



Analysis of Factors Influencing Intention to Purchase “Portable Fire Extinguisher” for Residential House in DKI Jakarta

Theresia Oktovani¹, Arief Bowo Prayoga Kasm^{2*}

¹Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia, theresiaoktovani@gmail.com

²Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia, ariefbowo@mercubuana.ac.id

*Corresponding Author: Arief Bowo Prayoga Kasm²

Abstract: This study aims to analyze the factors that influence the intention to buy Fire Extinguisher products for residential homes in DKI Jakarta area. These factors include Awareness, Knowledge, and Perceived Price as independent variables. Attitude as an intervening variable, and Purchase Intention as the dependent variable. The population of this study is households living in DKI Jakarta, with a total sample of 150 people who will be taken through a questionnaire instrument. The data analysis method uses Structural Equation Model–Partial Least Square (SEM-PLS) which will be processed using Smart-PLS software. The results of the study show that there is a positive and significant influence between the independent variables namely Awareness, Knowledge, and Perceived Price on the dependent variable Purchase Intention. Attitude as an intervening variable can mediate the independent variables on the dependent variable.

Keywords: Purchase Intention, Attitude, Awareness, Knowledge, Perceived Price, Theory of Planned Behavior, Portable Fire Extinguisher.

INTRODUCTION

Fire is a disaster that cannot be foreseen/predicted in advance when, where, and how big the impact it can be (Setiani, 2015). The impact can be in the form of material losses, environmental damage, and threats to the safety of human life. There have been at least 17,789 fire cases in Indonesia. In the DKI Jakarta area alone, there have been 1,535 cases of fires. Basically, fire occurs because of fire. Therefore, it is better for every household to have a Portable Fire Extinguisher as one of the anticipations of the threat of fire hazard. Basically, fire occurs because of fire is formed due to the meeting of three elements simultaneously, namely fuel, heat and oxygen (Ismara, 2019)

So far, many and often extinguishing fires is carried out using water, regardless of the level of effectiveness of the extinguishing. Fires originating from electrical short circuits are strongly discouraged from using water to extinguish fires, fires should be extinguished using

media that are suitable for the class of fire. Portable Fire Extinguisher is used as a first aid tool to extinguish fires before the fire becomes big and spreads to the surrounding area. Extinguishing measures for initial level fires (small fires) using Portable Fire Extinguisher have proven to be effective (Trianawati, 2023).



Figure 1. Portable Fire Extinguisher

Based on pre-survey data that has been conducted, it appears that the interest in purchasing Portable Fire Extinguisher in the household segment in DKI Jakarta is at a fairly high level. These results also indicate that interest in purchasing Portable Fire Extinguisher in the household segment has actually been formed and can be prioritized for improvement through various approaches, especially to determine the influencing factors.

In addition to the data above, based on previous journal reviews, there are several other factors that influence consumer purchase intention. As in previous studies, it has been proven that awareness and knowledge are factors that influence consumer buying (Arlanti & Suyanto, 2019; Haji Wahab & Mohd Tajuddin, 2020). In addition, according, quality factors, price perceptions, and brands also have a significant positive effect on purchase intention. In addition, the experience factor, which is one of the internal factors of consumers, also influences purchase. Attitude as one of the factors that influence purchase intention as in research by (Arin, 2022; Priyatna & Athanasius, 2020; Susanto & Sahetapy, 2021).

Based on the factors that influence purchase intention above, the authors conducted a survey by distributing questionnaires to 30 surveyed households living in DKI Jakarta area to find out which factors influence the intention to buy Portable Fire Extinguishers.

