

Review Article

## HOW DOES BRAND AWARENESS AFFECT PURCHASE INTENTION IN MEDIATION BY PERCEIVED QUALITY AND BRAND LOYALTY?

<sup>1</sup>Gusti Noorlitaria A, <sup>2</sup>Fadillah Ridho Pangestu, <sup>3</sup>Fitriansyah, <sup>4</sup>Untung Surapati, <sup>5</sup>Syahriful Mahsyar

Faculty of Economics and Business Mulawarman University, Samarinda, Indonesia  
Email : [gustinoorlitaria@feb.unmul.ac.id](mailto:gustinoorlitaria@feb.unmul.ac.id) , [fadillahridho08@gmail.com](mailto:fadillahridho08@gmail.com) , [syarifumashsyar@gmail.com](mailto:syarifumashsyar@gmail.com) ,  
[untung.kbs@gmail.com](mailto:untung.kbs@gmail.com) ,

Received: 10.11.2019

Revised: 25.12.2019

Accepted: 30.01.2020

### Abstract

The study is to investigate the impact of brand awareness on purchase intention which mediated by the perceived quality and brand loyalty. The study was conducted in Samarinda City fast-food restaurant. This research collected and processed 80 respondents by using a questionnaire method. The questionnaires itself were using a Likert scale which was used to measure 16 indicators based on the PLS analysis method. The result found that brand awareness affects and has a significant effect on purchase intention and brand loyalty. Brand loyalty has a positive and significant effect on purchase intention. Brand awareness has a positive and significant effect on perceived quality. Perceived quality has a positive and significant effect on brand loyalty and purchase intention. Brand loyalty can mediate the perceived quality of purchase intention while perceived quality can mediate brand awareness of purchase intention.

**Keywords:** brand awareness, brand loyalty, perceived quality, purchase intention.

© 2019 by Advance Scientific Research. This is an open-access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)  
DOI: <http://dx.doi.org/10.31838/jcr.07.02.20>

### INTRODUCTION

To increase consumer awareness to buy a brand that they know and give them benefits are demand for every organization that runs a business. One of the sign the product has high brand awareness is customers are able to recall or recognise a brand. The consumer's ability to recognise or recall a brand is central to purchasing decision-making. According to Hsieh (2016) and Monareh (2012), the producers must create and promote brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness of the product is higher, brand loyalty will increase. Therefore, brand loyalty, brand preference and purchase intention will increase as well.

The existence of brand awareness means the ability of consumers to recognize and recall brands in different situation. Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition based on the research conducted by Hsieh (2016), Monareh & Wirawan (2012). It means consumers can recognize the brand correctly if they have seen or heard it. In addition, brand awareness can be distinguished from depth and breadth. Depth of brand awareness refers to how easily customers can recall or recognize the brand. Breadth of brand awareness refers to the range of purchase and consumption situations in which the brand comes to mind.

That means, the product has higher brand awareness. In addition, brand name is the most important element in brand awareness, Davis et al (2008) and Aji, (2014). The result, brand awareness will affect purchase decisions through brand associations, and when the product has positive branding, it will contribute in marketing activities.

The role of brand awareness can be understood by examining how brand awareness creates value. The higher the level of brand awareness it means the product is in consumer's mind, Durianto, et al (2004) and Andrology (2014). Furthermore, brand awareness is not just a memory, but is a learning process for consumers of a brand. Building brand awareness is usually done for a long time because memorization can succeed with repetition

and reinforcement. In fact, brands with a high level of recall are old brands.

The development of the trade sector business so far has been developed, it is influenced by the level of spending or individual consumption. Meanwhile, the current economic situation is slowing down and the price of basic needs is getting higher. This will cause consumers to be more selective in determining and buying a product for consumption. Even though the economic slowdown is happening in Indonesia, it does not affect the current trend of people who prefer to buy fast food. This is evidenced according to the latest MasterCard survey entitled Consumer Purchasing Priorities, as many as 80 percent of Indonesians prefer to dine at fast food outlets, followed by food courts which rank second with 61 percent, and middle-class restaurants or cafes as much as 22 percent. The results of the study are judged to be in line with the culinary industry trends in Indonesia that present a variety of unique food menus and provide a variety of attractive offers that increasingly add to the interest of consumers to eat more often outside the home.

At fast food restaurants, brands have an important role to survive in a company. Marketing competition in the future will become more competitive among brands to attract consumers. (Kartajaya, 1993).

