

# WORD OF MOUTH AND ADVERTISING ON PURCHASE INTENTION WITH BRAND AWARENESS AS MEDIATING VARIABLE AT RESTAURANTS IN NUSA DUA

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# WORD OF MOUTH AND ADVERTISING ON PURCHASE INTENTION WITH BRAND AWARENESS AS MEDIATING VARIABLE AT RESTAURANTS IN NUSA DUA

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**Abstrak.** Five-star hotel restaurants in the Nusa Dua area managed by international chains did not achieved their restaurant sales targets set by the company. Restaurants are not being advertised in various media. TripAdvisor rankings, bubble ratings, and reviews are low. Research is conducted on the effect of word-of-mouth communication and advertising on purchase intention with brand awareness as a mediating variable. This type of research is explanatory research with non-probability purposive sampling technique with data collection techniques through questionnaires. SEM PLS analysis was used to analyze the data that received through questionnaire with 170 respondents. This study found that brand awareness has a positive and significant effect on purchase intention. Word of mouth and advertising have no significant effect on purchase intention. Word of Mouth and advertising have positive and significant effect on brand awareness. Brand awareness significantly mediates Word of Mouth and advertising on purchase intention.

**Keywords:** brand awareness; word of mouth; advertising; purchase intention

## INTRODUCTION

Bali as a barometer of tourism in Indonesia has 52,927 star <sup>48</sup> hotel rooms with a total of 78,801 beds. The number of foreign tourist visits <sup>23</sup> to Bali increases every year as shown in the table below.

**Tabel 1.1:** The Number of Foreign Tourist Visits to Bali Year 2015 – 2019 <sup>23</sup>

No	Month	Number of Foreign Tourist Visit to Bali				
		2015	2016	2017	2018	2019
1	January	301,748	350,592	460,824	358,065	455,570
2	February	338,991	375,744	453,985	452,423	437,456
3	March	305,272	364,113	425,499	492,678	449,569
4	April	313,763	380,767	477,464	516,777	477,069
5	May	295,973	394,557	489,376	528,512	486,602
6	June	359,702	405,835	504,141	544,550	549,516
7	July	382,683	484,231	592,046	624,366	604,323
8	August	303,621	438,135	601,884	573,766	606,412
9	September	389,060	445,716	550,520	555,903	590,398
10	October	369,447	432,215	465,085	517,889	567,967
11	November	270,935	413,232	361,006	406,725	497,925
12	December	370,640	442,800	315,909	498,819	552,403

	4,00	4,92	5,69	6,07	6,27
Total	1,83	7,93	7,73	0,47	5,21
	5	7	9	3	0

Source: Bali Central Bureau of Statistics, 2020

<sup>35</sup> The number of foreign tourist arrivals to Bali reached 6 million in 2018. This is an increase of 6.5 percent compared to 2017. Tourist arrivals reached 6.2 million in 2019 but the increase from 2018 was relatively smaller, only 3.3 percent compared to the increase in 2017 to 2018 which is 6.5 percent. The percentage increase in tourist visits which was less compared to 2018 <sup>44</sup> used hotels in all locations in Bali such as Kuta, Tuban, Legian, Seminyak, Jimbaran, Nusa Dua, Tanjung Benoa and Ubud to maintain room occupancy rates. According to Howarth HTL, which is a consulting company in the hospitality sector in Asia Pacific, the Nusa Dua area has an average room occupancy rate for five-star hotels is 72% with an average room price per night between 1.4 million rupiah to 2.8 million rupiah (Ko, 2019). Hotels in Kuta/Tuban, Legian, Seminyak lowered room rates by around 4% from room rates in the previous year to maintain room occupancy rates, however the Nusa Dua/Tanjung Benoa area was able to increase room rates by an average of about 6% while maintaining room occupancy rates. The room occupancy rate is one of the key performance indicators that need to be considered by the hotel management because the hotel occupancy rate can represent the hotel's financial performance and can be directly interpreted in revenue. The hotel occupancy rate indicator is calculated based on the number of people staying/night and evaluates the utilization

of the hotel's physical capacity. Hotels in the Nusa Dua area do not only sell rooms but also sell food and drinks in restaurants as well as other facilities such as spas, watersports, boutique or arcade rentals, kids club activities and transportation.

