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THE INFLUENCE OF CONSUMER PERCEPTION ON PURCHASE INTENTION TOWARDS SPORT MASSAGE SERVICES AMONG UNIVERSITY STUDENTS

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In today's world, many sport massage companies have shown inconsistent service and struggle to close the gap between customer perception and purchase intention. This study aims to investigate how consumer perception influences purchase intention towards sport massage services among university students at UiTM Shah Alam. As interest and wellness and recovery services rises, understanding the role of perceived convenience, service quality, and perceived value becomes crucial for services providers targeting the student demographic. Using a quantitative approach, data were collected from 95 students via online questionnaires with a 5- point Likert scale. Analysis through SPSS version 29 includes descriptive statistics and Pearson correlation. The finding reveals a significant, positive correlation between consumer perception and purchase intention ($r = 0.741$, $p < 0.05$), with service quality emerging as the strongest influence ($r = 0.703$, $p < 0.05$) followed by perceived convenience ($r = 0.679$, $p < 0.05$) and perceived value ($r = 0.633$, $p < 0.05$). These results provide practical insight for improving marketing strategies enhancing service delivery and adjusting offerings to student needs. Ultimately, the study contributes to the growing literature on consumer behaviour in wellness services and offers actionable recommendations on increasing engagement in sport massage offering among university students.

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