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. (Wisnu & Hermawan, 2011). Brand loyalty includes behavioral and attitudinal loyalty. Behavioral loyalty is the behavioral dimensions of the procurement procedure which includes repetitive buying behavior and continuation of this behavior. Attitudinal loyalty refers to a specific commitment to the brand and the intention to re-purchase. It is the tendency to be loyal to a focal brand, which is proved by the intention to purchase the brand as the main choice (Wisnu & Hermawan, 2011). Thus, the purchasing frequency is not the same as loyalty. For example, consumers re-purchase a product it does not mean they like it but it could also be due to a convenient factor or various behaviors to buy

certain products irregularly (Tseng, *et al.* 2004; Hsieh, 2016; Monareh, 2012).

Purchase intention as a situation where consumer tends to buy a certain product in certain condition. Shah *et al.* (2012) show that purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product.

It can be found in this research that the consumers who have brand awareness are able to provide a perceived quality of brand they use, so they are loyal to the brand. The question of this research is whether consumers who have brand loyalty will still have the intention to buy other products in the same brand. One of the intended brands is the Kaori brand, where the Kaori brand is one of the brands that has many products variety.

Based on several studies have been conducted by researchers, this study will aim the effect of Brand Awareness on Purchase Intention Mediated by Perceived Quality and Brand Loyalty (studies at Samarinda City fast-food restaurant in Samarinda). Based on the research objectives, this research is expected to provide benefits which include: Theoretically, this research can be used as additional knowledge, insight, and information about the effect of brand awareness on purchase intention: mediated by the influence of perceived quality and brand loyalty

According to Kotler, (2009) a brand is a label that contains meaning and association. Great brands can function more like giving 10 colors and vibrations to the product or service produced. In Saputro (2015), brand is essential for both producers and consumers. Based on consumer's side, the brand makes purchase easier. If there is no brand, consumers need to evaluate all products that do not have a brand every time they will make a purchase. The brand also helps convince consumers that they will get consistent quality every time they buy the product. Based on the manufacturer's side, the brand can be promoted. Brands can easily be known when displayed on the stall. According to *Durianto et al.*, (2004) Brand awareness is the ability for a buyer to recall or recognize that a brand is a member of a certain product category. Brand awareness requires a continuous range of uncertainties that certain brands have been known before, so consumers believe that the product is the only brand in a group.

Purchase intentions can be defined as an individual's conscious plan to make an effort to purchase a brand. In addition the higher the purchase intention is the higher a consumer's willingness is to buy a product. (Dodds *et al.*, 1991; Schiffman and Kanuk, 2007; Kristyatmoko, 2015). Researchers can also use purchase intentions as an important indicator for estimating consumer behavior. When consumers have purchase intentions, this is a positive commitment that encourages consumers to make actual purchases (Fishbein and Ajzen, 1975; Schiffman dan Kanuk, 2007; Kristyatmoko, 2015).

Aaker (1993); Kristyatmoko (2013) defined perceived quality refers to the judgment about a product's overall excellence or superiority. It is also defined as the overall judgment with respect to the dimensions of brand values. In addition, perceived quality is an attitude that results from the comparison of consumer expectations with the actual performance. The perception of brand quality is not a real quality of a brand. However, it is a subjective evaluation of consumers on the brand consumed (Zeithaml *et al.*, 2012).

To achieve a satisfying level of quality becomes increasingly difficult for the product due to years of continuous improvement that has increased consumer expectations. (Aaker dan Keller, 1990; Saputro 2015)

stated that high brand awareness can promote brand loyalty to consumers. The higher the brand awareness, the higher the brand trust and purchase intention. Based on research conducted by (Petahiang *et al.*, 2015). It can be explained that the effect on consumer brand awareness in the OLX online store at FEB Unsrat Manado has a significant coefficient. The results of this study support previous research from the study of Chi *et al.* (2009) where this study found that brand awareness variables affects purchase intention. Research conducted by William & Japariato (2014) brand awareness variables on purchase intention showed a positive and significant effect. Based on previous research studies, the following hypotheses can be formulated:

H1: *Brand awareness has a positive and significant effect on purchase intention*

Brand awareness requires continuity from customers in choosing a product because it can represent the belief that there is only one brand that represents in a product category. The results of previous studies conducted by Ilmiyati (2011) in the study of the Effect of Brand Trust and Brand Awareness on Brand Loyalty in Pond's Products, indicate that brand awareness has a positive and significant effect on brand loyalty. Kurniati *et al.* (2013) in the research of the Influence of Brand Awareness and Quality Perceptions on Brand Loyalty Through Brand Trust as Intervening Variables in Nokia Mobile Phones (Studies in Students of the Faculty of Social and Political Sciences at Diponegoro University) show that brand awareness has a positive and significant effect on brand loyalty.