Restaurants are an important source of hotel income, especially restaurants found in luxury hotel destinations abound. These restaurants are located in hotels or stand-alone restaurants. This study took a restaurant inside the hotel because it was found that there was a gap between guests who stayed in choosing a stand-alone restaurant compared to a restaurant inside the hotel. Based on interviews conducted with some practitioners of the hotel including sales director, director of revenue, the analyst revenue, and the head chef (Executive sous chef) at the hotel five star hotels in the area of Nusa Dua as Sofitel, Grand Hyatt, Ritz Carlton , Hilton and Conrad found several similarities, namely that staying guests prefer restaurants outside the hotel for them to dine with their partner or family such as the Bumbu Bali restaurant in Tanjung Benoa which offers Balinese cuisine tailored to the tastes of domestic and foreign guests. Domestic restaurants in Seminyak such as Metis, Sarong, Mamasan which are independent restaurants and also therestaurant for Sunday brunch St. Regis.

Restaurants in the Nusa Dua area also have the same difficulty in achieving the food and beverage sales targets set by the company.

The following table shows the 1.2 percentage difference between revenue and targets for each restaurant in 2015 –

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2019 in the Nusa Dua area.

**Tabel 1.2:** percentage difference between revenue and targets in each restaurants year 2015 – 2019

Hotel Name	Hotel Chain	No of Rooms	Restaurant's Name	Percentage difference between revenue and targets				
				2015	2016	2017	2018	2019
Conrad	Hilton	368	SUKU	8%	-1%	-12%	-13%	-30%
			Eight Degrees South	-10%	5%	1%	-2%	-33%
			Rin	18%	0%	6%	20%	-35%
Grand Hyatt	Hyatt	636	Garden Café	-20%	-13%	-17%	-18%	-20%
			Salsa Verde	-30%	-30%	-25%	-30%	-35%
			Pasar Senggol	0%	0%	0%	0%	0%
			Nampu	0%	0%	0%	0%	0%
Hilton	Hilton	420	Grain	Rebranding	-15%	-20%	-15%	
			Paon Bali	from Nikko to	-20%	-20%	-13%	
			The Shore	Hilton	-13%	-13%	-11%	
Ritz Carlton	Marriott	313	Senses	-16%	-13%	0%	0%	0%
			Bejana	-35%	-35%	0%	0%	0%
			The Beach Grill	-10%	-10%	0%	0%	0%
Sofitel	Accor	415	Kwee Zeen	0%	0%	0%	0%	0%
			Cucina	0%	0%	0%	0%	0%

Source: Finance Hotel, 2019

Prices and products offered by specialty restaurants in five-star hotels in the Nusa Dua area which have the same location on the beach (beach front restaurant) have almost the same menu and prices. They offer salad, soup, pizza, fish dish, chicken dish, beef dish and judging by the prices offered on the menu, these restaurants have an average price for salad IDR 120,000, Soup IDR 135,000, Pizza IDR 160,000, Fish Dish IDR 230,000, Chicken dish IDR 210,000 and beef dish IDR 350,000. Not all restaurants owned by five-star hotels in the Nusa Dua area are published and advertised in restaurant, magazines travel, lifestyle and leisure. These restaurants are rarely heard on local and national radio and are almost never advertised on billboards either at the airport, along the roads in Bali and in Jakarta. These restaurants also never appear on local and national television, and rarely offer their products through partnerships with well-known companies. The lack of marketing carried out by the hotel causes guests not to know and remember these restaurants. In this case, advertising is very important because advertising can create brand awareness and attract consumer interest. Restaurants that are not published and advertised in print and electronic media cause guests to be unable to recognize and remember the restaurants in these five five-star hotels in the Nusa Dua area.