**Table 1. Pre-Survey Questionnaire
“Factors Influencing Intention to Purchase Portable Fire Extinguisher”**

No	Statement	Answer		Score
		Yes	No	
1	Awareness I always keep the house safe from fire hazards	26	4	86,7%
2	Knowledge I know about the Portable Fire Extinguisher	20	10	66,7%
3	Quality The average quality of Portable Fire Extinguisher products is good	4	26	13,3%
4	Price Perception The price of Portable Fire Extinguisher products is in accordance with the benefits	26	4	86,7%
5	Brand Image I am familiar with several brands of Portable Fire Extinguisher products	2	28	6,7%
6	Experience I had a fire incident’s experience	4	26	13,3%
7	Attitude	20	10	66,7%

I need to have a Portable Fire Extinguisher for fire protection

Based on the results of the pre-survey, through this research the author will conduct research with the title "**Analysis of Factors Influencing Intention to Purchase Portable Fire Extinguisher for Residential House in DKI Jakarta**" with the influence of the dominant factor, namely awareness = 86.7%, knowledge = 66.7%, price perception = 86.7% which influences consumer purchase intention in portable fire extinguishers with attitude = 66.7% as the intervening/mediation variable.

LITERATURE REVIEW

Consumer Behavior

Schiffman and Kanuk in (Arlanti & Suyanto, 2019) suggest that the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Meanwhile, according to Kotler and Keller in (Wahyudi, 2022) consumer behavior is the study of how individuals, groups and organizations select, buy, use, and place goods, services, ideas or experiences to satisfy their wants and needs. Consumers have diversity, which includes age, cultural background, education, and socio-economic conditions, so it is necessary to study what factors influence consumer behavior.

Theory of Planned Behavior

Theory of Planned Behavior explains that attitude towards behavior is an important point that can predict an action, although it is necessary to consider a person's attitude in testing subjective norms and measuring the person's perceived behavioral control. If there is a positive attitude, support from people around, and there is a perception of ease because there are no barriers to behavior, then one's intention to behave will be higher in Azjen (Arlanti & Suyanto, 2019).

Attitude

According to Ajzen in (Arlanti & Suyanto, 2019) attitude is a tendency to respond to things that are liked or not in an object, person, institution, or event. Similarly, according to Kotler in (Yohana & Atmosphere, 2020a), attitude is behavior that shows what consumers like and don't like. Attitude is considered as the first factor influencing the intention to behave. When an individual appreciates the positives of an action, then he has the will to do that deed.

Awareness

Awareness is a person's awareness of events that occur in their environment. According to Kimberly et al. in (Sugiarto & Gabriella, 2020) awareness has two sides, namely awareness includes an understanding of the stimuli of the surrounding environment, besides that awareness also includes a person's recognition of his own mental events such as thoughts generated by memory and by his personal awareness.

Knowledge

According to Engel et al. in (Maulana et al., 2020) Knowledge is defined as information stored in memory, while the subset of information that is relevant to consumer functions in the market is called consumer knowledge.

Price Perception

According to Kotler and Keller in (Retnowulan, 2017), perception is an individual process of selecting, organizing, and interpreting information to form an image. Meanwhile, according to Kotler and Armstrong in (Wahyudi, 2022), price is the amount of money exchanged for a

product or service. Perception of price is one of the most important elements that can influence consumer interest and decisions to buy a product or service. High or low costs have always been the main concern of consumers in looking for products.

Purchase Intention

According to Kotler and Keller in (Wahyudi, 2022) consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in selecting, using and consuming or even wanting a product. If the perceived benefits of consuming a product are greater than the sacrifice to get it, then the urge to buy it will be higher, conversely if the benefits are smaller than the sacrifice, then usually the buyer will refuse to make a purchase and generally will switch to evaluating other similar products.

In most people, consumer behavior is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from their environment. The stimulus is then processed within oneself according to personal characteristics, before finally showing an interest in buying/owning the product.

RESEARCH METHODS

Research Design

This research is a causal type of research. Causal type of research is a research design that aims to test hypotheses about the effect of one or more (dependent) variables on other (independent) variables. The type of data used is quantitative by using a questionnaire data collection technique, namely giving several questions to 150 respondents as minimum.

