. A positive price perception can increase consumer intention, while a high perceived risk may reduce purchase intention. Therefore, purchase intention acts as a mediating variable between consumer perceptions and purchasing decisions.

Previous studies have shown that purchase intention has a significant influence on purchasing decisions. Sari (2025) found that purchase intention positively affects purchasing decisions, while other studies indicate that purchase intention is a crucial factor in determining whether consumers proceed to the purchase stage. This highlights the strategic role of purchase intention in consumer behavior.

Purchasing decision is the final stage in the consumer behavior process, where consumers decide to buy a product after going through several stages such as need recognition, information search, and evaluation of alternatives. This decision reflects the outcome of both rational and emotional considerations made by consumers prior to purchasing. According to Philip Kotler and Kevin Lane Keller (2016), a purchasing decision is the consumer's action of selecting a product after evaluating available alternatives. This decision is also influenced by the attitudes of others and unexpected situational factors, indicating that purchasing decisions are not absolute.

Purchasing decisions can be measured using several indicators, including product choice, place of purchase, timing of purchase, and confidence in the decision. Product choice reflects consumer preference, while place and timing indicate the consumer's purchasing strategy. Confidence in the decision reflects the level of satisfaction and trust in the chosen product. In the context of purchasing customs-paid iPhones, the decision falls under high involvement decisions, requiring more in-depth consideration due to the relatively high price and perceived risks. Consumers tend to evaluate aspects such as price, quality, legality, and product security before making a purchase decision.

Previous studies have shown that purchasing decisions are influenced by various factors such as price perception, perceived risk, and purchase intention. Waruwu et al. (2024) found that price significantly affects purchasing decisions, while Rizky and Hafidz (2021) showed that perceived risk has a negative effect. Additionally, Sari (2025) stated that purchase intention positively influences purchasing decisions. This indicates that purchasing decisions result from the interaction of multiple factors in consumer behavior.

## **RESEARCH METHOD**

The object of this study is consumers in Pekanbaru who have an intention in or have purchased customs-paid iPhones, which are iPhones that comply with tax regulations and are officially registered in the IMEI system, allowing them to be legally used in Indonesia. This study focuses on consumer behavior in the purchasing decision-making process, which is influenced by price perception and perceived risk, with purchase intention acting as a

mediating variable. Pekanbaru was selected as the research location due to its economic growth and high smartphone usage, particularly iPhones, making it relevant for examining consumer behavior toward such products.

This study employs three types of variables: independent variables (price perception and perceived risk), an intervening variable (purchase intention), and a dependent variable (purchasing decision). Price perception is defined as the consumer's evaluation of the fairness of a product's price relative to the benefits received, while perceived risk refers to the perception of potential losses associated with a purchase. Purchase intention reflects the consumer's tendency or willingness to buy a product, whereas purchasing decision represents the actual action of selecting and buying a product after evaluation. These four variables are interconnected in explaining consumer behavior toward purchasing customs-paid iPhones in Pekanbaru.

The operationalization of variables in this study is used to explain how each variable is measured empirically through observable indicators. Price perception is measured using indicators such as price affordability, price-quality suitability, and price comparison. Perceived risk is measured through financial risk, functional risk, and psychological risk. Purchase intention is measured by product intention, desire to buy, and intention to purchase. Meanwhile, purchasing decision is measured through product choice, place of purchase, timing of purchase, and confidence in the decision. All indicators are measured using a Likert scale to determine the level of respondents' agreement with each statement.

The population in this study consists of all individuals in Pekanbaru who have an intention in or have purchased customs-paid iPhones. The sampling technique used is non-probability sampling with a purposive sampling method, where respondents are selected based on specific criteria such as residing in Pekanbaru, being at least 18 years old, and having an intention or experience in purchasing iPhones. The sample size determination refers to Hair et al. (2014), who state that in SEM analysis, the minimum sample size should be 5–10 times the number of indicators. With a total of 13 indicators, the minimum sample size ranges from 65 to 130 respondents. In this study, a sample of 150–200 respondents is used to improve the accuracy and reliability of the results.

