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The Role of Marketing 4P Towards Brand Decision of Cigarette Products in Millennial & Z Generations in Jambi City Mediated by Perception

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Abstract. The Ministry of Finance has issued PMK Number 192/PMK.010/21 concerning "Tobacco Products Excise Tariffs", the regulation regulates the determination of cigarette excise rates and retail selling prices (HJE). One of the reasons for the government to increase the excise rate on tobacco products is to make people reduce their cigarette consumption. This research focuses on the consumption of cigarettes by several generations in Jambi City, namely Generation X who was born in the vulnerable years between 1965 – 1980, the Millennial Generation who were born in the age range of 1981 – 1996 and Generation Z who was born in the age range of 1997 – 2012. from this study to determine whether public perception of cigarettes can be influenced by the 4P marketing theory (Product, Price, Place and Promotion) which is widely applied by cigarette companies to determine which brand of cigarette products they will consume. The method used in this study is descriptive analysis with a quantitative approach, with data analysis techniques Partial Least Square Structural Equation Modeling or PLS-SEM using Smart PLS 3.2 software. The results showed that of the 4 variables of the 4P theory applied by cigarette companies, only 1 variable, namely Price, had no direct and significant effect on people's perceptions of cigarettes. Other variables, namely Product, Place and Promotion have a direct and significant effect on people's perceptions of cigarettes in influencing people's decisions to consume products from a brand. This research still has some limitations, namely the research has not been too broad to all outlets and respondents who can represent all segments of society, and also research can be focused on one cigarette manufacturer. This research can be used by cigarette manufacturers in determining the company's promotional policies so that it can be more targeted in accordance with its target market.

Keywords: excise stamps; cigarettes; market segement; 4P; perception; brand decision

1. Introduction

Cigarette products in today's life have become a trend for most people's basic needs. Especially in big cities and densely populated, cigarettes have become a daily consumption, so that these products are very easy to reach by the general public. Cigarettes are products whose circulation is highly regulated and closely monitored by the Central Government through the Ministry of Finance, Ministry of Health and Ministry of Trade. In accordance with Government Regulation (PP) Number 109 of 2012 concerning "Safety of Materials Containing Addictive Substances in the Form of Tobacco Products for Health" Article 3 that this Government Regulation regulates tobacco products, the responsibilities of the Government and Regional Governments, implementation, community participation, and guidance and supervision. In line with the PP, the Ministry of Finance implements a tax determination policy regarding the determination of cigarette excise rates and retail selling prices which is regulated through the Minister of Finance Regulation Number 192/PMK.010/2021 concerning "Tobacco Products Excise Tariffs", in that regulation types Tobacco product manufacturers are divided into 9 categories, namely SKM (Machine Cigarettes), SPM (Machine White Cigarettes), SKT (Hand Kretek Cigarettes), SPT (White Hand Cigarettes), SKTF (Filtered Hand-Rolled Cigarettes) or SPTF (White Hand Cigarettes). Filters), TIS (Slice Tobacco), KLM (Rhubarb Cigarettes, Frankincense) or KLB (Leaf Cigarettes or Klobot), CRT (Cigars), and HPTL (Other Tobacco Processing Products) where each category is regulated by factory production limits, selling price limits retail per stick or gram, and excise rate per stick or gram.

With this regulation, the calculation of production costs and recommended retail selling prices greatly affects the purchasing power of consumers in determining which cigarette products will be consumed. Background,

occupation and income per capita of the population in an area are also factors that affect consumer purchasing power and sales of products on the market.

According to the Central Bureau of Statistics, Generation X is people born in the vulnerable years between 1965–1980, Millennial Generation are people born in the 1981-1996 age range and Generation Z is people born in the 1997 - 2012 age range (Central Bureau of Statistics. 2020) . Jambi City is the capital city of Jambi Province with the most densely populated population and distribution of outlets in the province and has continued to increase in the last 3 years.

With the main commodities from oil palm and rubber plantations, the population is quite dense and tends to be heterogeneous in Jambi City, social life between communities can be a benchmark in identifying the influence of cigarette consumption. Cigarette consumption by children and adolescents is in an increasing trend, citing survey data on smoking behavior among adolescents issued by the Ministry of Health in 2019, it was noted that the total number of children exposed to cigarette smoke both as active and passive smokers reached 57.8% (lifestyle.business. com, 2020). Although it has been informed through various media that smoking is harmful to health, the number of smokers shows an increasing number, the number of cigarette consumption in Indonesia occupies the highest position in the world at 1,634 trillion cigarettes compared to developed countries which have lower numbers such as China with 451 billion cigarettes. , the United States as many as 328 billion sticks, Japan as many as 286 billion sticks, and Russia as many as 215 billion sticks

1.1 Problem

Based on the observations made by the researchers, there are many factors that influence the decisions of Millennial Generation & Z consumers in consuming a cigarette brand.

1. Can Perception mediate products on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume?
2. Can Perception mediate price on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume?
3. Can Perception mediate place on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume?
4. Can Perception mediate promotion of Millennial Generation & Z consumer brand decisions in determining the brand of cigarettes they consume?

1.2 Purpose

The purpose of this research is as follows :

1. Knowing whether Perception can mediate products on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume.
2. Knowing whether Perception can mediate price on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume.
3. Knowing whether Perception can mediate place on the brand decisions of Millennial Generation & Z consumers in determining the brand of cigarettes they consume.
4. Knowing whether Perception can mediate promotion of Millennial Generation & Z consumer brand decisions in determining the brand of cigarettes they consume.

2. Theory

2.1 Basic Theory

2.1.1 Marketing Mix Factor

According to Kotler and Armstrong (2016: 51) the notion of the marketing mix is that the marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wans in target markets. Meanwhile, another understanding from Buchari Alma (2016: 205), provides a definition of the marketing mix as a strategy to interfere with marketing activities, in order to find the maximum combination so that it brings satisfactory results. Market integration or what is often referred to as the marketing mix has a very important role in marketing, because the marketing mix combines profit and customer satisfaction. According to Kotler and Keller (2016), there are four concept variables involved in the marketing mix:

1. Product
   something that can be offered to the market to get attention, so that the product being sold is bought, used or consumed that can fulfill a consumer want or need.
2. Price
   the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is set by the buyer and seller through bargaining, or set by the seller for the same price to all buyers.
3. Place

Place includes all the company's activities in making products that will be available to target consumers. Place can be said to be one of the important aspects in the distribution process. In carrying out distribution, besides involving producers directly, it will also involve retailers and distributors.

4. Promotion
   "Promotion refers to activities that communicate the merits of the product and persuade target customers to buy it." The purpose of this definition is the activity used to communicate information about the product to be sold to potential consumers. In addition to communicating information about a product, promotion is also used as a means to persuade and influence consumers to consume the product.

Based on the explanation of the marketing mix, it is known that the marketing mix consists of several components. The marketing mix for goods is better known as the four Ps (Product, Price, Place, Promotion), the components contained in the marketing mix support and influence each other and these components can determine demand in a business. By using the elements of the marketing mix, the company will have a competitive advantage over competitors because with the implementation of an effective and efficient marketing mix, a purchasing decision process will prefer the company's products.

2.1.2 Perception

The assessment that each consumer feels about the goods and services they receive is not the same, many factors can influence it. The consumer's perception of a price can influence his decision to buy a product. Therefore, every producer will try to give a good perception of the products or services they sell. According to Hawkins et al. (1986), perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation.