Data Analysis Method

Hypothesis testing was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). According to Ghazali & Latan in (Hamid & Anwar, 2019) the purpose of PLS-SEM is to develop theory or build theory (predictive orientation). PLS is used to explain whether there is a relationship between latent variables (predictions). PLS is a powerful analytical method because it does not assume a data stream of definite scale and a small number of samples (Hamid & Anwar, 2019). This research has a complex model and a limited number of samples, so that the data analysis uses Smart PLS software. Smart PLS uses the bootstrapping or random multiplication method. Therefore, the assumption of normality will not be a problem. In addition, by bootstrapping, Smart PLS does not require a minimum number of samples, so it can be applied to research with small sample sizes. PLS-SEM analysis consists of two sub-models, namely the outer model and the inner model.

FINDINGS AND DISCUSSION

Partial Least Square (PLS) Analysis

In line with the aim of evaluating the model formed in this study, several tests were carried out to test that the latent variables studied, namely Awareness, Knowledge, Perceived Price, Attitudes, and Purchase Intention were consistently and precisely explained by each construct indicator. For this reason, two stages of testing were carried out, namely the measurement model test (Outer Model) and the structural model test (Inner Model). The data processing technique in this study uses the SEM method based on Partial Least Square (PLS) where the data processing uses the SmartPLS 3.0 program. The purpose of using PLS is to find the optimal predictive linear relationship that exists in the research model.

Measurement Model Test Results (Outer Model)

The outer model analysis determines the relations between each indicator and its latent variables. The tests were carried out with the following criteria:

1. Convergent Validity. The value of convergent validity is the value of the loading factor on the latent variables and their indicators with expected value > 0.7.
2. Discriminant Validity. This value is the value of the Cross Load factor which is useful to know if the construct has an adequate Discriminant value, by comparing the loading value on the intended construct must be greater than the loading value with other constructs.
3. Composite Reliability. Data with Composite Reliability > 0.7 have high reliability.
4. Average Variance Extracted (AVE). The expected AVE value is > 0.5.
5. Cronbach Alpha. The reliability test is reinforced by Cronbach Alpha. Expected value > 0.7 for all constructs.

Convergent Validity Test

In assessing each construct, construct assessment is seen from convergent validity. Convergent Validity is measured using outer loading and AVE (Average Variance Extracted) parameters. Individual reflexive measures are said to be correlated if the value is more than 0.7 with the construct to be measured. However, for research in the early stages of development, a measurement scale with a loading factor value of 0.5 to 0.6 is considered sufficient (Ghozali & Latan, 2015). The following is the result of the outer model which shows the Outer Loading value using the SmartPLS 3.0 analysis tool.

Convergent Validity aims to determine the validity of each relationship between indicators and constructs or latent variables. The Convergent validity of the measurement model with reflection indicators is evakuated based on the correlation between the item score or component score with latent variable score or construct score estimated with the SmartPLS program.