Research by Lu, *et al.* (2015) showed that there is a positive and significant effect between brand awareness and brand loyalty. The test was conducted on the effect of brand awareness on brand loyalty which examined by Aulia (2015) showed positive and significant results. With a high level of brand awareness, customers will pay more attention to the Malang Town Square brand so that it can affect visits and create brand loyalty. Based on previous research studies, the following hypotheses can be formulated as follow:

H2: *Brand awareness has a positive and significant effect on brand loyalty* Aaker & Keller, (1993); William & Japariato (2016), mentioned that a brand with high brand awareness and a good image can promote brand loyalty to consumers, and the higher the brand awareness is, the higher brand trust and the purchase of intentions to consumers. William & Japariato (2014) stated that brand loyalty variables on purchase intention showed a positive and significant effect. The results of the brand loyalty analysis showed that the brand loyalty of de Boliva ice cream consumers in Surabaya is relatively high.

Loyalty of Boliva ice cream consumer brand in Surabaya is classified as high, because consumers feel satisfied and believe in the quality of de Boliva ice cream products in Surabaya. Brand loyalty is very important because it provides motivation for consumers to buy the brand in the future Ahmed & Moosavi (2013). Based on previous research studies, the following hypotheses can be formulated as follow:

H3: *Brand loyalty has a positive and significant effect on purchase intention*

Overall brand awareness can be seen as the extent to which consumers ponder of a brand when a provided product category is stated and knowing a general description of a brand, and being able to recognize the characteristics of a brand spontaneously. According to the results of Sanjaya's research (2013) on the effect of brand awareness and brand association on brand loyalty through perceived quality, indicating that the more positive brand awareness is, the greater the effect on perceived quality,

this supports the results of research by Liao, et al. (2006) and Sanjaya (2013) which stated that brand awareness has a direct positive effect on perceived quality. So it can be said by increasing brand awareness it will also increase the perceived quality. Based on previous studies, the following hypotheses can be formulated as follow:

H4: Brand awareness has a positive and significant effect on perceived quality

The theory mentioned by Liao, et al. 2006 in Sanjaya, 2013 states that perceived quality has a direct positive effect on brand loyalty. It can be said by increasing perceived quality it will increase brand loyalty as well. The results of research conducted by Aulia (2015) regarding the effect of brand awareness on brand loyalty with brand association and perceived quality as a mediating variable indicate the effect of perceived quality on brand loyalty is positive and significant. Visitors assumed that the quality of Malang Town Square is good and only a few people disagree.

This result has a positive effect on brand loyalty. This study is in line with research by (Fajariah et al., 2016) which found that perceived quality has a positive and significant effect on brand image and brand loyalty. In the research conducted by Sanjaya (2013), it was also found that the perceived quality directly affected brand loyalty. Based on previous studies, the following hypotheses can be formulated as follow:

H5 : Perceived quality has a positive and significant effect on brand loyalty

The results of research conducted by Kristyatmoko (2013) and Yanthi (2015) that perceived quality has a positive and significant effect on purchase intentions. Yaseen, et al. (2011) where the perceived quality has the greatest influence of all variables studied. This is in line with the research of Setiawan (2010) which stated that the perception of good quality in consumers will increase purchase intention because it provides a strong reason for consumers to choose the brand. This is also supported by Setiawan (2010) about the relationship between perceived quality and purchase intention.

In his research, it was revealed that the perceived quality has a positive effect on purchase intention. Aaker (1996)

also postulated the role of perceived quality in building and maintaining brand equity. Based on previous studies, the following hypotheses can be formulated as follow

H6: Perceived quality has a positive and significant effect on purchase intention

Kusuma (2014) stated that loyal customers will provide benefits such as reduced marketing costs, can attract new consumers, and provide the advantage of time to respond against competitors. When customers are satisfied with the performance of a brand, it means that the brand has a strong brand equity Durianto et al. (2001: 3) and Saputro, (2015). Thus, the intensity of the purchase of the brand increases, because loyal customers will continue to choose the brand even though there are other brands with the same quality and tend to recommend the brand to new customers. As a result, according to the above discussions, the hypothesis is as the following:

H7: The role of brand loyalty in mediating perceived quality on purchase intention

Brand awareness can also provide to the consumer's perception of the attributes of resilience and their expensive goods items. According to research conducted by Monareh and Wirawan (2012) the level of consumer awareness of the Teh Botol Sosro can directly influence consumers' purchase intentions for the beverage. The significant influence of brand awareness on purchase intention through perceived quality as a mediating or intervening variable. However, besides being directly affected, the influence of the level of awareness of the Teh Botol Sosro brand is also estimated to be mediated by the perceived quality and brand loyalty. As a result, according to the above discussions, the hypothesis is as the following:

H8: The role of perceived quality in mediating brand awareness of purchase intention

Based on the relationship between these variables, a conceptual framework can be arranged as shown in Figure 1.