2.1.3 Brand Decision

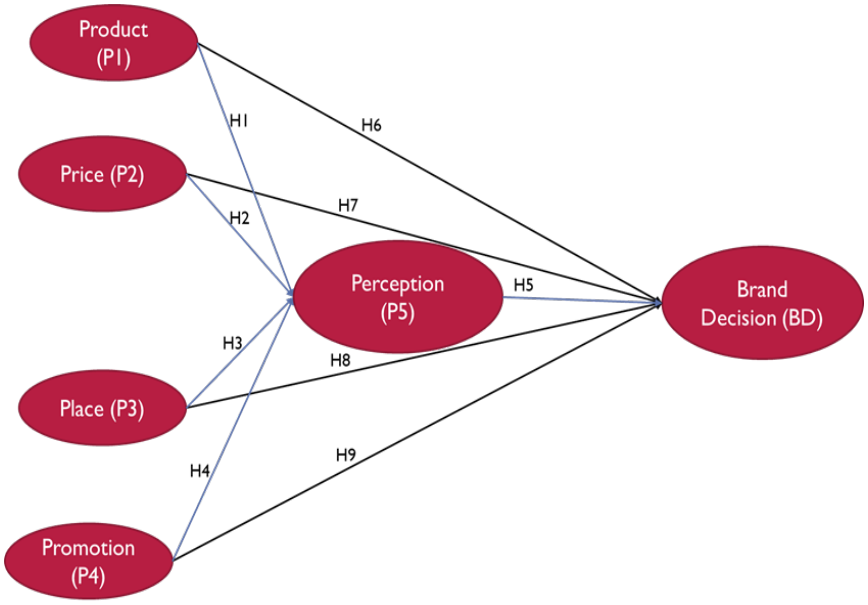
According to Rapler (2004) states that this phase can be regarded as the "information search phase" carried out by consumers and is referred to as the critical stage. This phase can be the best opportunity for brands to incorporate their brand and exert influence during the buying decision process. This can be achieved either directly through communication to consumers or indirectly through the influence of the communication media on the brand. To make consumers directly aware of a brand, they usually use strategies that create awareness, create positive perceptions and build response from target consumers through one or more elements of the marketing mix that will lead to trial, brand image, and post purchase behavior. Measured by reach and frequency whose goal is to create a top-of-mind brand in consumers.

The main problem faced by companies when competing in the market based on the marketing attributes of the core product is the difference in traditional strategies that will eliminate companies in a market (Porter, 1985). Branding strategy for the company is how the design is made to produce outcomes that are acceptable to the market naturally and placing the brand in a target market can form loyal consumers and can have a positive influence on other target consumers (Aaker and Shansb 1982; Dickson and Ginter 1987).

In addition, Machfoedz (2013: 44), argues that purchasing decisions are a process of assessing and selecting from various alternatives in accordance with certain interests by determining an option that is considered the most profitable. The purchase decision according to Kotler (2007) is the stage in the buyer's decision-making process where consumers will actually buy. The definition of purchasing decisions according to Nugroho (2003) is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors and choose one of them.

2.2 Conceptual Framework

This study will adopt and modify the model from the results of a previous study conducted by Jacinta Mwende (2005) "A Survey Of Factors That Influence Consumers Choice Of Cigarette Brands In Nairobi". The reason the researcher adopts this model is because there are several phenomena related to the variables in the research model. Where then the researchers modified the variables and models according to the needs of the author into the model because it was suspected to have an effect on cigarette consumption. The researcher also adopted and modified the model from the research results of Ratlan Pardede (2016) entitled "The Influence of Price Perception and Product Quality on Consumer Purchase Decisions Mediated by Consumer Satisfaction" which is closely related to the theory of Jagdish N Sheth (1991) "Consumption Values - Why We Buy What We Buy". Furthermore, it can be seen in the image below, which is the model in this study



2.3 Hypothesis

2.3.1 Relationship between Product and Perception

The product (P1) of a cigarette brand can affect consumers' perception (P5) of a brand.
H1 - Product (P1) has a positive and significant effect on Perception (P5)

2.3.2 Relationship between Price and Perception

Price (P2) of a cigarette brand can affect consumers' perception (P5) of a brand.
H2 - Price (P2) has a positive and significant effect on Perception (P5)

2.3.3 Relationship between Place and Perception

Place (P3) of a cigarette brand can affect consumers' Perception (P5) of a brand.
H3 - Place (P3) has a positive and significant effect on Perception (P5)

2.3.4 Relationship between Promotion and Perception

Promotion (P4) of a cigarette brand can affect consumers' perception (P5) of a brand.
H4 - Promotion (P4) has a positive and significant effect on Perception (P5)

2.3.5 Relationship between Perception and Brand Decision

Perception (P5) of a cigarette brand can affect consumer's Brand Decision (BD) towards a brand.
H5 - Promotion (P4) has a positive and significant effect on Perception (P5)

2.3.6 Relationship between Product and Brand Decision

The product (P1) of a cigarette brand can influence the consumer's Brand Decision (BD) towards a brand
H6 - Product (P1) has a positive and significant effect on Brand Decison (BD)

2.3.7 Relationship between Price and Brand Decision

Price (P2) of a cigarette brand can affect the consumer's Brand Decision (BD) towards a brand
H7 - Price (P2) has a positive and significant effect on Brand Decision (BD)

2.3.8 Relationship between Place and Brand Decision

Place (P3) of a cigarette brand can influence the consumer's Brand Decision (BD) towards a brand
H8 - Place (P3) has a positive and significant effect on Brand Decision (BD)

2.3.9 Relationship between Promotion and Brand Decision

Promotion (P4) of a cigarette brand can influence consumer's Brand Decision (BD) towards a brand.
H9 - Promotion (P4) has a positive and significant effect on Brand Decision (BD)

3. Research Methods

3.1 Research paradigm

This study uses a quantitative research design with positivism philosophy. Examining the relationship between variables using theory testing methods is a quantitative research. Figures from the results of data processing can be analyzed by statistical procedures so that measurements can be made on variables. This research method is based on the philosophy of positivism, used to examine a particular population or sample, data collection using research instruments, statistical data analysis, with the aim of testing the hypothesis that has been applied. The philosophy of positivism views that reality/symptoms/phenomena can be clarified, relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal (Sugiyono, 2013).

3.2 Research Object

This section describes the nature or condition of an object, person, or object that is the center of attention and research target. The nature of the situation in question can be in the form of nature, quantity, and quality which can be in the form of behavior, activities, opinions, views of judgment, pro-contra attitudes, sympathy-antipathy, inner state, and it can also be a process. What is meant by the research subject is the person, place, or object to be observed. While what is meant by the object of research, is the thing that is the target of research, the object of research, is the subject matter to be researched to obtain data in a more focused manner. The object of this study is to find out why Millennial and Generation Z cigarette consumers in Jambi City use the brand for their consumption. While the subjects in this study were smokers in the Millennial Generation and Z segments with ages between 18 and 35 years in Jambi City

3.3 Population and Sample

Population is a general area consisting of subjects or objects that have certain characteristics and qualities that have been determined by researchers so that they can be studied and after that conclusions are obtained. The population is the amount contained in the subject or object studied by the researcher which includes all the properties or characteristics possessed by the subject or object (Sugiyono, 2017). The population used in this study were all consumers / smokers in Jambi City.

The data sample collection technique uses non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Non-probability sampling has several parts, including convenience sampling, namely the determination of the sample based on chance determined by the researcher. The sample used in this study were smokers in the city of Jambi with the target respondents being male gender and the age group of 18 years to 35 years as many as 200 people.

3.4 Variable Operations

Operational variables are defined as a process of decomposition of variables in research into sub-variables, indicators of sub-variables, dimensions and measurements. Through the operationalization of variables, the concept construct is determined to be a measurable variable. While variables that are not measured directly but represent and measure several indicator variables indirectly are referred to as latent variables (Hair et al, 2014). Indicator variables are used to provide clues and parse a situation so that it can be used further to measure changes.