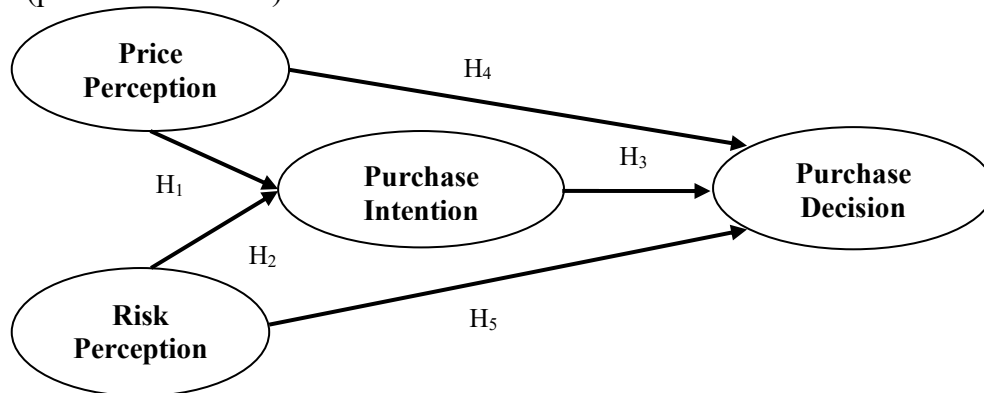
### **Research Hypothesis**

A hypothesis is a tentative assumption that can be used as a basis or reference in researching a problem. Based on the background, problem identification, theoretical explanation, and framework of thought, the following hypotheses are derived:

- H<sub>1</sub>: Price perception has a positive and significant effect on purchase intention of customs-paid iPhones in Pekanbaru.
- H<sub>2</sub>: Risk perception has a negative and significant effect on purchase intention of customs-paid iPhones in Pekanbaru.
- H<sub>3</sub>: Purchase intention has a positive and significant effect on purchase decision of customs-paid iPhones in Pekanbaru.
- H<sub>4</sub>: Price perception has a positive and significant effect on purchase decision of customs-paid iPhones in Pekanbaru.
- H<sub>5</sub>: Risk perception has a negative and significant effect on purchase decision of customs-paid iPhones in Pekanbaru.

## Research Model

This research model describes the relationship between independent variables (price perception and risk perception) to dependent variable (purchase decision) through mediating variable (purchase intention). This model can be illustrated as follows:



This research framework illustrates that price perception and perceived risk influence both purchase intention and purchasing decisions. A positive price perception, such as affordability and price-quality suitability, can increase purchase intention and encourage consumers to make a purchase. On the other hand, higher perceived risk can reduce purchase intention and hinder purchasing decisions. Furthermore, purchase intention acts as a mediating variable that links the effects of price perception and perceived risk on purchasing decisions. Therefore, purchasing decisions are influenced directly by price perception and perceived risk, as well as indirectly through purchase intention.

## RESULTS AND DISCUSSION

### Descriptive Analysis

In terms of gender, the majority of respondents are female, accounting for 65.8%, while male respondents account for 34.2%. This indicates that the sample in this study is dominated by female consumers, suggesting that interest in customs-paid iPhones is relatively high among female consumers.

Based on age, most respondents fall into the age group of over 22 years, accounting for 53.9%, followed by those aged 19–22 years at 42.1%, while respondents aged 15–18 years represent only a small proportion. This indicates that the majority of respondents are in the productive age group, which generally has higher purchasing power and a greater need for smartphones.

In terms of educational background, most respondents have a high school level education (SMP/SMA), accounting for 61.8%, followed by those with a diploma or undergraduate degree (DIII/S1) at 36.2%, while only a small percentage hold postgraduate degrees (S2/S3). This suggests that respondents are predominantly from a middle to higher educational background, which may influence their ability to evaluate products.

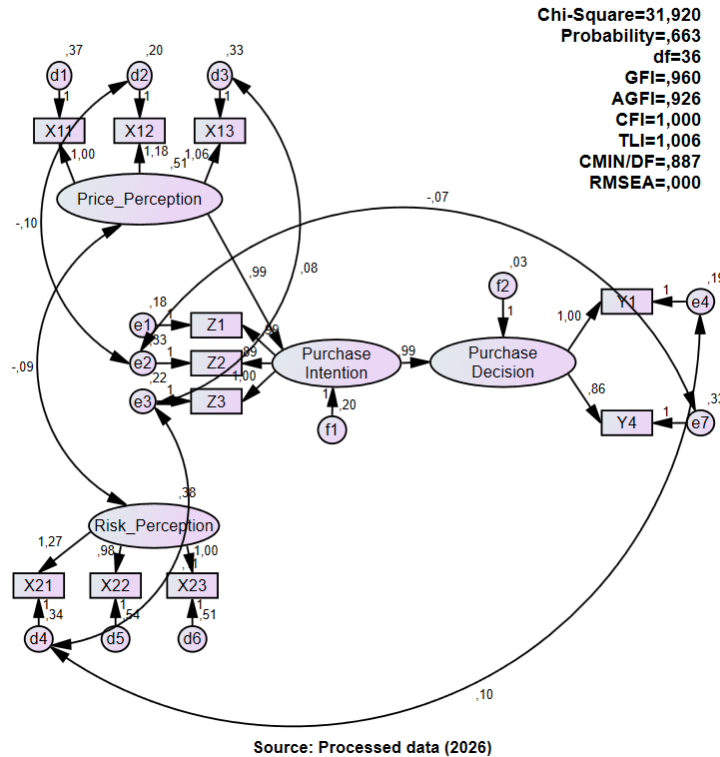
Furthermore, based on experience or intention to purchase iPhones, 84.9% of respondents stated that they have purchased or intend to purchase an iPhone, while 15.1% stated otherwise. This indicates that the majority of respondents have an interest in iPhone products, making them relevant to the objectives of this study.