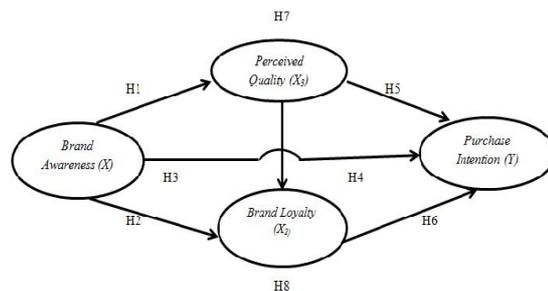


Figure 1. Conceptual Framework Model  
Source : Data Processed, 2018

**RESEARCH METHODS**

Definition of population according to Sugiyono (2007) is: " Population is a generalization area consisting of; objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions are determined ". In this study the population is infinite, it means the population cannot be determined or measured. The population is Samarinda residents. In this study the population is the number of customers who shop at Samarinda City fast-food restaurant Samarinda.

The main data collection tool in this study is questionnaire. The questionnaire consisted of open questions and closed

statements. Open questions in the form of respondents' profiles, and closed questions in the form of statements that have been provided related to the variables studied. Data collection methods are distributed directly to respondents to fill in themselves.

The variables used in this study are brand awareness as an independent variable, purchase intention as the dependent variable, perceived quality and brand loyalty as an intervening variable. Measurement of variables using several indicators including: brand awareness indicators are the ability to remember brands at the top of mine level, the ability to recognize brands, the ability of consumers to

recall brands. The indicators of purchase intention are a sense to purchase particular brand, stick to the brand even though there are other brands with equal quality, always repurchase and using the brand.

The indicators of perceived quality are the quality of products expected by consumers, the quality of products required by consumers, the superiority of products compared to other products, and suitable for consumption. Indicators of brand loyalty are the habit of choosing a brand, satisfaction with the brand, bigotry towards the brand, and recommending others to a brand.

This research was used partial least square (PLS) analysis technique. PLS is an analysis of variance-based structural equations, which can simultaneously test measurement models and test structural models. The purpose of PLS is

to predict the effect of variable X on variable Y and explain the theoretical relationship between the two variables (Jogiyanto, 2011). In Jaya and Sumertajaya (2008) stated that the steps for PLS structural modeling are (1) The first step: designing a structural model (inner model), (2) The second step: designing a measurement model (outer model), (3) The third step: constructing a path diagram, (4) Step four: conversion of the path diagram to the system of equations, (5) Step five: goodness of fit, (6) Step six: hypothesis testing.

**DATA ANALYSIS AND RESULTS**

In this study, there were 80 respondents according to the size of the sample used. In more detail about the demographic characteristics of respondents can be seen in Table 1 below..

**Table 1. Characteristics of Respondents**

No	Criteria	Classification	Number	Percentage
			(people)	
1	Age	17-23 th	23	28,75
		24-30 th	28	35
		31-37 th	11	13,75
		38-44 th	11	13,75
		>44 th	7	8,75
	<b>Amount</b>		<b>80</b>	<b>100</b>
2	Sex	Male	46	57,5
		Female	34	42,5
		<b>Amount</b>		<b>80</b>

Source : Data Processed, 2018

The next test is a validity test. Validity test is used to measure the accuracy of the statements used in the questionnaire to measure the accuracy of the statements used in the questionnaire to measure each variable to be examined. High and low validity indicate the extent to which the data collected does not deviate from the description of the intended variable.

According to Sugiyono (2013) that validity can be done by correlating between factor scores with total scores if the correlation of each factor is positive ( $r \geq 0.3$ ) then the research instrument can be said to be valid. The validity test results of the research instruments are presented in Table 2 which shows that all statement indicators in variables are greater than 0.30 so that all of these indicators have met the data validity requirements.