The restaurants in the five five-star hotels that are not published and advertised in print and electronic media as described above, also have low reviews and

are ranked in the top 10 on Tripadvisor.com. Tripadvisor.com is the largest site that provides consumer reviews in both text and photos on tourism destinations as well as hotels and restaurants around the world. TripAdvisor.com has collected a lot of travel information. currently TripAdvisor.com includes 450,000 hotels, more than 560,000 restaurants and 90,000 attractions worldwide. Social media is changing the way entrepreneurs interact with customers. With the development of social media, customers get more information through electronic Word of Mouth (eWOM). Customers can imagine the service they will get at the restaurant they want to visit through Tripadvisor. Customers can also find out which menus are popular in the restaurant and the recommended types of food to try and recommended not to try.

Ranking on Tripadvisor is determined by the quality, quantity and consistency of customer reviews of a restaurant. When a restaurant has good reviews, the restaurant's ranking on Tripadvisor goes up. A #ranked 1 restaurant means that it has consistently excellent reviews (Phocuswright, 2015). Bubble ratings are used to provide a quality ranking of the customer experience. Restaurants that have a bubble rating of 5.0 will have a higher ranking than those with a bubble rating low. Number of reviews (reviews) is also an important indicator for the restaurant. Restaurants need to have a review (reviews) that much to give significant statistics and provide convincing comparison with other restaurants. When a restaurant has many

reviews (reviews) will provide more insight into the potential that can be expected to experience consumer (Phocuswright, 2015). Online reviews are a form of eWOM (electronic Word of Mouth) that customers use to share information about products and services and the information from online reviews has an important effect on customers' purchasing decisions (Coulter & Roggeveen, 2012).

Ranking, bubble ratings and reviews (reviews) for restaurant restaurant owned by a five-star hotel in Nusa Dua is still very low. These restaurants only have an average review (review) of 200 reviews which is certainly very low as shown in table 1.3 below:

**Tabel 1.3** Tripadvisor Ranking, Tripadvisor Score and Reviews at Five Stars Restaurants in Nusa Dua

Hotel Name	Hotel Chain	Restaurant's Name	TripAdvisor #	TripAdvisor Bubble ratings	Reviews
Conrad	Hilton	SUKU	#23	4.0	234
		Eight Degree South	#22	4.0	300
		Rin	#20	4.5	209
Grand Hyatt	Hyatt	Garden Café	#61	4.0	135
		Salsa Verde	#71	4.0	266

Hotel Name	Hotel Chain	Restaurant's Name	TripAdvisor #	TripAdvisor Bubble ratings	Reviews
		Pasar Senggo	#73	4.5	156
		Nampu	#49	4.5	186
Hilton	Hilton	Grain	#124	4.5	20
		Paon Bali		Not listed	
Ritz Carlton	Marriott	The Shore	#40	4.5	166
		Senses	#95	4.5	31
Sofitel	Accor	Bejana	#38	4.5	181
		The Beach Grill	#57	4.5	158
		Kwee Zeen	#19	4.5	1188
		Cucina	#5	4.5	1693

Source: Tripadvisor, February 2020

Table 1.3 above shows only Kwee Zeen Restaurant and Cucina restaurant owned by the hotel Sofitel is Accor hotel chain has a review of over 1,000 reviews and ranks number 19 on Kwee Zeen and ranking number # 5 to Cucina Restaurant. Other

restaurant which is owned by Conrad, Hilton, Grand Hyatt and Ritz-Carlton has reviews slightly with an average of 200 reviews. The Tripadvisor score for restaurants owned by five-star hotels in Nusa Dua is quite good with an average score above 4, but with the lack of reviews on Tripadvisor and Tripadvisor ranking of the average restaurants in the top 10 causes not many consumers to know and remember the restaurants above even though these restaurants are owned by five-star hotels from international hotel chains in the world.

There are few Tripadvisor reviews owned by five-star restaurants in the Nusa Dua area and not many of these restaurants are included in the criteria for receiving the Best Restaurant Awards held by food magazines such as Foodies magazine and the Indonesian Hotel and Restaurant Association (PHRI). The best restaurant award was given to independent restaurant Metis located in Seminyak and the restaurant Independent Local foreign and only a few restaurants owned by five-star hotels in the Nusa Dua area received the best restaurant award. This also causes the restaurants in five-star hotels in the Nusa Dua area to be unknown and remembered by customers.