3.5 Data Collection Techniques

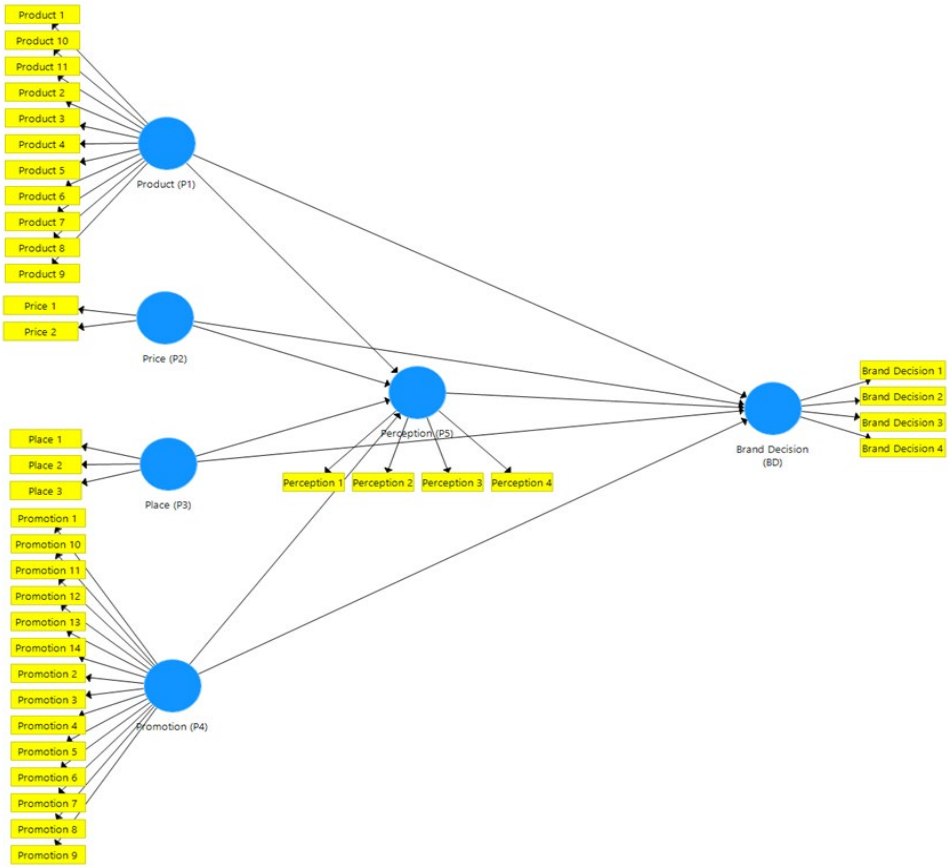
Data collection techniques according to (Zikmud, Babin, Car, & Griffin, 2013) there are two methods that can be categorized in the data collection process.

1. Observation research
   Observation research has a definition, namely a process that is carried out systematically from observing behavior patterns towards objects, events, and people that are seen directly
2. Survey research
   Survey research has a definition, namely the method of collecting data by asking questions to respondents in writing or verbally, via email, questionnaires or questionnaires.

Based on the two methods above, the researchers used the survey research method. The survey method in this study used a questionnaire as a data collection instrument. By conducting a survey method, the data obtained from the sample will be useful as a pre-test and main test of the research which will later be tested for the validity and reliability of each indicator. Questionnaires are written questions to obtain all the information needed from each respondent who is considered to have the appropriate knowledge contained in each question and is included in the respondent's criteria. Questionnaires can be distributed directly or indirectly. The questions on the questionnaire are arranged and grouped according to the indicators of each variable which have been explained in the variable operational section. This questionnaire data collection is done online using Google Forms.

3.6 Data Analysis Techniques

In this study, because the variables used are more than 3 (three), the research will use data analysis techniques Structural Equation Modeling which is a modeling technique that is linear and general. Included in SEM are factor analysis, path analysis and regression. Partial Least Square Structural Equation Modeling or PLS-SEM is used to test the hypotheses that have been formulated to analyze the influence between variables both directly and indirectly. According to Ghozali & Latan (2015) the PLS-SEM method can be used to explain the relationship between several latent variables simultaneously. There are two models in PLS-SEM, namely the measurement model or the outer model and also the structural model or the inner model. The outer model is used to measure the reflective model by testing the validity and reliability. After that, the inner model was tested to determine the relationship between latent variables. By using PLS-SEM the researcher would conduct an analysis to determine the effect. To analyze the data in this study, the researcher used Smart PLS version 3.2 software.



3.6.1 Validity Test

According to Radjab & Jam'an (2017:94) validity refers to measuring what should be measured. Furthermore, validity is divided into 2 forms, namely, Convergent Validity (the ability to measure what you want to measure) and Discriminant Validity (the ability to measure a research instrument which can then be applied in general). Meanwhile, according to Hair et al. (2014:7) validity is a level where a measurement can accurately represent the situation to be studied. In testing convergent validity, an indicator is said to be valid if it has a Loading factor or Outer Loading value 0.7 (Malhotra & Birks, 2007: 648). In addition, one must also look at the MSA (Measure of Sampling Adequacy) value, an indicator is said to be valid if it has an AVE value of 0.7 (Hair et al., 2014:102). Furthermore, discriminant validity testing is carried out where the criteria for an indicator are said to be valid if the indicator of a variable which when compared to other variables has a smaller factor value than the variable itself (IndicatorA1:VariableA>IndicatorA1:VariableB) - Cross Loading. In addition, it is also necessary to look at the Fornell-lacker Criteria value where the comparison value between variable A: Variable A > variable A: variable B (Hair et al., 2014:115)

3.6.2 Reliability Test

According to Sugiyono (2017:121) an instrument that can be said to be reliable is an instrument which, when used to measure the same object several times, will produce the same consistent data. Meanwhile, according to (Ghozali, 2016: 47), a questionnaire is said to be reliable if the respondent answers consistently or stable to the questionnaire questions from time to time. Furthermore, according to Malhotra & Birks (2007:358), if the value

of Cronbach's alpha and Composite reliability value of the variable 0.7 then the variable is said to be reliable. The value of Cronbach's alpha and composite reliability is then obtained using the help of the Smart-PLS program. The pretest test is a test carried out to determine the feasibility of the indicators used in making survey questions (Hair et al., 2014: 606).

3.6.3 Regression Coefficient Test

Regression coefficient test is used to measure whether a model is able to explain the variation of the dependent variable (Ghozali, 2016:95). Furthermore, it is explained that the value of the coefficient of determination is in the range between zero to one, and if the value of R2 is lower, the variation of the dependent variable to be explained by the independent variables is increasingly limited. On the other hand, the closer the value of R2 to the number one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

3.6.4 Model Accuracy Test

Model accuracy test or t-statistical test (bootstrapping) is a test to test how far the influence of an individual independent variable in explaining the variation of the dependent variable (Ghozali, 2016: 97). The test criteria are set based on probability. If the significant level used is 5 percent, in other words if the probability Ha > 0.05 then it is declared insignificant, and if the probability Ha < 0.05 then it is declared significant. Bootstrapping process is used to describe the influence between construct variables. The value of the t-statistical test used for the two tailed is t-value 1.65 with a significant level of 10%; then t-value 1.96 with a significant level of 5% and t-value 2.58 with a significant level of 1% (Hair et al., 2013).

3.6.5 Path Coefficients

Path Coefficients Test is a measurement of path coefficients between constructs to see the significance and strength of the relationship and also to test hypotheses. Path coefficients values range from -1 to +1. The closer the value to +1, the stronger the relationship between the two constructs. The relationship that is getting closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017).

3.6.6 Linear Test (F2)

Linearity test or f test (influence between variables) can be used to find out if at least one independent or independent variable in a research model has a simultaneous effect on the dependent or dependent variable (Ghozali, 2016: 96) or to know whether or not a distribution is linear. the value of the data obtained, through the linearity test will determine the regression analysis used. If the results are categorized as linear, the research data will be resolved by linear regression analysis. It is better if the data is not linear then it is solved by non-linear regression analysis. To detect whether the model is linear or not, it can be done by comparing the F-Table values. The f2 value is 0.02 as small, 0.15 as medium, and the value is 0.35 as large. Values less than 0.02 can be ignored or considered to have no effect (Sarstedt et al., 2017).