**Table2. Validity Test Results**

Variable	Instrument	Pearson	Description
		Correlation	
Brand Awareness	X1.1	0,474	Valid
	X1.2	0,685	Valid
	X1.3	0,576	Valid
	X1.4	0,499	Valid
Perceived Quality	X2.1	0,485	Valid
	X2.2	0,169	Valid
	X2.3	0,493	Valid
	X2.4	0,196	Valid
Brand Loyalty	X3.1	0,220	Valid
	X3.2	0,334	Valid
	X3.3	0,385	Valid
	X3.4	0,752	Valid
Purchase Intention	Y1.1	0,704	Valid
	Y1.2	0,520	Valid
	Y1.3	0,527	Valid
	Y1.4	0,290	Valid

Source : Data Processed, 2017

Data analysis techniques with Smart PLS is to assess the outer model uses three criteria, namely convergent validity, discriminant validity, and average variance extracted (AVE) and composite reliability. Meanwhile, to assess the inner model, it is assessed by looking at R2 (R-Square) on each dependent variable. The following is

presented in Table 3, the results of the PLS analysis as well as the Cronbach's Alpha value which all values are more than 0.60 which means that the instruments in this study are reliable.

**Table 3. Partial Least Square Analysis Results**

Variable	Cronbach's	Composite	AVE	R Square
	Alpha	Reliability		
Brand awarenss	0,866	0.875	0.636	0.594
Perceived quality	0,862	0.903	0.7	0.478
Brand loyalty	0,848	0.897	0.686	-
Purchase intention	0,861	0.881	0.469	0.775

Source : Data Processed, 2017

The R-square value for the brand awareness has shown 0.594 in Table 2 and it can be interpreted that 59.40% of the construct awareness variability of brand awareness is influenced by the brand loyalty variable and perceived quality, while 40.60% the variable is outside of the model. The R-Square value of construct quality perception variable is 0.478, which shows 47.80% variability of

perceived quality is assessed by brand awareness while receiving 52.20% is requested by variables outside the model. Likewise, the R-Square Value of variable purchase intention of 0.775, which shows 77.50% of variability of purchase intention, is considered by brand awareness, purchase intention, and brand loyalty, while the rest 22.50% is requested by variables outside the model.

**Table 4. Path Coefficient Result**

		Orginal	Sample	Standar	t	p
		Sample	Mean	Deviation	Statistics	Valuae
Brand awareness	brand loyalty	0.285	0.289	0.095	2.997	0.003
Brand awareness	perc. Quality	0.691	0.696	0.068	10.143	0.000
Brand awareness	purchase int.	0.382	0.392	0.094	4.071	0.000
Brand loyalty	purchase int.	0.310	0.310	0.093	3.349	0.001
Perc. Quality	brand loyalty	0.546	0.544	0.090	6.080	0.000
Perc. Quality	purchase int.	0.293	0.284	0.105	2.786	0.006

Source : Data Processed, 2018

Hypotheses in the PLS method was tested by using a simulation of each hypothesized relationship, in this case a bootstrap method is performed on the sample. The bootstrap method also serves to minimize the problem of abnormal research data used. In this study, the t-table with a significance value of 5% was 1.96.

Town Square brand so that it can affect returning costumer and create brand loyalty.

Based on the first hypothesis in this study shows that brand awareness has a positive effect on purchase intention. It can be shown in the path coefficient value of 0.382 with a t-statistic value of 4.071 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between brand awareness and purchase intention variables. These results confirm the research conducted by Petahiang, et al., (2015) that it can be explained that the effect on consumer brand awareness in the OLX online store at FEB Unsrat Manado is significant. The results of this study supports previous research from Oh, (2000) and Chi et al. (2009) where this study found that brand awareness variables influence purchase intention.

Based on the third hypothesis test, this study shows that brand loyalty has a positive effect on purchase intention. It can be shown in the path coefficient value of 0.310 with a t-statistic value of 3.349 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between the variable brand loyalty with purchase intention. These results confirm the research of William and Japariato (2016) which stated the brand loyalty variable on purchase intention has a positive and significant effect.

Based on the second hypothesis test in this study shows that brand awareness has a positive effect on brand loyalty. It can be shown in the path coefficient value of 0.285 with a t-statistic value of 2.997 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between the variable brand awareness with brand loyalty. These results confirm research on the effect of brand awareness on brand loyalty conducted by Aulia (2015) showing positive and significant results. With a high level of brand awareness, customers will pay more attention to Malang

The results of the brand loyalty analysis show the brand loyalty of de Boliva ice cream consumers in Surabaya is relatively high. The loyalty is high because consumers feel satisfied and have a trust in quality of de Boliva ice cream products in Surabaya. It can affect consumers to re-visit and create brand loyalty.

Based on the fourth hypothesis testin this study shows that brand awareness has a positive effect on perceived quality. It can be shown in the path coefficient value of 0.691 with a t-statistic value of 10.143 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between the variable brand awareness with brand purchase intention.