Overall, the characteristics of respondents in this study are dominated by females, are within the productive age group, have a moderate level of education, and demonstrate a high level of interest in iPhone products. These findings suggest that the respondents are sufficiently representative in describing consumer behavior toward purchasing customs-paid iPhones in Pekanbaru.

**Structural Equation Modeling**

The results based on full model of SEM are presented as follows:

**Figure 1. Full Model**



Full model results are presented in the following table:

No.	Goodness of Fit Index	Cut off Value	Results	Criteria
1.	$X^2$ - Chi Square	< 34,53	31,920	Good Fit
2.	Significance Probability	$\geq$ 0,05	0,663	
3.	DF	> 0	36	Over Identified
4.	GFI	$\geq$ 0,90	0,960	Good Fit
5.	AGFI	$\geq$ 0,90	0,926	Good Fit
6.	CFI	$\geq$ 0,95	1,000	Good Fit
7.	TLI	$\geq$ 0,95	1,006	Good Fit
8.	CMIN/DF	$\leq$ 2,0	0,887	Good Fit
9.	RMSEA	$\leq$ 0,08	0,000	Good Fit

Source: Processed data (2026)

The results of the analysis show that the model achieves an adequate level of goodness-of-fit based on the recommended cut-off criteria. Hence, the full model is deemed

acceptable. Accordingly, two structural equations are derived from the AMOS output of the fitted model:

- a. Structural equation 1:  
 Purchase Intention = 0.842\*Price Perception
- b. Structural equation 2:  
 Purchase Decision = 0.980\*Purchase Intention

**Hypothesis Test**

Hypothesis testing in this study was conducted on the three proposed hypotheses using the t-value at a significance level of 0.05. In AMOS 24, the t-value is represented by the critical ratio (C.R.) found in the Regression Weights of the Full Model. A hypothesis is considered supported when the critical ratio (C.R.) is  $\geq 1.96$  or when the probability value (P) is  $\leq 0.05$ , indicating that H0 is rejected. The results of the Regression Weights obtained from AMOS 24 for the Full Model are presented in the following table:

**Table 1. AMOS Output**

Purchase_Intention <--- Price_Perception	,987	,106	9,345	***	par_8
Purchase_Decision <--- Purchase_Intention	,990	,068	14,618	***	par_9

Source: Output AMOS 24 (2026)

The output above shows that only H<sub>1</sub> and H<sub>3</sub> are accepted, while H<sub>2</sub>, H<sub>4</sub>, and H<sub>5</sub> are rejected. This means that price perception has a positive effect on purchase intention, and purchase intention has a positive effect on purchase decisions.

**The Effect of Price Perception on Purchase Intention**

The results of this study indicate that price perception has a positive and significant effect on purchase intention. This is evidenced by the critical ratio (C.R.) value of 9.345 and a probability value below 0.05, confirming that the proposed hypothesis is supported. Furthermore, the standardized regression weight of 0.842 demonstrates that price perception has a strong influence on consumers’ purchase intention toward customs-paid iPhones in Pekanbaru.

This finding suggests that consumers tend to evaluate price not only in terms of monetary value but also as a reflection of the product’s overall value. When the price is perceived as reasonable, affordable, and aligned with the benefits offered, it enhances consumers’ willingness to consider purchasing the product. This result is consistent with the theory proposed by Kotler and Keller, which emphasizes that price plays a crucial role in shaping perceived value and influencing consumer behavior.

A deeper understanding of this relationship can be obtained by examining the loading factors of each indicator forming the price perception construct. The indicator X<sub>12</sub> (price suitability with quality) shows the highest loading factor at 0.885, indicating that this aspect contributes the most to the formation of price perception. This implies that consumers place greater importance on whether the price of the iPhone is justified by its quality and features. In other words, perceived fairness between price and quality becomes the dominant factor influencing purchase intention.

Meanwhile, indicator X<sub>13</sub> (price comparison) has a loading factor of 0.799, suggesting that consumers also consider how the price of iPhones compares to alternative products in the market. Although slightly lower than X<sub>12</sub>, this value still indicates a strong contribution, meaning that competitive pricing remains an important consideration in shaping consumer perception.