Customers prefer to buy products and take advantage of products and services from brands they know. Furthermore, they tend to recommend to others if they are satisfied with the brand's product or service offering (Sasmita & Suki, 2015). Empirical research on the above, the phenomena is found, and the data that has been submitted needs to be further investigated

through research on the influence of brand awareness to purchase intention, the effect of communication *gethok* mouth (Word of Mouth) and advertising on the intention to buy, the effect of communication word of mouth and advertising on brand awareness and the role of brand awareness as a mediating variable on the effect of word of mouth and advertising on purchase intention at a five-star hotel restaurant in Nusa Dua. The results of this study are expected to be able to overcome the problems above and can be implemented in five-star hotel restaurants in the Nusa Dua area.

## MATERIALS AND METHODS

Research was conducted at Conrad Bali Hotel and Hilton Bali Resort. These two hotels were chosen as research objects because these two hotels have the same characteristics in terms of size and the average number of rooms is 300 rooms. These two hotels also have more than one restaurant that can be categorized as informal dining restaurants and specialty restaurants and both hotels are international hotel chains. Conrad Bali has public facilities such as a restaurant and spa. Conrad Bali has three main restaurants namely: SUKU, Eight Degrees South and Rin.

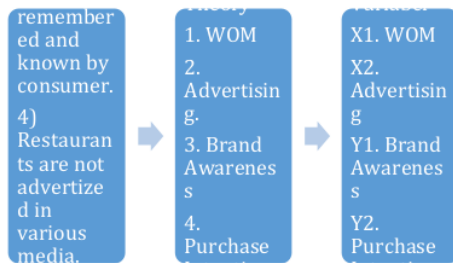
Conrad Bali also has Food and Beverage outlets such as East Lobby lounge, Azure Bar and in room dining.

Hilton Bali Resort has 3 main restaurants namely: Grain Restaurant, Paon Bali Restaurant, The Shore Restaurant. In addition to having the main restaurants



Grain, Paon Bali and The Shore, Hilton Bali Resort also has Food and Beverage outlets such as Deli located near the lobby which provides snacks, bread, cakes and chocolates, Lobby Lounge and In Room Dining.

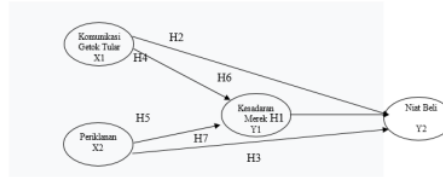
Picture 1.1 Conceptual Model



Five-star hotel restaurants in the Nusa Dua area owned by international networks such as Conrad Bali, Hilton Bali, Grand Hyatt, Ritz Carlton and Sofitel have in common, namely not achieving the restaurant sales targets set by the company, restaurants not being remembered and known by consumers, restaurants not being advertised in various media and has Tripadvisor ranking, bubble ratings and reviews is low.

**Research Model**

Picture 1. 2: Research Model



**Research Hypothesis**

- H1. There is a positive and significant influence between brand awareness and purchase intention of consumers in restaurants in five-star hotels in Nusa Dua.
- H2. There is a positive and significant influence between *gethok tular* communication (word of mouth) on the purchase intention of consumers in restaurants in five-star hotels in Nusa Dua.
- H3 There is a positive and significant effect between advertising on consumer purchase intentions in restaurants in five-star hotels in Nusa Dua.
- H4. There is a positive and significant influence between communication word of mouth on consumer brand awareness in restaurants in five-star hotels in Nusa Dua.
- H5 There is a positive and significant effect between advertising on brand awareness among consumers in restaurants in five-star hotels in Nusa Dua.
- H6 Brand awareness media test communication word of mouth on purchase intentions at restaurants in five-star hotels in Nusa Dua.
- H7 Brand awareness mediates advertising

on purchase intention at a five-star hotel restaurant in Nusa Dua.