3.6.7 Predictive Relevance Test

Predictive Relevance test is used to find out how well the observations have been made. The Predictive Relevance test uses the value of the Cross-validated redundancy (Q2) or Q-square test. The value of Q2 > 0 indicates that the model has accurate predictive relevance to certain constructs, while the value of Q2 < 0 indicates that the model lacks predictive relevance (Sarstedt et al., 2017). The value of Cross-validated Redundancy (Q2) was obtained using the Blindfolding procedure in SmartPLS v.3.2. How to Calculate Blindfolding.

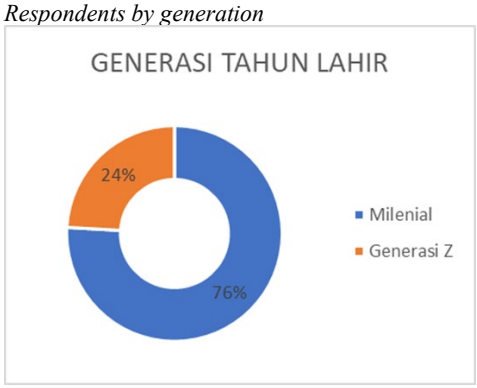
4. Analysis and Discussion

4.1 Characteristics of Respondents

Data collection was obtained by conducting surveys or direct interviews with respondents who were met by researchers randomly at the place or location of the sale and purchase of cigarettes between sellers and buyers through the G-Form. The survey was conducted in July 2022 involving as many as 220 respondents (n: 220) in Jambi City. Respondents who were surveyed were respondents who met several predetermined criteria:

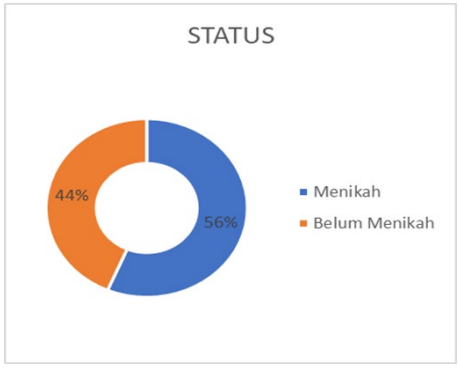
- Man
- Age 18–35 years old
- Smokers

Figure 4.1
Respondents by generation



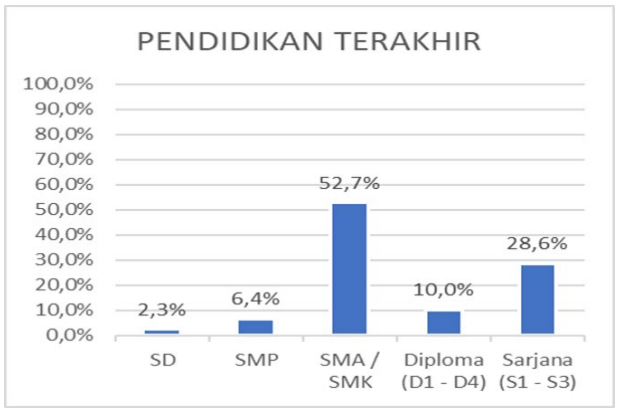
Based on Figure 4.1 above, it can be seen that the percentage of millennial generation respondents is 76% or 167 respondents, while generation z is 24% or 53 respondents. So, it can be seen that the number of millennial generation respondents is the largest number of respondents.

Figure 4.2
Respondents by Status



Based on Figure 4.2 above, it can be seen that the percentage of respondents with married status is 56% or 124 respondents, while those with unmarried status are 44% or 96 respondents. So, it can be seen that the number of married respondents is the largest number of respondents.

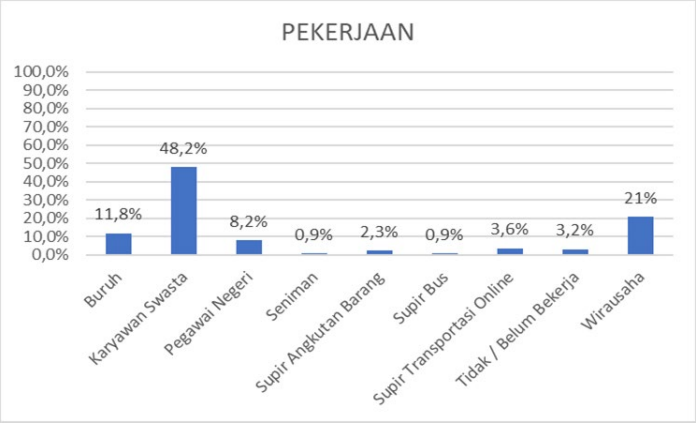
Figure 4.3
Respondents by Latest Education



Based on Figure 4.3 above, it can be seen that the percentage of respondents with the latest education in SMA/SMK is 52.7% or 116 respondents, the last education is Bachelor (S1-S3) as many as 28.6% or 63 respondents. The last education is Diploma (D1-D4) as many as 10% or 22 respondents. The last education was junior high school as much as 6.4% or 14 respondents and the last education was elementary school as much as

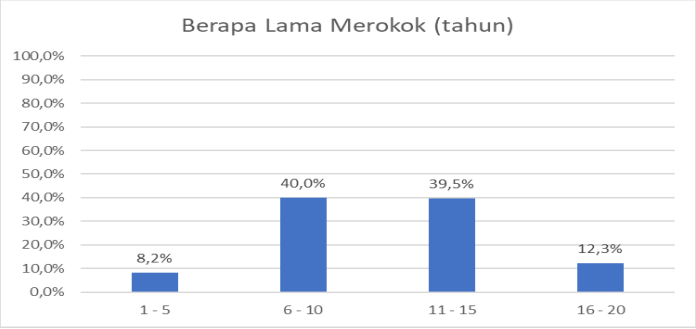
2.3% or 5 respondents. So that it can be seen that the number of respondents with the last education of SMA/SMK is the largest number of respondents.

Figure 4.4
Respondents by Job



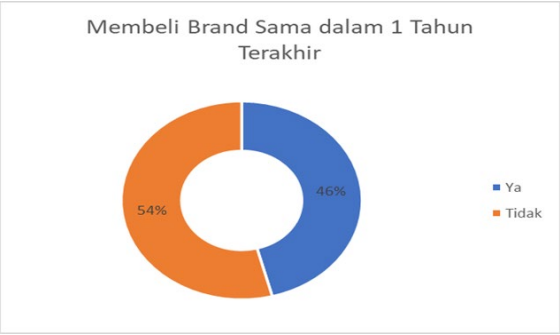
Based on Figure 4.4 above, it can be seen that the percentage of respondents with private employee jobs is 48.2% or 106 respondents, entrepreneurial jobs are 21% or 46 respondents. Labor employment is 11.8% or 26 respondents. The employment of civil servants is 8.2% or 18 respondents and the rest have other jobs. So it can be seen that the number of respondents with jobs as private employees is the largest number of respondents.

Figure 4.5
Respondents by Smoking Period



Based on Figure 4.5 above, it can be seen that the percentage of respondents with a smoking period of 6-10 years was 40% or 88 respondents, while smoking 11-15 years was 39.5% or 87 respondents. The length of smoking 16-20 years was 12.3% or 27 respondents and the length of smoking 1-5 years was 8.2% or 18 respondents. So it can be seen that the number of respondents with a smoking period of 6-10 years is the largest number of respondents.