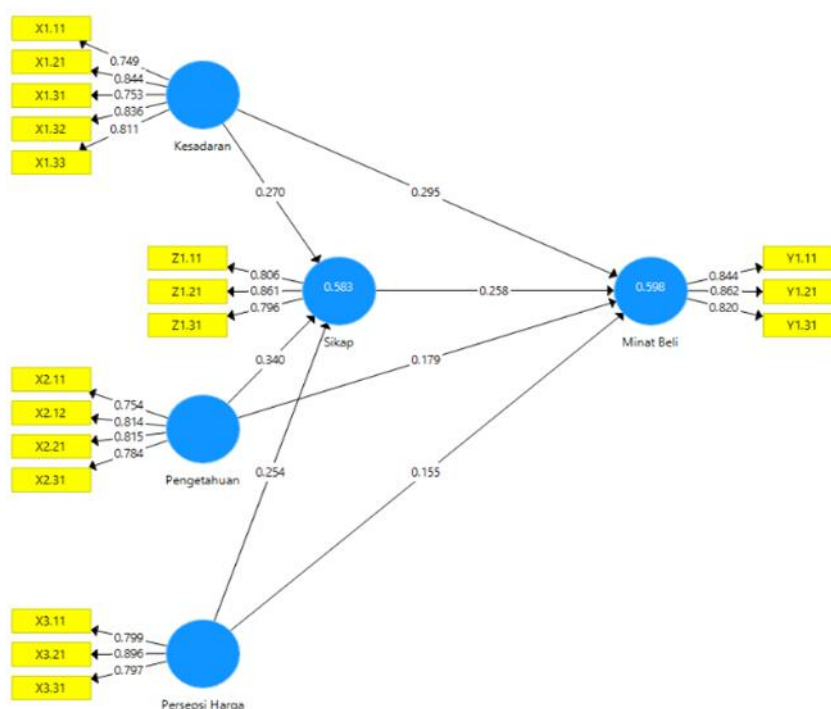


Figure 2. Outer Loading Results

Table 3. Convergent Validity Test Results (Outer Loadings)

Variable	Indicator	Outer Loadings	Criteria	Remarks
Awareness	X1.11	0.749	> 0.7	Valid
	X1.21	0.844	> 0.7	Valid
	X1.31	0.753	> 0.7	Valid

	X1.32	0.836	> 0.7	Valid
	X1.33	0.811	> 0.7	Valid
	X2.11	0.754	> 0.7	Valid
Knowledge	X2.12	0.814	> 0.7	Valid
	X2.21	0.815	> 0.7	Valid
	X2.31	0.784	> 0.7	Valid
Price perception	X3.11	0.799	> 0.7	Valid
	X3.21	0.896	> 0.7	Valid
	X3.31	0.797	> 0.7	Valid
Attitude	Y1.11	0.844	> 0.7	Valid
	Y1.21	0.862	> 0.7	Valid
	Y1.31	0.820	> 0.7	Valid
Purchase Intention	Z1.11	0.806	> 0.7	Valid
	Z1.21	0.861	> 0.7	Valid
	Z1.31	0.796	> 0.7	Valid

In Figure 2. and Table 3. it can be seen that all indicators have an Outer Loading value of more than 0.70. Therefore, the data in this study can be continued for the next test.

Discriminant Validity Test

Discriminant validity is used to test the validity of a model. The Discriminant Validity value is seen through the Cross Loadings value which shows the magnitude of the correlation between constructs and their indicators and indicators from other constructs.

The standard value used for Cross Loadings must be greater than 0.7 or by comparing the Square Root of Average Variance Extracted (AVE) value of each construct with the correlation between the construct and other constructs in the model. If the AVE root value of each construct is greater than the correlation value between that construct and other constructs in the model, then it can be said to have a good Discriminant Validity (Ghozali, 2008, 2021; Ghozali & Latan, 2015). The results of Cross Loadings in the Discriminant Validity analysis can be seen in table 3. of the Discriminant Validity test, reflective indicators can be seen in the Cross Loadings between the indicators and their constructs. According to (Ghozali & Latan, 2015). An indicator is declared valid or declared to be Discriminant Validity if the value of Cross Loadings indicator on the variable is the highest relative compared to the other variables, as shown in Table 4 below:

Table 4. Discriminant Validity (Cross Loadings) Test Results

Indicator	Awareness	Purchase Intention	Knowledge	Price perception	Attitude
X1.11	0,749	0,451	0,368	0,446	0,362
X1.21	0,844	0,612	0,651	0,564	0,641
X1.31	0,753	0,534	0,550	0,548	0,557
X1.32	0,836	0,577	0,554	0,642	0,543
X1.33	0,811	0,591	0,610	0,476	0,555
X2.11	0,565	0,485	0,754	0,354	0,559
X2.12	0,541	0,563	0,814	0,503	0,562
X2.21	0,528	0,555	0,815	0,581	0,507
X2.31	0,576	0,489	0,784	0,592	0,560
X3.11	0,514	0,528	0,551	0,799	0,536
X3.21	0,586	0,525	0,556	0,896	0,574
X3.31	0,580	0,534	0,490	0,797	0,518
Y1.11	0,612	0,844	0,581	0,559	0,668
Y1.21	0,588	0,862	0,519	0,491	0,520
Y1.31	0,562	0,820	0,567	0,554	0,523
Z1.11	0,573	0,598	0,545	0,536	0,806
Z1.21	0,611	0,552	0,609	0,597	0,861