On the other hand, indicator  $X_{11}$  (price affordability) has a loading factor of 0.762, which, while still significant, is the lowest among the three indicators. This suggests that although affordability is important, it is not the primary determinant of price perception in the context of premium products such as iPhones. Consumers in this segment are less sensitive to absolute price levels and more focused on value and quality alignment.

These findings indicate that consumers of iPhones in Pekanbaru tend to adopt a value-oriented evaluation rather than a purely price-sensitive approach. They are willing to accept higher prices as long as the product delivers superior quality, performance, and prestige. This aligns with the concept of high-involvement products, where consumers engage in more complex decision-making processes and prioritize perceived value over cost minimization.

Overall, the strong relationship between price perception and purchase intention highlights the importance of maintaining a positive price image. Businesses should focus on communicating value, emphasizing product quality, and ensuring that pricing strategies reflect fairness and competitiveness. By doing so, companies can effectively enhance consumer purchase intention and strengthen their position in the premium smartphone market.

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### **The Mediating Role of Purchase Intention**

The results of this study indicate that purchase intention plays a significant mediating role in the relationship between price perception and purchasing decisions. This mediating effect can be observed through the strong and significant direct relationship between price perception and purchase intention ( $\beta = 0.842$ ), as well as the very strong relationship between purchase intention and purchasing decisions ( $\beta = 0.980$ ). These findings suggest that purchase intention serves as an important mechanism through which price perception influences consumers' final purchasing decisions.

From a theoretical perspective, this result aligns with consumer behavior models which state that purchasing decisions are rarely formed instantly, but rather through intermediate psychological processes such as attitudes and intentions. In this context, price perception first shapes consumers' evaluation of value, which then influences their intention to purchase before ultimately leading to an actual buying decision. This supports the framework proposed by Ferdinand Augusty (2016), where purchase intention is positioned as a critical intervening variable in the decision-making process.

The strength of the mediation can also be understood through the magnitude of the indirect effect. By multiplying the standardized coefficients ( $0.842 \times 0.980$ ), the indirect effect of price perception on purchasing decisions through purchase intention is approximately 0.825. This value indicates a strong indirect influence, suggesting that a substantial portion of the effect of price perception on purchasing decisions operates through purchase intention rather than through a direct pathway.

This finding implies that even if consumers perceive the price of iPhones as reasonable or favorable, this perception alone is not sufficient to directly drive purchasing decisions. Instead, it must first translate into a psychological commitment in the form of purchase intention. Once this intention is established, it significantly increases the likelihood of actual purchase behavior. Therefore, purchase intention acts as a critical bridge that transforms perception into action.

From a practical standpoint, these results highlight the importance for marketers and businesses to focus not only on pricing strategies but also on strategies that enhance consumer intention. Efforts such as emphasizing product value, providing clear information, and building emotional engagement can strengthen purchase intention, which in turn leads to

higher purchasing decisions. Simply offering competitive prices without fostering consumer intention may not be sufficient to drive sales.

Overall, the mediating role of purchase intention confirms that consumer decision-making is a multi-stage process. Price perception influences purchasing decisions both directly and indirectly, but the indirect pathway through purchase intention appears to be particularly strong. This reinforces the importance of considering psychological factors when analyzing consumer behavior, especially in the context of high-involvement products such as premium smartphones.

## CONCLUSION

This study was conducted to examine the influence of price perception and perceived risk on the purchasing decisions of customs-paid iPhones, with purchase intention serving as a mediating variable in Pekanbaru. The findings of this study provide important insights into consumer behavior, particularly in the context of premium smartphone products.

The results indicate that price perception plays a significant role in shaping consumers' purchase intention. When consumers perceive that the price of an iPhone is reasonable, appropriate, and aligned with the quality offered, they are more likely to develop a strong intention to purchase. This reflects that consumers do not merely evaluate price based on its nominal value, but rather on the perceived value and benefits associated with the product.

Furthermore, purchase intention is found to have a very strong influence on purchasing decisions. Consumers who already possess a clear intention to purchase tend to translate that intention into actual buying behavior. This confirms that purchase intention represents a critical stage in the consumer decision-making process, acting as a direct predictor of purchasing behavior.

In addition, purchase intention is proven to function as an effective mediating variable in the relationship between price perception and purchasing decisions. The influence of price perception on purchasing decisions does not occur solely through a direct path, but is largely channeled through the formation of purchase intention. This highlights that consumer perceptions must first be transformed into psychological readiness before resulting in actual purchasing actions.

Overall, the findings emphasize that consumer decision-making is a multi-stage process involving both cognitive and psychological factors. The role of price perception and purchase intention is particularly crucial in influencing purchasing decisions, especially for high-involvement products such as iPhones. Therefore, understanding and managing these factors becomes essential for businesses aiming to enhance consumer purchasing behavior.

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