## 2 Population and Sample

The population in this study were guests who stayed at Conrad Bali and Hilton Bali in the last three years. Conrad Bali and Hilton Bali have had 450,000 guests staying over the last three years. The number of samples in this study was 170 samples. The sample research method in this study is purposive sampling which is a sampling methods carried out based on the criteria determined by the researcher. The criteria for guests who will be sampled in this study are guests who have stayed at the Conrad Bali Hotel and the Hilton Bali Hotel. The guests who were sent a questionnaire via google form are guests who have stayed at the Conrad Bali Hotel and the Hilton Bali Hotel. If you have stayed at the Conrad Bali Hotel and the Hilton Bali Hotel and are willing to provide other information needed by the researcher, the guest will be used as a sample.

Calculation of the number of samples using the SEM method (Structural Equation Modeling). In the SEM method, the number of samples required is at least five times the number of indicator variables. The number of indicators in this study is 26 indicators so that a minimum of  $26 \times 5 = 130$  samples is needed. The sample of this study amounted to 170 samples and refers to the criteria proposed by (Hair Jr et al., 2021), namely the technique Maximum Likelihood Estimation (MLE). The number of good samples according to MLE ranges from 100 - 200 samples.

Analyzing Data Techniques

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Analysis used in this study is the analysis of Structural Equation Modeling using SmartPLS Software (Hair Jr et al., 2021).

## RESULTS AND DISCUSSION

### Description of Data

#### Characteristics of correspondents

Based on gender, from 170 respondents there were 50.6% male respondents (86 persons) and 49.4% female respondents (84 persons). The difference between male and female respondents is very small. Men and women have the same level of purchase intention in restaurants. Empirically, women are more dependent on information received from communication word of mouth than men. *Gethok tular* communication (word of mouth) is a tool that is more influential for women than men in reducing the risks that may arise in buying products and increasing the desire to buy.

Based on age, the majority of respondents came from the age group of 36 to 50 years as much as 37% (63 people), followed by the age group of 17-25 years, namely 30% (51 people), the age group 26-35 years as much as 25% (43 people) and the lowest age is 51-65 years much as 7.6% (13 people). Respondents in the age group of 36 years to 50 years have a higher purchase intention in restaurants compared to the age group of 17-25 years and 26-35 years. The age group of 36 years to 50 years is the most productive age in carrying out activities including purchase intentions.

The results of the research related to the type of work of the respondents, it is

known that the type of work of the respondents is mostly private employees, namely 69.4% (118 people), followed by students, namely 17.1% (29 people), then not working 8% (14 people), civil servants almost 3% (5 people) and the lowest is from the merchant group 2.4% (4 people). respondents with private jobs have a higher purchase intention in restaurants compared to students and civil servants. Work affects buying behavior in restaurants because the level of income is different for each person. The amount of income that is influenced by the type of work will have an influence on the level of desire to buy and dine in restaurants. Empirically, the higher the income level based on the type of work, the higher the consumptive pattern or buying pattern at restaurants.

Based on the results of research on respondents' education, it is known that the most respondents' education is D4/S1/equivalent as many as 72% (123 people), followed by SMA/equivalent 15% (26 people), then the education group is above S1/S2/S3/equivalent 11 % (19 people) and the lowest respondents were from the education group below high school, which was 1% (2 people). Respondents with a D4/S1/equivalent education have a higher purchase intention in restaurants compared to respondents with a high school education/equivalent and above S1/S2/S3/equivalent. A person's level of education affects their purchase intention at a restaurant. Consumers with a higher level of education are able to choose products and services in restaurants that suit their needs. Consumers will only buy products with brands they are familiar with because consumers tend to find it difficult

to try something new and prefer products that they know and have tested for quality, (Andriyanto & Haryanto, 2010)

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### Outer Model Test Results

#### Validity Test Results

Testing the validity of the data in this study was measured using the values of Convergent Validity, Average Variance Extracted (AVE) and Discriminant Validity. The Convergent Validity value or loading factor must be greater than 0.7 and if the value is loading factor below 0.7 then the indicator can be deleted. The Average Variance Extracted (AVE) value must be greater than 0.5 and the value loading factor above 0.7. The Average Variance Extracted (AVE) value can also be used to calculate the value Discriminant Validity. In this study, it has followed the above criteria and has been declared valid.