Figure 4.6
Respondents by Buying the Same Brand

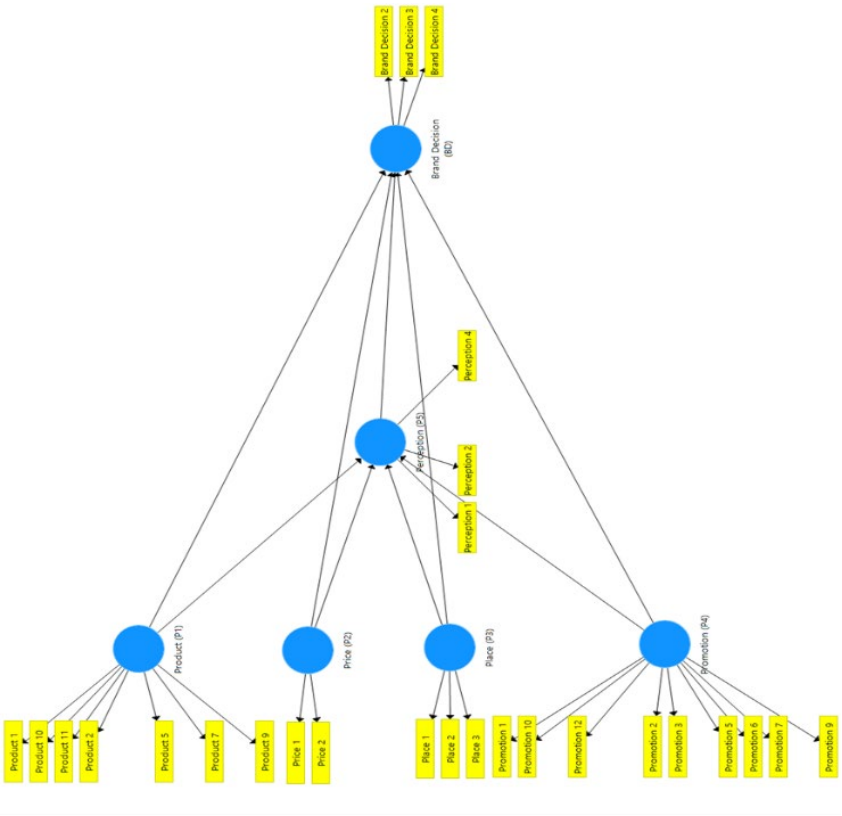


Based on Figure 4.6 above, it can be seen that the percentage of the number of respondents who bought the same brand in the last 1 year was 54% or 119 respondents, while those who did not buy the same brand in the last 1 year were 46% or 101 respondents. So, it can be seen that the number of respondents who bought the same brand in the last 1 year became the largest number of respondents.

4.2 Statistical Analysis

In this data analysis, there were 11 indicators that were issued because they did not meet the criteria, namely the value of outer loading was less than 0.6. The six indicators include Product 3, product 4, product 6, product 8, promotion 4, promotion 8, promotion 11, promotion 13, promotion 14, perception 3, brand decision 1. After the eleven indicators are removed in the data analysis, the research model changed to as follows:

Figure 4.7
Research Model



4.2.1 Descriptive statistics

From the 220 respondents who were interviewed in this study, all data samples were described using descriptive statistical methods by measuring the frequency, mean, median, min and max of each variable. This descriptive statistical test uses the SMARTPLS 3.2 program, the results of the descriptive statistical test of all data samples can be shown in the table (attachment 1)

In Attachment 1, it can be seen the data processing results from the questionnaires that have been surveyed :

- Variable Product That the respondents feel that cigarette products have a fairly dominant influence on millennial and z generation consumers in deciding what products to consume.
- Variable Price that respondents feel that the price of cigarettes has a fairly dominant influence on millennial and z generation consumers in deciding what products to consume.
- Variable Place that the respondents feel that the place / existence of cigarettes has a considerable influence on millennial and z generation consumers in deciding what products to consume.
- Variable Promotion, that the respondents feel that cigarette promotion has a considerable influence on millennial and z generation consumers in deciding what products to consume.
- Variable Perception, that the respondents feel that the perception of cigarettes is a necessity, life style, and cigarette brands can describe the personality of consumers in the millennial and z generations.
- Variable Brand Decision, that the respondents feel that the brand currently consumed is a brand that has good benefits, can satisfy consumer needs, will repeat purchases of cigarette brands and can recommend to other consumers of smokers in the millennial and z generations.

4.2.2 Outer Model Statistics

Outer Model analysis was conducted by measuring the validity and reliability of each indicator and latent variable of this study. This measurement focuses on metrics that show predictive ability through measurements of convergent validity, discriminant validity, and reliability (Hair et al., 2013). In the analysis of the outer model, the researcher uses the SMARTPLS 3.2 program and the results are as follows:

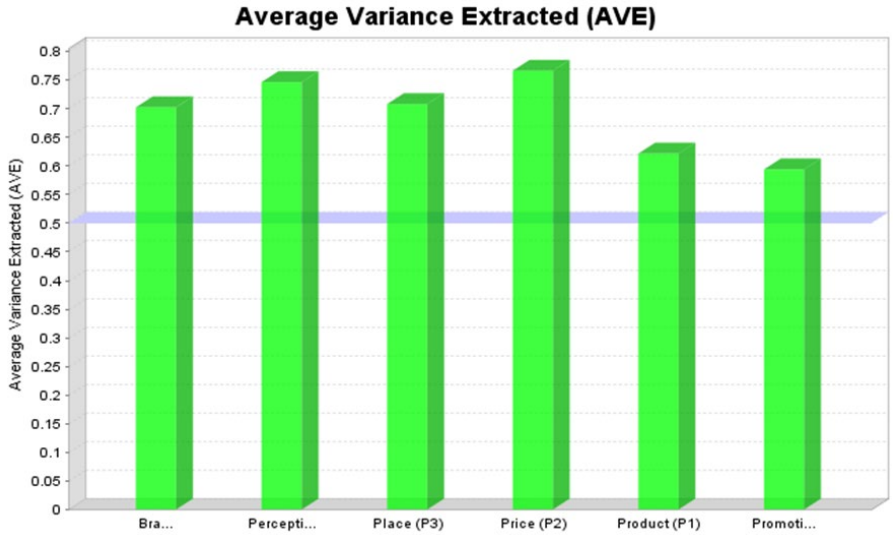
1. Convergent Validity

   Convergent validity was used to measure the positive correlation with alternative measures of the same construct. Convergent validity was measured using average variance extracted (AVE). If the sample data has a high outer loading value, it shows that the indicators in this study have a strong correlation with the construct (Hair et al., 2013). The results of the convergent validity measurement in this study can be seen in the table below:

Table 4.1
Convergent Validity Measurement

	Brand Decision (BD)	Perception (P5)	Place (P3)	Price (P2)	Product (P1)	Promotion (P4)
Brand Decision 2	0,885					
Brand Decision 3	0,835					
Brand Decision 4	0,792					
Perception 1		0,884				
Perception 2		0,878				
Perception 4		0,829				
Place 1			0,872			
Place 2			0,852			
Place 3			0,799			
Price 1				0,882		
Price 2				0,869		
Product 1					0,789	
Product 10					0,789	
Product 11					0,800	
Product 2					0,769	
Product 5					0,784	
Product 7					0,788	
Product 9					0,802	
Promotion 1						0,787
Promotion 10						0,766
Promotion 12						0,754
Promotion 2						0,800
Promotion 3						0,826
Promotion 5						0,759
Promotion 6						0,774
Promotion 7						0,716
Promotion 9						0,750

Figure 4.8
Average Variance Extracted (AVE)



From the results of data processing above, all variables have an AVE value > 0.5 which indicates that all variables are valid. All indicators of each variable also have a value > 0.7. In processing the data above, indicators that do not meet the requirements have been issued so that it can be said that all indicators used in this study are valid. From the results of the above processing, it can be concluded that all indicators and variables are positive and correlated with variables in the same construct.