Indicator	Awareness	Purchase Intention	Knowledge	Price perception	Attitude
Z1.31	0,477	0,530	0,547	0,471	0,796

From Table 2. it can be seen that the correlation of the Awareness construct for each indicator X1.11, X1.21, X1.31, X1.32, and X1.33 respectively is 0.749; 0.844; 0.753; 0.836; 0.811 higher than the correlation of other construct indicators. Furthermore, the Knowledge correlation for each indicator X2.11, X2.12, X2.21, and X2.31 respectively is 0.754; 0.814; 0.815; 0.784 higher than the correlation of other construct indicators. Then the correlation of Price Perception on each indicator X3.11, X3.21, and X3.31 respectively is 0.799; 0.896; 0.797 higher than the correlation of other construct indicators. Then the attitude correlation for each indicator Z1.11, Z1.21, and Z1.31 respectively is 0.806; 0.861; 0.796 higher than the correlation of other construct indicators. Then the correlation of Purchase intention on each indicator Y1.11, Y1.21, and Y1.31 respectively is 0.844; 0.862; 0.820 higher than the correlation of other construct indicators.

Thus it can be concluded that all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are higher than the indicators in other blocks. The Discriminant Validity test can also be carried out by looking at the AVE roots for each construct which must be greater than the correlation with other constructs, which can be seen from Table 5 Fornell-Lacker Criterion.

Table 5. Fornell-Lacker Criterion Test Results

	Awareness	Purchase Intention	Knowledge	Price Perception	Attitude
Awareness	0,799				
Purchase Intention	0,699	0,842			
Knowledge	0,697	0,661	0,792		
Price Perception	0,674	0,636	0,641	0,832	
Attitude	0,678	0,682	0,691	0,653	0,822

Based on the results of the discriminant validity test (Fornell-Lacker Criterion) it can be seen that there are still Fornell – Lacker Criterion values that are below the column or in the left column which are greater than the column in the cross section between variables. Overall can be concluded that according to the discriminant validity test results (Fornell-Lacker Criterion) the research data model has met the good criteria and is feasible to continue.

Table 6. Discriminant Validity (Heterotrait-Monotrait Ratio) Test Results

	Awareness	Purchase Intention	Knowledge	Price Perception	Attitude
Awareness					
Purchase Intention	0,835				
Knowledge	0,824	0,825			
Price Perception	0,821	0,809	0,813		
Attitude	0,820	0,871	0,885	0,849	

Next is the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) matrix. According to (Mourad & Valette-Florence, 2016) there is a new criterion for testing Discriminant Validity by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. Where it is recommended that the measurement value should be less than 0.85, although a value above 0.85 to a maximum of 0.90 is still considered sufficient.

The results of the discriminant validity test show that the research variables have met the validity requirements, there are only 2 cross sections which are above 0.85, namely

between Attitudes with Purchase Intention and Attitudes with Knowledge, but it can be considered still sufficient because it is not more than 0.90. Thus, testing can continue.

Average Variance Extracted (AVE) Test

Another method for looking at Discriminant Validity consists of testing the value of the Square Root of the Average Variance Extracted (AVE) of each construct with the correlation between the construct and the other constructs in the model, so it can be said in this study that the AVE value of each construct is above 0.5, so that there are no Convergent Validity problems in the tested model so that the constructs in this research model have good Discriminant Validity.

Table 7. Average Variance Extracted (AVE) Test Results

Variable	Criteria	Average Variance Extracted (AVE)
Awareness	> 0,5	0,639
Purchase Intention	> 0,5	0,709
Knowledge	> 0,5	0,628
Price Perception	> 0,5	0,692
Attitude	> 0,5	0,675

From the data above it can be seen that the Awareness variable has an AVE value (0.639), the Purchase Intention variable has an AVE value (0.709) then the Knowledge variable has an AVE value (0.628), the Purchase Intention variable has an AVE value (0.709) then the Price Perception variable has an AVE value (0.692) and the Attitude variable with an AVE value (0.675). Thus it can be stated that each variable in this study has a good AVE value.