These results confirm Sanjaya's research (2013) which conducted the effect of brand awareness and brand association on brand loyalty through perceived quality, indicating that the more positive brand awareness is, the

greater its influence on perceived quality, this supports the results of research by Liao, et al. (2006) and Sanjaya (2013) which stated that brand awareness has a direct positive effect on perceived quality. Thus, it can be said by increasing brand awareness it will also increase the perceived quality of a brand.

Based on the fifth hypothesis test, this study shows that brand awareness has a positive effect on perceived quality. It can be shown in the path coefficient value of 0.546 with a t-statistic value of 6.080 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between brand awareness variables with purchase intention. These results confirm research conducted by Maulana (2016) regarding the effect of brand awareness on brand loyalty with brand association and perceived quality as a mediating variable indicating the effect of perceived quality on brand loyalty is positive and significant. Visitors assume that the quality of Malang Town Square is good and only a few people would disagree. This result has a positive impact on brand loyalty.

Based on the sixth hypothesis test, it shows that brand awareness has a positive effect on perceived quality. Therefore, it can be shown in the path coefficient value of 0.293 with a 2.786 t-value where the value is greater than the t-table value of 1.96 which can be interpreted that there is a significant relationship between the variable brand awareness with purchase intention. These results confirm Setiawan's research (2010) which says that the perception of good quality on the part of consumers will increase buying interest because it provides a strong reason for consumers to choose a brand. This study supported by Setiawan's (2010) research as well on the relationship between product quality perceptions and buying interest. In his study, it was revealed that the perception of product quality has a positive effect on consumers' interest. Aaker (1996) believed the perception of good quality on the part of consumers will increase the intensity of the purchase because it gives a strong reason in the minds of consumers to choose the brand.

Based on the seventh hypothesis test, this study shows that brand loyalty in mediating perceived quality has a positive effect on purchase intention. It can be shown in the path coefficient of 0.169 with a t-statistic of 2.943 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a partial relationship between the brand loyalty variables in mediating the influence of perceived quality with brand purchase intention. With the inclusion of brand loyalty variables as mediation in the path coefficient of perceived quality to purchase intention greater than 0 and that is 0.387, which shows that brand loyalty mediates partially.

These results confirm Kusuma's study (2014) stated that loyal consumers will provide benefits in the form of reducing marketing costs, attracting new consumers, and giving time to respond to competitors. If a lot of customers are satisfied with the brand, it means that the brand has strong brand equity. Durianto et al. (2010) and Saputro (2015). Thus, the intensity of the purchase of the brand increases, because loyal customers will continue to choose the brand even though there are other brands with the same quality and tend to recommend the brand to new customers.

Based on the eighth hypothesis test, this study shows that perceived quality in mediating brand awareness has a positive effect on purchase intention. It can be shown in the path coefficient value of 0.408 with a t-statistic value of 5.612 where the value is greater than the t-table value of 1.96 which can be interpreted that there is a partial relationship between the perceived quality variables in mediating the influence of brand awareness and purchase

intention. With the inclusion of the perceived quality variable as mediation in the path coefficient of brand awareness towards purchase intention greater than 0, that is 0.546, which indicates that brand loyalty mediates partially.

These results confirm research by Monareh and Wirawan (2012) that the level of consumer awareness of the Teh Botol Sosro brand can directly influence consumers' purchase intentions from these drinks. Significant influence on brand awareness and purchase intention through perceived quality as mediating or intervening variables. However, besides being directly affected, the influence of the level of brand awareness of Teh Botol Sosro is also estimated to be mediated by perceived quality and brand loyalty.

#### CONCLUSION AND SUGGESTION

Based on the results of the discussion, there are several conclusions. Brand awareness has a positive and significant effect on purchase intentions, the higher awareness of the Samarinda City fast-food restaurant, the consumer's intention to buy Samarinda City fast-food restaurant will increase. Brand awareness has a positive and significant effect on brand loyalty, the higher the consumer awareness of the Samarinda City fast-food restaurant brand, the consumer's attitude to loyalty to the Samarinda City fast-food restaurant brand will increase as well.

There is positive and significant brand loyalty to purchase intentions, the higher consumer loyalty to the Samarinda City fast-food restaurant, the consumer's intention to buy the Samarinda City fast-food restaurant Brand will increase. Brand awareness has a positive and significant effect on the quality of perception, with the higher consumer awareness of the Samarinda City fast-food restaurant, the perceived quality of consumers by Samarinda City fast-food restaurant services will increase.