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#### Reliability Test Results

The reliability test was carried out by looking at the value composite reliability. The results are Composite reliability said to be reliable if they have a value above 0.7. The reliability test was also strengthened by Cronbach's Alpha with the recommended value above 0.7. In this study, it has followed the above criteria and has been declared valid.

#### Evaluation Test Results Inner Model

Data has passed the test outer model data processing; the research variables can be continued at the structural model testing stage. be able to fulfill the contribution of the independent variables (X) to the dependent variables (Y). The

following structural model testing criteria that must be met in this study is the value of Goodness of Fit (GoF), the coefficient of determination (R<sup>2</sup>) and F square.

#### Test Result Goodness of Fit (GoF)

Value GOF = 0.609. A GoF value of 0.1 is small, a GoF value of 0.25 is large and a GoF value of more than 0.38 is large (Hair, 2017). The model that has a large GoF value means that it is more suitable in describing the research sample. Based on the results of the Goodness of Fit (GoF) calculation above, it can be concluded that the model that can be used in this study has a large fit of the research model (Hair, 2017).

The results of the coefficient of determination test can be seen that: The effect of *gethok tular* communication and advertising on brand awareness has an value R Square of 0.529, meaning that 52.9% of the variation in brand awareness can be explained by variations in word-of-mouth communication and advertising. The remaining 40.8% by other variables.

The effect of advertising and brand awareness on purchase intention has an value R Square of 0.644, meaning that it is 64.4%. Variations in purchase intention can be explained by variations in word-of-mouth communication, advertising and brand awareness. The remaining 35.6% is explained by other variables.

The effect size  $f^2$  measures the impact of certain predictor constructs on endogenous constructs. This measure is used to evaluate whether the predictor construct if omitted will have a large impact on the R values-Square of the endogenous constructs. A guide in assessing the value  $f^2$  for the construction of exogenous latent

endogenous constructs in predicting which has little influence 0:02, 0:15 have a moderating influence, and 0:35 great influence on the structural level, (Hair Jr et al., 2021). The results of the effect test are as follows:

Advertising variable has a moderate impact on the value F. Square variable brand awareness that is equal to 0.130 Variable *Gethok Tular* Communication (word of mouth) has a small impact on the value of F The square variable of brand awareness is 0.094.

Advertising variable has little impact on value F. Square variable purchase intention that is equal to 0.023.

Variable *Gethok Tular* Communication (word of mouth) has a moderate impact on the value of F square. The purchase intention variable is 0.019.

The Brand Awareness variable has a large impact on the value F. Square of Purchase Intention variable that is equal to 0.428.

#### Hypothesis Testing with Method Bootstrapping

Significance testing was conducted to determine the significance of direct and indirect effects. The T-requirement statistics must be greater than the T-value. The T-value used is 1.96. The following is Table 1.4 Hypothesis Testing:

**Tabel 1.4** Hypothesis test

Hypotesis	Construct	Bootsrapping	T- Statistics	P Values	Conclusion
1	Brand awareness has a positive and significant effect on consumers' purchase intentions in restaurants in five-star hotels in Nusa Dua.	0.569	6.099	0.000	H1 Accepted
2	Word of Mouth has no significant effect and shows a positive relationship to purchase intention at restaurants in five-star hotels in Nusa Dua.	0.143	1.504	0.133	H2 Not Accepted
3	Advertising has no significant effect and shows a positive relationship to consumers' purchase intentions at restaurants in five-star hotels in Nusa Dua.	0.160	1.644	0.101	H3 Not Accepted
4	Word of mouth has a positive and significant effect on consumer brand awareness in restaurants in five-star hotels in Nusa Dua	0.352	3.429	0.001	H4 Accepted
5	Advertising has a positive and significant effect on consumer brand awareness in restaurants in five-star hotels in Nusa Dua.	0.415	4.043	0.000	H5 Accepted
6	Brand awareness is able to mediate the effect of communication word of mouth on purchase intention.	0.200	2.895	0.004	H6 Accepted
7	Brand awareness is able to	0.236	3.361	0.001	H7