Cronbach's Alpha test is intended to test the reliability of instruments in the research model or to measure the internal consistency and the value must be ≥ 0.60 . If all latent variable values have Composite Reliability or Cronbach's Alpha values ≥ 0.70 , this indicates that the construct has good reliability or the questionnaire used as a instrument/tool in this study is reliable and consistent (Ghozali, 2015).

Table 8. Validity and Reliability of the Construct Test Results

Variable	Criteria	Cronbach's Alpha
Awareness	> 0,7	0,859
Purchase Intention	> 0,7	0,795
Knowledge	> 0,7	0,802
Price Perception	> 0,7	0,775
Attitude	> 0,7	0,759

Based on the data above, the results show that all variables have a Cronbach's Alpha value < 0.7 . Therefore, it can be concluded that the data in this research passed the Validity and Reliability Construct tests.

Structural Model Test Results (Inner Model)

Inner Model testing is the development of a model based on concepts and theories to analyze the relationship between exogenous variables and endogenous variables, which has been described in a conceptual framework. Inner model analysis is carried out with the aim of ensuring that the structural model built is robust and accurate. Structural Model testing is performed by looking at the R-Square value which is a Goodness - Fit model test. The steps to verify the structural model (Inner Model) are performed according to the following steps:

Coefficient of Determination R-Square (R2)

The coefficient of determination R-Square (R2) shows how well the independent variables explains the dependent variables. The R-Square value is 0 to 1. If the R-Square value approaches to 1, then the independent variables provide all the information needed to predict the variant of the dependent variables. Conversely, the smaller the R-Square value, the more limited the ability of independent variables to explain the variant in dependent variables. The R-Square value has a weakness, namely the R-Square value will increase every time there is an addition of one independent variable even though the independent variable hasn't significant effect on the dependent variable. Based on the data processing performed, the R-Square value is obtained as follows:

Table 9. R-Square Test Results

	R-Square	R-Square Adjusted
Purchase Intention	0,598	0,590
Attitude	0,583	0,577

From the results of the R-Square test in table 8. Structural Model 1 indicates that the model on the Attitude variable can be said to be moderate because it has values in the range 0.400 – 0.600. Attitudes produce an R-square value of 0.577 or 57.7%, meaning that attitudes can be explained by Awareness, Knowledge and Perceived Price while 42.3% can be influenced by other variables not examined.

Furthermore, results of R-Square test in table 8. Structural Model 2 show that the model on the Purchase intention variable can be said to be moderate because it has values in the range 0.400 – 0.600. Buying intention produces an R-square value of 0.590 or 59.0%, meaning that purchase intention can be explained by awareness, knowledge, price perception and attitude, while 41.0% can be influenced by other variables not examined.

Coefficient of Determination F-Square (f2)

F-Square (Effect Size) is used to evaluate the relative impact of an influencing variables (exogenous) on the affected variables (endogenous). The F-Square value of the model is used to determine the size of the effect size of endogenous latent variables on exogenous latent variables. If the F-Square value is above or equal to 0.35, it can be interpreted that the latent variable predictor has a strong influence, if the value is in the range 0.15 - 0.35 then it has a medium effect and if the value is in the range 0.02 -0.15 then it has a weak influence (Ghozali, 2014).

Table 10. F-Square Test Results

	Purchase Intention	Criteria	Attitude	Criteria
Awareness	0,086	Weak	0,074	Weak
Purchase Intention	0,032	Weak	0,128	Weak
Knowledge	0,027	Weak	0,075	Weak
Price Perception	0,069	Weak		

Coefficient of Determination Q-Square (Q2)

The fit or prediction (Q-Square) is also known as Stone-Geisser. Test is performed to determine the predictive capability with a blindfolding procedure. A Q-square value greater

than 0 indicates that the model has a predictive relevance value, while a Q-square value less than 0 indicates that the model has less predictive relevance value. However, if the calculation results show a Q-square value of more than 0, then the model is said to have relevant predictive value.