2. Discriminant Validity
Discriminant validity is a reflective indicator that can be seen in the cross loading value between the indicator and its construct (Setiaman, 2020). The value of the construct in question must be greater than the value of other constructs and it is expected that the cross loading value is > 0.7 (Hair et al., 2013). The measurement of cross loading in this study can be seen in the table below:

Table 4.2
Cross Loading

	Brand Decision (BD)	Perception (P5)	Place (P3)	Price (P2)	Product (P1)	Promotion (P4)
Brand Decision 2	0,885	0,677	0,677	0,442	0,648	0,407
Brand Decision 3	0,835	0,675	0,637	0,428	0,598	0,333
Brand Decision 4	0,792	0,601	0,505	0,452	0,591	0,521
Perception 1	0,698	0,884	0,644	0,518	0,716	0,577
Perception 2	0,671	0,878	0,584	0,460	0,654	0,497
Perception 4	0,645	0,829	0,659	0,435	0,632	0,304
Place 1	0,628	0,632	0,872	0,455	0,615	0,243
Place 2	0,641	0,608	0,852	0,476	0,624	0,234
Place 3	0,564	0,597	0,799	0,402	0,571	0,432
Price 1	0,464	0,497	0,538	0,882	0,558	0,352
Price 2	0,455	0,459	0,384	0,869	0,508	0,487
Product 1	0,664	0,685	0,602	0,456	0,789	0,512
Product 10	0,569	0,564	0,545	0,457	0,789	0,445
Product 11	0,606	0,555	0,584	0,603	0,800	0,458
Product 2	0,573	0,637	0,559	0,535	0,769	0,490
Product 5	0,529	0,611	0,610	0,411	0,784	0,477
Product 7	0,530	0,618	0,532	0,459	0,788	0,415
Product 9	0,546	0,586	0,520	0,438	0,802	0,424

Promotion 1	0,279	0,335	0,132	0,326	0,382	0,787
Promotion 10	0,537	0,568	0,470	0,464	0,555	0,766
Promotion 12	0,469	0,511	0,449	0,403	0,587	0,754
Promotion 2	0,208	0,240	0,046	0,320	0,259	0,800
Promotion 3	0,300	0,332	0,153	0,331	0,390	0,826
Promotion 5	0,361	0,397	0,204	0,364	0,408	0,759
Promotion 6	0,302	0,291	0,150	0,288	0,346	0,774
Promotion 7	0,401	0,360	0,297	0,309	0,444	0,716
Promotion 9	0,355	0,438	0,250	0,382	0,459	0,750

From the results above, it can be seen that the cross loading of each indicator specifically has a greater value than the cross loading of different constructions. This is in accordance with the theory described earlier and it can be concluded from this cross loading measurement that each construct in the model has discriminant validity. The second evaluation for the discriminant validity test is to use the Fornell Larcker criteria. The results of the second discriminant validity test using the Fornell-Larcker criteria can be seen in Table 4.3 below:

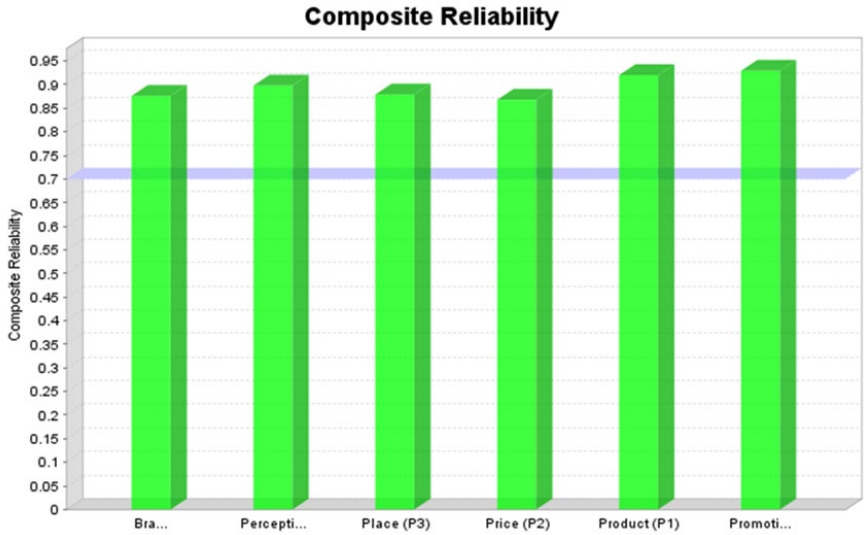
Table 4.5
Discriminant Validity Test

	Brand Decision (BD)	**Perception (P5)**	**Place (P3)**	**Price (P2)**	**Product (P1)**	**Promotion (P4)**
Brand Decision (BD)	0,838					
Perception (P5)	0,778	0,864				
Place (P3)	0,727	0,728	0,842			
Price (P2)	0,525	0,547	0,529	0,875		
Product (P1)	0,731	0,774	0,717	0,609	0,789	
Promotion (P4)	0,497	0,536	0,356	0,477	0,586	0,771

The Fornell-Larcker criterion is measured based on the belief that the variables share a greater variance with the related indicators than the other constructs shown in the evaluation results above. All values in bold in the table above have a value greater than the value of any construct associated with the variable. Thus, the results of this study indicate that each variable in the model has discriminant validity. By considering the two approaches above in measuring discriminant validity, it can be concluded that each variable in the model is empirically far from each other and has discriminant validity.

3. Composite Reliability
   Composite reliability test to measure the convergent validity of a reflective model. The minimum composite reliability value is 0.6 or > 0.7 (Setiaman, 2020). The results of the composite reliability measurement on the main test data are shown in the Figure below:

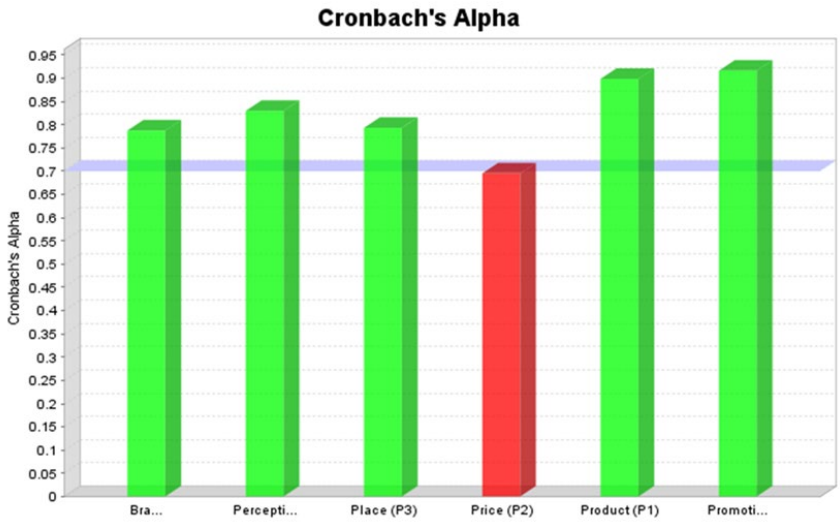
Figure 4.9
Composite Reliability



From results above, it can be seen that all variables have composite reliability higher than 0,7, which shows that all variables tested are reliable.

4. Cronbach's Alpha
The main data analysis also measures the value of Cronbach's alpha to assess the consistency of the entire scale and is expected to be greater than 0.7 (Hair et al., 2013). The results of this test can be seen in the figure below:

Figure 4.10
Cronbach's Alpha



From the results of the analysis, almost all variables have Cronbach's alpha values greater than 0.7. There is only one variable whose value is less than 0.7, namely 0.695 but very close to 0.7. This value indicates that all the variables tested for the main data analysis have high reliability and further research can be carried out.