Perceived quality gives positive and significant quality of brand loyalty, the higher the consumer's perception about the quality of Samarinda City fast-food restaurant products, the loyalty of consumers in Samarinda City fast-food restaurants will increase. Perceived quality also gives positive and significant quality of purchase intentions, the higher the consumer's perception of the quality of Kaori products, the consumer's intention to buy Samarinda City fast-food restaurant food will increase.

Brand loyalty is able to mediate perceived quality of purchase intentions, thus perceived quality does not directly affect intention through brand loyalty. Perceived quality is able to mediate brand awareness on purchase intention. Thus, brand awareness does not directly influence purchase intentions through perceived quality.

Based on these analysis and conclusions, the advice that can be given to the parties requested is that consumer awareness in Samarinda City fast-food restaurant fast food restaurants is good enough. But Samarinda City fast-food restaurant Samarinda Central Plaza has to make other efforts to create and maintain consumer brand awareness at the top level, so consumer brand awareness can be used as a benchmark to continue to improve the quality of Samarinda City fast-food restaurant and not only focusing on the Kaori brand but also making them in purchase a product.

#### REFERENCE

1. Ahmed, S., & Moosavi, Z. (2013). *Factors Influencing the Cell Phone Brand Loyalty of Swedish Generation Y*. *Jurnal Teknologi*. The Mälardalen University. <https://doi.org/10.11113/jt.v56.60>
2. Aji, E. P. (2014). *Analisis pengaruh kesadaran merek, persepsi kualitas, loyalitas merek, dan citra merek*