Table 11. Q-Square Test Results

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Purchase Intentions	570,000	336,758	0,409
Attitude	570,000	352,046	0,382

Based on Table 4.20 the results of the Construct Crossvalidated Redundancy test show the results of testing the value of Q2 = 0.409 in the Purchase intention variable. Q2 value = 0.382 on the Attitude variable. The calculation results show a predicted relevance value of > 0 in both structural models in the study, so that the model can be said to be feasible and has a relevant predictive value.

Hypothesis Test Results

The next test is to look at the significance of the influence between variables by looking at the parameter coefficient values and statistical significance values of T, namely through the bootstrapping method (Ghozali & Latan, 2015). The significance test is based on standard error bootstrapping as the basis for calculating the t and p values of the path coefficient.

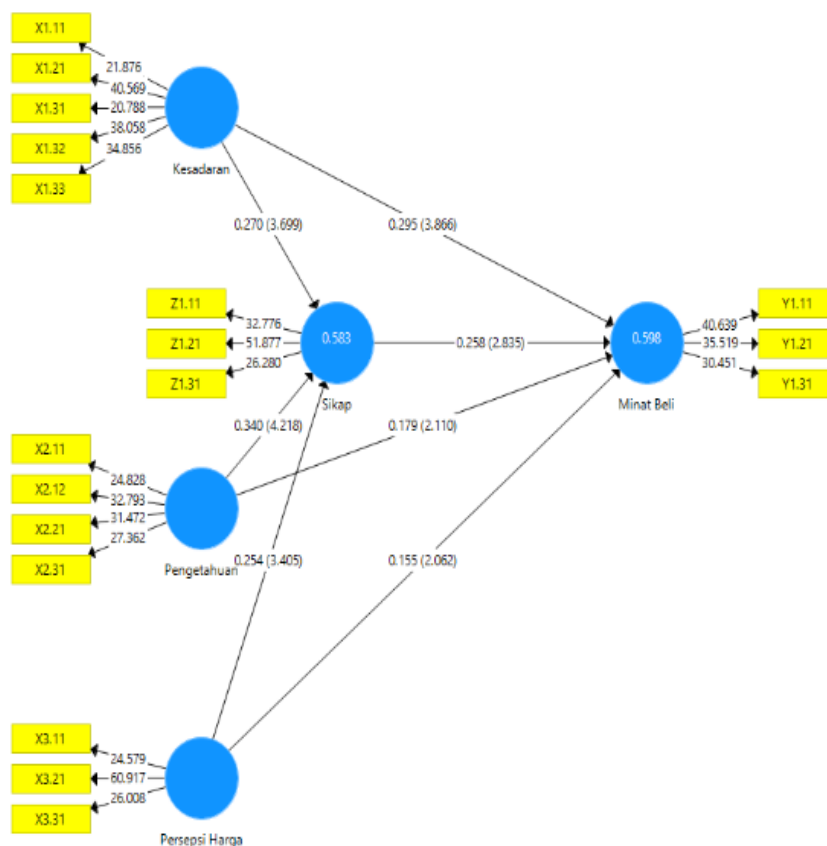


Figure 3. Bootstrapping Test Results

Table 12. Hypothesis Test Results

No	Hypothesis	Original Sample	Standard Deviation	t-statistics	Sig.	Results
1	Awareness → Purchase Intention	0,295	0,076	3,866	0,000	H ₁ is accepted

No	Hypothesis	Original Sample	Standard Deviation	t-statistics	Sig.	Results
2	Knowledge → Purchase Intention	0,179	0,085	2,110	0,035	H ₂ is accepted
3	Price perception → Purchase Intention	0,155	0,075	2,062	0,039	H ₃ is accepted
4	Attitude → Purchase Intention	0,258	0,091	2,835	0,005	H ₄ is accepted
5	Awareness → Attitude → Purchase Intention	0,069	0,033	2,131	0,033	H ₅ is accepted
6	Knowledge → Attitude → Purchase Intention	0,088	0,035	2,496	0,013	H ₆ is accepted
7	Price perception → Attitude → Purchase Intention	0,065	0,032	2,035	0,042	H ₇ is accepted