4.2.3 Outer Model Statistics

After testing for the outer model is done, then the structural model analysis (inner model) is still using the SMARTPLS program. Structural model analysis has important metric values, namely, R2, f2, VIF, path coefficient, t test (model accuracy), predictive relevance test and FIT test

1. Regression Coefficient Test (R2)

The value of R-Squares is the result of a linear regression test, namely the amount of endogenous variability that can be explained by exogenous variables (Hair et al., 2013). The results of the R-Squares Test can be seen in the table below:

Table 4.6
R-Squares Test

	R Square	R Square Adjusted
Brand Decision (BD)	0,681	0,674
Perception (P5)	0,678	0,672

From the results of further analysis that has been carried out, the value of R2 on the perception variable (P5) is 0.672. Referring to the existing theory, the R2 value obtained is 0.672 indicating the strength of the moderate model. Based on these results, it can be seen the magnitude of the influence of other variables on perception. There are 0.672 variants described in the construct that represent perception. That is, 67.2% perception of cigarette brands consumed is influenced by the Product, Price, Place, and Promotion variables. In addition, it can be seen that the results of the brand decision variable R2 (BD) are 0.674. By referring to the existing theory, the value of R2 on the brand decision variable shows the strength of the moderate model. This means that 67.4% of the brand decision variables in a Cigarette Brand are influenced by the Product, Price, Place, Promotion and Perception variables.

2. Linear Test (F2)
Effect size analysis will see the substantive effect on endogenous constructs. The results of the f2 measurement on each variable can be seen in the table below:

Table 4.7
Linear Test (F2)

	Brand Decision (BD)	Perception (P5)	Place (P3)	Price (P2)	Product (P1)	Promotion (P4)
Brand Decision (BD)						
Perception (P5)	0,148					
Place (P3)	0,100	**0,196**				
Price (P2)	**0,001**	**0,002**				
Product (P1)	0,025	**0,164**				
Promotion (P4)	**0,012**	0,047				

As can be seen in the table above, we can analyze that the variables that affect perception have a large contribution with a value of 0.196 for the place variable and 0.164 for the product variable, and other variables have a small influence with a value of 0.002 and 0.047. Then the variable that contributes to the brand decision variable has a value of 0.148 for perception and the rest has a small effect.

3. Path Coefficient
Path Coefficients Test is a measurement of path coefficients between variables to see the significance and strength of the relationship and also to test hypotheses. Path coefficients values range from -1 to +1. The results of the path coefficients test measurements can be seen in the following table:

Table 4.8
Path Coefficients Test

	Brand Decision (BD)	Perception (P5)	Place (P3)	Price (P2)	Product (P1)	Promotion (P4)
Brand Decision (BD)						
Perception (P5)	0,384					
Place (P3)	0,287	0,370				
Price (P2)	0,024	0,036				
Product (P1)	0,167	0,396				

Promotion (P4)	0,080	0,156				

As can be seen in the table above, we can analyze that the significance and strength of the relationship between variables is positive or >0.

4. Model Accuracy Test (T)

Hypothesis testing is done by looking at the results of the R-Square, P-Values-, and T-Stastic inner model analysis. This test uses the path coefficient in the SMARTPLS program, the results of the path coefficient measurement can be seen in the table below:

Table 4.9
Model Accuracy Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perception (P5) -> Brand Decision (BD)	0,384	0,382	0,072	5,341	**0,000**
Place (P3) -> Brand Decision (BD)	0,287	0,280	0,058	4,954	**0,000**
Place (P3) -> Perception (P5)	0,370	0,366	0,063	5,837	**0,000**
Price (P2) -> Brand Decision (BD)	0,024	0,027	0,056	0,424	**0,672**
Price (P2) -> Perception (P5)	0,036	0,035	0,054	0,661	**0,509**
Product (P1) -> Brand Decision (BD)	0,167	0,173	0,093	1,782	**0,075**
Product (P1) -> Perception (P5)	0,396	0,396	0,078	5,070	**0,000**
Promotion (P4) -> Brand Decision (BD)	0,080	0,077	0,056	1,426	**0,154**
Promotion (P4) -> Perception (P5)	0,156	0,159	0,047	3,341	**0,001**

In this study, calculations for indirect path coefficients were also carried out because this study used mediating variables. Therefore, the results of indirect path coefficients can be seen in the table below:

Table 4.10
Model Accuracy Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Place (P3) -> Perception (P5) -> Brand Decision (BD)	0,142	0,141	0,040	3,534	**0,000**
Price (P2) -> Perception (P5) -> Brand Decision (BD)	0,014	0,014	0,021	0,646	**0,519**
Product (P1) -> Perception (P5) -> Brand Decision (BD)	0,152	0,150	0,037	4,157	**0,000**
Promotion (P4) -> Perception (P5) -> Brand Decision (BD)	0,060	0,061	0,021	2,780	**0,006**

From the two tables above, it can be concluded that the type of mediation is based on the influence between these variables. The conclusion is as follows:

- The Product variable (P1) on the Brand Decision (BD) variable has no direct and insignificant effect. The Product variable (P1) on the Brand Decision (BD) variable which is influenced by the Perception variable (P5) has a positive and significant effect. From the two results, it can be concluded that the type of mediation that occurs is complementary mediation.
- Price variable (P2) on the Brand Decision (BD) variable has no direct and insignificant effect. The Price variable (P2) on the Brand Decision (BD) variable which is influenced by the Perception variable (P5) has a negative and insignificant effect. From the two results, it can be concluded that the type of mediation that occurs is that there is no mediation or non-mediation effect.

- The Place variable (P3) on the Brand Decision (BD) variable has a direct and significant influence. The Place variable (P3) on the Brand Decision (BD) variable which is influenced by the Perception variable (P5) has a positive and significant effect. From the two results, it can be concluded that the type of mediation that occurs is non-mediation or direct influence.
- The Promotion variable (P4) on the Brand Decision (BD) variable has no direct and insignificant effect. The Promotion variable (P4) on the Brand Decision (BD) variable which is influenced by the Perception variable (P5) has a positive and significant effect. From the two results, it can be concluded that the type of mediation that occurs is complementary mediation.

5. Predictive Relevance Test
   Predictive Relevance test is used to find out how well the observations have been made. The Predictive Relevance test uses the value of the Cross-validated redundancy (Q2) or Q-square test. the results of the predictive relevance test can be seen in the table below:

Table 4.11
Predictive Relevance Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Decision (BD)	660,000	355,022	0,462
Perception (P5)	660,000	332,742	0,496
Place (P3)	660,000	660,000	
Price (P2)	440,000	440,000	
Product (P1)	1540,000	1540,000	
Promotion (P4)	1980,000	1980,000	

As can be seen in the table above, we can analyze that the value of Q2 > 0 is 0.462 and 0.496, which means that the observation value of the model is good.

4.3 Discussion

From the results of data analysis that has been carried out, there are several discussions related to the hypotheses proposed in this study, the following are the discussions carried out for each hypothesis in the research that has been carried out by the researcher based on the processed data that has been carried out by the researcher.

1. Effect of Product (P1) on Perception (P5) – H1
   Product (P1) has a direct and significant effect on perception (P5) with a t-value of 5.070 > 1.96 and a p-value of 0.000 < 0.05. Therefore, the first hypothesis can be accepted because the product (P1) has a direct and significant effect on perception (P5).
2. Effect of Price (P2) on Perception (P5) – H2
   Price (P2) has no direct and insignificant effect on Perception (P5) with a t-value of 0.661 < 1.96 and a p-value of 0.509 > 0.05. Therefore, the second hypothesis cannot be accepted because Price (P2) has no direct and significant effect on Perception (P5).
3. Effect of Place (P3) on Perception (P5) – H3
   Place (P3) has a direct and significant effect on Perception (P5) with a t-value of 5.837 > 1.96 and a p-value of 0.000 < 0.05. Therefore, the third hypothesis can be accepted because Place (P3) has a direct and significant effect on Perception (P5).
4. Effect of Promotion (P4) on Perception (P5) – H4
   Promotion (P4) has a direct and significant effect on Perception (P5) with a t-value of 3.341 > 1.96 and a p-value of 0.001 < 0.05. Therefore, the fourth hypothesis can be accepted because Promotion (P4) has a direct and significant effect on Perception (P5).
5. Effect of Perception (P5) on Brand Decision (BD) – H5
   Perception (P5) has a direct and significant effect on Brand Decision (BD) with a t-value of 5.341 > 1.96 and a p-value of 0.000 < 0.05. Therefore, the fifth hypothesis can be accepted because Perception (P5) has a direct and significant effect on Brand Decision (BD).
6. Effect of Product (P1) on Brand Decision (BD) – H6
   The product (P1) has no direct and insignificant effect on Brand Decision (BD) with a t-value of 1.782 < 1.96 and a p-value of 0.075 > 0.05. Therefore, the sixth hypothesis cannot be accepted because the Product (P1) does not have a direct and significant effect on Brand Decision (BD).
7. Effect of Price (P2) on Brand Decision (BD) – H7

Price (P2) has no direct and insignificant effect on Brand Decision (BD) with a t-value of 0.424 < 1.96 and a p-value of 0.672 > 0.05. Therefore, the seventh hypothesis cannot be accepted because Price (P2) has no direct and significant effect on Brand Decision (BD).