- terhadap ekuitas merek. Universitas Diponegoro.
3. Andrologi, F. (2014). *ANALISIS PENGARUH BRAND IMAGE DAN BRAND AWARENESS TERHADAP BRAND LOYALTY DAN DAMPAKNYA TERHADAP BRAND EQUITY*. UNIVERSITAS DIPONEGORO.
  4. Aulia, M. M. (2015). PENGARUH BRAND AWARENESS TERHADAP BRAND LOYALTY DENGAN BRAND ASSOCIATION DAN PERCEIVED QUALITY SEBAGAI VARIABEL MEDIASI. *Jurnal Manajemen Pemasaran*, 53(9), 1689-1699. <https://doi.org/10.1017/CBO9781107415324.004>
  5. Davis, D. F., Golicic, S. L., & Marquardt, A. J. (2008). Branding a B2B service: Does a brand differentiate a logistics service provider? *Industrial Marketing Management*, 37(2), 218-227. <https://doi.org/10.1016/j.indmarman.2007.02.003>
  6. Durianto, D., Budiman, L. J., & Sugiarto. (2004). *Brand Equity Ten : Strategy Memimpin Pasar*. Jakarta: Gramedia Pustaka Utama.
  7. Fajariah, N., Thoyib, A., & Rahman, F. (2016). Pengaruh Brand Awareness, Perceived Quality, dan Brand Image terhadap Brand Loyalty pada Generasi Y di Indonesia. *Jurnal Aplikasi Manajemen*, 14(3), 471-480. <https://doi.org/10.18202/jam23026332.14.3.08>
  8. Hsieh, H.-Y. (2016). The Relationship among Consumer Value, Brand Image, Perceived Value and Purchase Intention-A Case of Tea Chain Store in Tainan City. *Proceedings of the Eighth Asia-Pacific Conference on Global Business, Economics, Finance and Banking (AP16Singapore Conference)*, (July), 1-10. Retrieved from [www.globalbizresearch.org](http://www.globalbizresearch.org)
  9. Ilmiyati, I. (2011). Pengaruh Kepercayaan Merek dan Kesadaran Merek Terhadap Loyalitas Merek Pada Produk Pond's. *Skripsi*. Jakarta: Universitas Gunadarma
  10. Jogiyanto. (2011). *METODOLOGI PENELITIAN BISNIS*. (BPFE-YOGYAKARTA, Ed.) (4th ed.). BPFE-YOGYAKARTA.
  11. Kotler, P. (2000). *Marketing Management Millenium Edition*. (University of Phoenix, Ed.), *Marketing Management* (10th ed.). United States of America: PEARSON CUSTOM PUBLISHING. <https://doi.org/10.1007/978-1-137-26638-5>
  12. Kotler, P., & Keller, Kevin Lane. (2009). *MANAJEMEN PEMASARAN*. (J. Purba, Ed.) (12th ed.). PT.indeks.
  13. Kristyatmoko, Y. W., & Andjarwati, anik lestari. (2013). Pengaruh Persepsi Kualitas dan Harga terhadap Minat Beli Tablet Samsung Galaxy Tab. *Jurnal Ilmu Manajemen (JIM)*, 1(3).
  14. Kuang Chi, H., Ren Yeh, H., & Ting Yang, Y. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
  15. Kurniati, A. D., Farida, N., & Nurseto, S. (2013). Pengaruh Kesadaran Merek dan Persepsi Kualitas Terhadap Loyalitas Merek Melalui Kepercayaan Merek Sebagai Variabel Intervening Pada Ponsel Nokia. *Jurnal Manajemen*, 22(1), 1-9.
  16. Kusuma, Y. S. (2014). Pengaruh Brand Experience terhadap Brand Loyalty. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1-11.
  17. Liao, S. H., Widowati, R. P. A., dan Hu, D. C., (2005). Study of The Relationship Between Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. *International Conference on Business and Information*, 22(2), pp: 07-09.
  18. Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36-45. <https://doi.org/10.1016/j.ijhm.2015.07.008>
  19. Monareh, R. E., & Wirawan, Z. (2012). Pengaruh Brand Awareness Terhadap Perceived Quality Terhadap Brand Loyalty sebagai Determinan terhadap Purchase Intention. *Jurnal Manajemen*, 16(3), 37-39.
  20. Petahiang, I. L., Mekel, P., & Worang, F. G. (2015). the Influence of Brand Awareness and Perceived Risk Toward Consumer Purchase Intention on Online Store ( Case Study of the Customer At Feb Unsrat Manado ) Terhadapminatpembelian Konsumen Pada Online Store ( Studi. *Jurnal Berkala Ilmiah Efisiensi*, 15(04), 12.
  21. Sanjaya, B. (2013). Pengaruh Brand Awareness Dan Brand Association Terhadap Brand Loyalty Melalui Perceived Quality Pada Sepatu Merk Nike Di Surabaya. *Jurnal Ilmu Manajemen*, 2(1), 1-7.
  22. Saputro, G. M. (2015). *Analisis Pengaruh Brand Awareness , Brand Association , Perceived Quality Dan Brand Loyalty Terhadap Purchase Intention*. Universitas Negri Yogyakarta.
  23. Schiffman, L., & Kanuk, leslie lazar. (2004). *CONSUMER BEHAVIOR* (8th ed.).
  24. Setiawan, A. H. (2010). PENGARUH KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN TEH BOTOL SOSRO. *Jurnal Manajemen Pemasaran*, 2(2), 42-50.
  25. Shocker, A. D., & Aaker, D. A. (1993). Managing Brand Equity. *Journal of Marketing Research*, 30(2), 256. <https://doi.org/10.2307/3172832>
  26. Sugiyono. (2007). *METODE PENELITIAN ADMINISTRASI*. (A. Nuryanto, Ed.) (15th ed.). CV ALFABETA.
  27. Sugiyono. (2013). *STATISTIKA UNTUK PENELITIAN* (23rd ed.). CV ALFABETA.
  28. Tseng, Y. M., Liao, B. C., and Jan, Y. S. (2004). The study of relation between product Value, Brand Trust, Brand Affect and Brand Loyalty. *Journal of Business Administration*, 61(1), pp:29-50.
  29. William, C., & Japarianto, E. (2014). Analisis Pengaruh Ekuitas Merek Terhadap Minat Beli Konsumen Ice Cream Di De Boliva Surabaya. *Manajemen Perhotelan UKP*, 2(2), 1-14.
  30. Wisnu, & Hermawan, A. (2011). Pengaruh Perceived Quality Citra Merek. *Jurnal Manajemen Dan Pemasaran Jasa*, 4, 39-50.
  31. Yanthi, K. P., & Jatra, I. M. (2015). PENGARUH COUNTRY OF ORIGIN , BRAND IMAGE , DAN PERCEIVED QUALITY TERHADAP MINAT BELI SEPEDA MOTOR HONDA BEAT DI KOTA DENPASAR Kadek Pratita Yanthi 1 I Made Jatra 2 1Fakultas Ekonomi dan Bisnis Universitas Udayana ( Unud ), Bali , Indonesia ABSTRAK PENDAHULUAN. *E-jurnal Manajemen Unud*, 4(11), 3852-3881.
  32. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). *Services Marketing Integrating Customer Focus second European*. McGraw-Hill Education, 576.
  33. Kuni Zu'aimah Barikah. "Traditional and Novel Methods for Cocrystal Formation: A Mini Review." *Systematic Reviews in Pharmacy* 9.1 (2018), 79-82. Print. doi:10.5530/srp.2018.1.15