CONCLUSION AND RECOMMENDATION

Based on the results of the research and discussion that have been put forward in the previous chapter, the following conclusions can be drawn:

1. A person's or community's awareness of the dangers of residential fires has a positive influence on the intention to buy a Portable Fire Extinguisher. This awareness influences buying behavior and drives people to be more proactive in protecting their homes and families from the threat of fire. In addition, awareness also has an impact on the level of public knowledge about preventive measures and how to use Portable Fire Extinguishers. By increasing awareness and knowledge, small fire extinguishers can be more effective in reducing the risk of fires in residential homes. Therefore, it is important for all of us to recognize the risks and the importance of preventive measures to create a safer environment from fire hazard.
2. One's knowledge of using a Portable Fire Extinguisher has a positive impact on the intention to buy a Portable Fire Extinguisher. This knowledge gives confidence and awareness of the importance of fire extinguishers in fire prevention. Education and increasing knowledge about Portable Fire Extinguishers must be continuously encouraged to create a safer environment from the risk of fire and improve safety for all of us.
3. Price Perception has a significant effect on the intention to buy a Portable Fire Extinguisher. Perceived price is an important factor in shaping consumer attitudes and buying behavior. The lack of information regarding the price of Portable Fire Extinguisher has resulted in the formation of inconsistent price perceptions in society. Positive price perceptions will increase purchase intention, while negative price perceptions can reduce purchase intention. Therefore, it is important for related parties to provide clear and transparent information about the price of Portable Fire Extinguisher as well as to campaign the importance of this tool as a fire prevention tool to increase purchase intention and public awareness of the need for Portable Fire Extinguisher as an effective safety tool.
4. Attitudes have a significant influence on intention to buy Portable Fire Extinguishers. Although some segments of society still do not fully regard fire extinguishers as a primary need in the household, positive changes have been seen in some communities who are starting to realize the importance of this tool in fire prevention. A supportive attitude towards Portable Fire Extinguisher plays an important role in increasing purchase intention. Therefore, related parties need to continue to carry out education and socialization campaigns to change attitudes and increase public awareness about the importance of fire extinguishers as an effective safety tool in protecting homes and families from the risk of fire.
5. Attitude mediates the effect of Awareness on Intention to Buy Portable Fire Extinguishers. Awareness about fire risk and the importance of fire extinguishers as a prevention tool influences the formation of individual attitudes towards these products. A supportive attitude will strengthen the purchase intention of a Portable Fire Extinguisher

as an important investment in protecting the home and family safety. Therefore, a marketing approach that focuses on increasing awareness and changing people's attitudes towards fire extinguishers is the key to increasing purchase intention and creating a safer environment from the risk of fire.

6. Attitude acts as a significant mediating variable in the relationship between Knowledge of the use of Portable Fire Extinguishers and Intention to Buy Portable Fire Extinguisher. The knowledge that a person has about the benefits and uses of Portable Fire Extinguisher influences the attitude that is built towards the tool, and a positive attitude will increase the intention to buy a Portable Fire Extinguisher. Therefore, it is important to increase knowledge and carry out effective information campaigns about fire extinguishers to form a supportive attitude and increase purchase intention in order to create a safer environment from fire risk.
7. Attitude mediates the effect of Perceived Price on Intention to Buy Portable Fire Extinguishers. Perceived price is an important factor in shaping consumer attitudes and buying behavior. If consumers have a positive price perception and feel that the price of the fire extinguisher is commensurate with the benefits provided, then a positive attitude towards this product will emerge and purchase intention will increase. Therefore, it is important for producers and related parties to ensure prices that are in accordance with the benefits of fire extinguishers and carry out appropriate education to form a positive price perception, to increase purchase intention and improve home and family safety from fire risks.

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