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Hypotesis	Construct	Bootsrapping	T- Statistics	P Values	Conclusion
	mediate the influence of advertising to purchase intention.				Accepted

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*Source: Data Olahan SmartPLS 3.3*

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## Discussion

Based on the test results, it was found that there was a positive and significant effect between brand awareness and purchase intention in five-star hotel restaurants in Nusa Dua. These results are in accordance with previous research by (Ku et al., 2012) which states that brand awareness is recognized as an important concept in consumer behavior and plays a major role in understanding consumer decision making, considering that brand name is the main cue in quality assessment. (Lin et al., 2014) research also states that brand awareness has a significant effect on consumer choice. Research (Kotler & Armstrong, 2012) and (Kawa et al., 2013) found There are six stages proposed before consumers decide to buy a product, namely: awareness, knowledge, interest, preference, persuasion and purchase. Consumers will ask about product information and services in hotels and restaurants to people they trust. The more information they get, the more they know the restaurant brand, so the higher their intention to buy and dine at the restaurant. Based on the results of this study, it can be concluded that the greater the consumer's brand awareness, the higher the consumer's purchase intention at five-star restaurants in Nusa Dua.

Based on the test results, it was found that there was no significant effect between communication word of mouth on purchase intentions at restaurants in Nusa Dua. Insignificant means that it does not have a significant effect. These results contradict a previous study by (Jang &

Moutinho, 2019) which investigated the effect of user content on consumers' pre-purchase evaluations of hotel services. Positive reviews play an important role in consumers' evaluation of service quality and value. Research (Lin et al., 2014) stated that reviews online comprehensive and objective increase customer purchase intentions in retail businesses. The results of this study contradict the findings of (Jang & Moutinho, 2019), (Lin et al., 2014), Ghorri and Kazi (2016) (Ansari et al., 2019) and (Pramesti & Rahanatha, 2019). In addition, (Rajan et al., 2000) study found that communication word of mouth does not substantively and negatively affect purchase intentions. *Gethok tular* communication (word of mouth) reduces purchase intention and inhibits the behavior of other brands. Communication *gethok mouth* (word of mouth) and social ties such as family and friends tend to exacerbate the negative effects of communication *gethok mouth* (word of mouth) to purchase intention. Empirically, *gethok tular* communication messages (word of mouth) that are achieved passively and not actively sought do not affect purchase intentions (Wang & Wu, n.d.). The above explanation confirms that *gethok* communication mouth (word of mouth) are not always able to increase purchase intention as that found in studies in the restaurant EDS/the Shore this. the explanation above confirm that communication *gethok* mouth (word of mouth) are not always able to increase purchase intention as that found in studies restaurants EDS/The Shore.

Based on the test results, it was found

that there was no significant effect between advertising on purchase intentions at restaurants in five-star hotels in Nusa Dua. These results contradicted previous research by (Bakić et al., 2014) which stated that Advertising has the aim of informing and educating about a product and creating positive attitude and intensive to buy. Although the results of this study contradict the results of (Bakić et al., 2014) research, they are in line with (SONY, 2017) research which found that advertising has no significant effect on purchase intention. In addition, (Alalwan, 2018) research found six advertising factors (expected performance, hedonic motivation, habits, interactivity, informativeness, and perceived relevance) that influence purchase intentions. Of these six factors, there are five factors (expected performance, hedonic motivation, interactivity, informativeness and perceived relevance) that affect purchase intention, but not in the habit factor. The explanation above confirms that advertising is not always able to increase purchase intention as found in this study at EDS/The Shore restaurants.

Based on the test results, it was found that there was a positive and significant influence between communication word of mouth on brand awareness in five-star hotel restaurants in the Nusa Dua area. These results are in accordance with previous research by (Rubio et al., 2015) that consumers have brand awareness of products through marketing methods such as by telephone, advertising online and social media. An empirical study conducted by (Virvilaite et al., 2015) states that communication word of mouth has a

significant effect on brand awareness. The more often consumers hear about EDS/The Shore restaurant products and services in broad communication such as family, friends and friends, it is undeniable that consumers will remember and recognize restaurant products and services at Eight Degrees South and The Shore. The conclusion is that communication word of mouth can help increase brand awareness in the minds of consumers.