8. Effect of Place (P3) on Brand Decision (BD) – H8
   Place (P3) has a direct and significant effect on Brand Decision (BD) with a t-value of 4.954 > 1.96 and a p-value of 0.000 < 0.05. Therefore, the eighth hypothesis can be accepted because Place (P3) has a direct and significant effect on Brand Decision (BD).
9. Effect of Promotion (P4) on Brand Decision (BD) – H9
   Promotion (P4) has no direct and insignificant effect on Brand Decision (BD) with a t-value of 1.426 < 1.96 and a p-value of 0.154 > 0.05. Therefore, the ninth hypothesis cannot be accepted because Promotion (P4) does not have a direct and significant effect on Brand Decision (BD).

5. Conclusion and Suggestions

5.1 Conclusion

Based on the results of the discussion that has been carried out in Chapter IV, it was found that there were 4 rejected hypotheses and 5 accepted hypotheses. Marketing 4P (Product, Price, Place & Promotion) can be used as one of the strategies of cigarette companies mediated by the perception variable to influence consumers in determining the brand they will consume. So the authors conclude the results of this study as follows:

1. Product variable has a direct and significant effect on Perception (P5) with a t-value of 5.070 > 1.96 and a p-value of 0.000 < 0.05. However, it has no direct and insignificant effect on Brand Decision (BD) with a t-value of 1.782 < 1.96 and a p-value of 0.075 > 0.05. Based on the results of the two tests, it can be concluded that a product that is produced must pay attention to what is needed by consumers, and what views will appear when consumers see the product produced, if these two things can be fulfilled then more consumers will decide to buy. using a product from a brand
2. Price variable has no direct and insignificant effect on Perception (P5) with a t-value of 0.661 < 1.96 and a p-value of 0.509 > 0.05. And also has no direct and insignificant effect on Brand Decision (BD) with a t-value of 0.424 < 1.96 and a p-value of 0.672 > 0.05. Based on the results of the two tests, it can be concluded that the price or cost that must be incurred by consumers to get a product does not really affect the perception of consumers and also consumer decisions in using the product, because consumers prioritize their satisfaction with the product of a brand they consume.
3. The Place variable has a direct and significant effect on Perception (P5) with a t-value of 5.837 > 1.96 and a p-value of 0.000 < 0.05. And a direct and significant effect on Brand Decision (BD) with a t-value of 4.954 > 1.96 and a p-value of 0.000 < 0.05. Based on the results of the two tests, it can be concluded that the existence of a product in the field is very important in order to bring the product marketed closer to consumers, and also consumers can more easily and efficiently get products on the market. This is because if a product is difficult to reach by consumers, consumers can indirectly switch to other similar products and consumer perceptions of a product that is difficult to obtain will disappear and be considered the product no longer exists.
4. Promotion variable has a direct and significant effect on Perception (P5) with a t-value of 3.341 > 1.96 and a p-value of 0.001 < 0.05. However, it has no direct and insignificant effect on Brand Decision (BD) with a t-value of 1.426 < 1.96 and a p-value of 0.154 > 0.05. Based on the results of the two tests, it can be concluded that promotional activities carried out by a brand to introduce its products to target consumers are very important, because these promotional activities can create or influence consumer perceptions of a product, if the perception is good it will end in the consumer's decision to use the product. product of a particular brand. So with this it can be explained that the purpose of carrying out promotional activities is to improve the image or consumer view of a product that is being marketed so that consumers can try the product from the brand and make it a loyal consumer to the product of the brand.

5.2 Suggestions

From the results of the discussion and conclusions that have been made, the researcher provides suggestions in the form of academic suggestions and practitioner suggestions. This suggestion can be used to develop further research:

1. Increasing the number of research respondents in order to obtain more significant and more detailed results.
2. Conduct research from different industries so as to provide different perspectives from different industries
3. This research was conducted specifically for cigarette products, so in the future it can replace cigarette products with other products that resemble such as vapes or e-cigarettes so that they can represent other industries.

4. The location of conducting the survey is more spread out so that all segments can be described in further research.
5. Research is more focused on one of the cigarette manufacturers so that they can be more specific in getting solutions to market their products.
6. Evaluating sales visits to outlets or places that are often used as places where consumers buy cigarettes.
7. Evaluate marketing methods with lower costs and get consumer responses to as many products as possible.
8. The research is extended to districts where consumers are quite homogeneous compared to those in cities.
9. Research focuses on the shift in price-sensitive consumers so that the price variable can focus more on further research, so that a brand if it will determine the price can choose the most appropriate price

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Appendix

Variable	Indicator	Freq	Mean	Median	Min	Max	Standard Deviation
Product (P1)	Product 1	220	4,100	4	1	5	1,048

	Product 2	220	3,505	4	1	5	1,154
	Product 3	220	3,591	4	1	5	1,090
	Product 4	220	3,173	3	1	5	1,098
	Product 5	220	3,959	4	1	5	1,149
	Product 6	220	3,923	4	1	5	1,044
	Product 7	220	3,764	4	1	5	1,128
	Product 8	220	3,541	4	1	5	1,157
	Product 9	220	3,645	4	1	5	1,054
	Product 10	220	3,664	4	1	5	1,025
	Product 11	220	3,732	4	1	5	1,102
Price (P2)	Price 1	220	3,882	4	1	5	1,038
	Price 2	220	3,550	4	1	5	1,054
Place (P3)	Place 1	220	4,114	4	1	5	1,018
	Place 2	220	4,032	4	1	5	1,093
	Place 3	220	3,900	4	1	5	1,163
Promotion (P4)	Promotion 1	220	2,823	3	1	5	1,079
	Promotion 2	220	2,827	3	1	5	1,131
	Promotion 3	220	2,873	3	1	5	1,172
	Promotion 4	220	2,591	2	1	5	1,263
	Promotion 5	220	2,895	3	1	5	1,237
	Promotion 6	220	2,859	3	1	5	1,145
	Promotion 7	220	3,173	3	1	5	1,119
	Promotion 8	220	3,200	3	1	5	0,908
	Promotion 9	220	3,450	4	1	5	1,169
	Promotion 10	220	3,436	4	1	5	1,144
	Promotion 11	220	4,082	4	1	5	1,024
	Promotion 12	220	3,436	3	1	5	1,176
	Promotion 13	220	3,673	4	1	5	1,075
	Promotion 14	220	3,873	4	1	5	1,161
Perception (P5)	Perception 1	220	3,964	4	1	5	0,967
	Perception 2	220	3,555	4	1	5	1,113
	Perception 3	220	3,736	4	1	5	1,076

	Perception 4	220	3,764	4	1	5	1,111
Brand Decision (BD)	Brand Decision 1	220	3,545	4	1	5	1,019
	Brand Decision 2	220	3,955	4	1	5	0,952
	Brand Decision 3	220	3,977	4	1	5	0,993
	Brand Decision 4	220	3,536	4	1	5	0,979