Based on the test results, it was found that there was a significant effect between advertising on purchase intentions in five-star hotel restaurants in the Nusa Dua area. These results are in accordance with previous research by (Rubio et al., 2015) which states that consumers have brand awareness of products through marketing methods such as by telephone, online advertising and social media. An empirical study conducted by (SAYDAN & DÜLEK, 2019) found a positive correlation between social media advertising awareness and brand awareness. The conclusion is that advertising can help increase brand awareness in the minds of consumers in five-star hotel restaurants in Nusa Dua.

Based on the test results regarding the indirect effect communication of word of mouth and purchase intention mediated by brand awareness, it shows that brand awareness has a significant effect and is proven to be able to mediate communication word of mouth and purchase intention. The results of the hypothesis test in table 4.17 above show that the role of brand awareness is able to fully mediate (fully mediated) communication word of mouth on purchase intentions. Previous research empirically shows that communication



word of mouth indirectly affects purchase intention through brand awareness, (Jalilvand & Samiei, 2012). The more information they hear from family and friends, the more they will become acquainted with the restaurant brands EDS and The Shore. The more consumers are familiar with the EDS/the Shore restaurant brand, the higher the consumer's intention to buy and dine at the restaurant.

Based on the test results regarding the indirect effect of advertising on purchase intention mediated by brand awareness, it shows that brand awareness has a significant effect and is proven to be able to mediate advertising on purchase intention. The results of the hypothesis test in table 4.17 above show that the role of brand awareness is able to fully mediate (fully mediated) advertising to purchase intention. In this study, advertising has no significant effect on purchase intention, but with the mediation of brand awareness, advertising is able to influence purchase intention. The research of (Sunaryo & Sudiro, 2018) indirectly states that brand awareness is able to mediate the influence of advertising and purchase intention. A similar study was conducted by (Gunawan & Dharmayanti, 2014) which indirectly stated that brand awareness was able to mediate advertisements with the attractiveness of supporters or endorsers on purchase intentions. Based on the results of the study, it can be concluded that to increase the purchase intention of Eight Degrees South and The Shore restaurants, these two restaurants must be able to display attractive advertisements so that consumers know, remember and have high brand awareness. The more

consumers know the restaurant brand EDS/The Shore, the higher the consumer's intention to buy and dine at the restaurant.

## CONCLUSIONS

Based on the analysis and discussion of the data in Chapter IV, it can be concluded several related matters as follows brand awareness has a positive and significant effect on consumers' purchase intentions in restaurants in five-star hotels in Nusa Dua. Thus, high consumer brand awareness of products and services at restaurants in five-star hotels in Nusa Dua can increase consumers' purchase intentions. *Gethotular* communication (word of mouth) has no significant effect and shows a positive relationship to purchase intention at restaurants in five-star hotels in Nusa Dua. This means that word of mouth communication has not been able to increase consumer buying intentions. Advertising has no significant effect and shows a positive relationship to consumers' purchase intentions at restaurants in five-star hotels in Nusa Dua. This means that advertising has not been able to increase consumer purchase intentions. *Gethotular* communication (word of mouth) has a positive and significant effect on consumer brand awareness in restaurants in five-star hotels in Nusa Dua. This means communication word of mouth that high can increase consumer brand awareness. Advertising has a positive and significant effect on consumer brand awareness in restaurants in five-star hotels in Nusa Dua. This means that high advertising can increase consumer brand awareness. Brand awareness is able to mediate the effect of

communication word of mouth on purchase intention. High *gethok tular* communication causes consumers to decide to buy and dine at five-star hotel restaurants in Nusa Dua. Brand awareness is able to mediate the influence of advertising to purchase intention. High advertising causes consumers to decide to buy and dine at five-star hotel restaurants in Nusa Dua.

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