

Analysis of Marketing Mix Strategies to Enhance Brand Awareness in Restaurants in Denpasar City

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ABSTRACT

In an era of fierce competition and ever-changing consumer trends, a deep understanding of purchase intent is essential for a company's survival and growth. This study aims to examine the impact of marketing mix strategies on brand awareness in restaurants in Denpasar. The research employs a quantitative descriptive approach, involving 150 respondents. The results indicate that the marketing mix – comprising product, place, price, promotion, and service quality – positively influences brand awareness, particularly when moderated by digital marketing. Furthermore, increased brand awareness significantly affects customers' purchase decisions and repurchase intentions. Based on these findings, it is recommended that restaurant businesses focus on the factors of the marketing mix to enhance brand awareness, thereby influencing customers' purchase decisions and encouraging repurchase behavior.

ABSTRAK

Pada era persaingan yang ketat dan tren konsumen yang terus berubah, pemahaman mendalam tentang niat pembelian sangat penting bagi kelangsungan hidup dan pertumbuhan perusahaan. Penelitian ini bertujuan untuk mengkaji dampak strategi bauran pemasaran terhadap kesadaran merek di restoran-restoran di Denpasar. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan melibatkan 150 responden. Hasil penelitian menunjukkan bahwa bauran pemasaran – yang mencakup produk, tempat, harga, promosi, dan kualitas layanan – memiliki pengaruh positif terhadap kesadaran merek, terutama jika dimoderasi oleh pemasaran digital. Selain itu, peningkatan kesadaran merek secara signifikan memengaruhi keputusan pembelian dan niat pembelian kembali konsumen. Berdasarkan temuan ini, disarankan agar pelaku bisnis restoran fokus pada faktor-faktor dalam bauran pemasaran untuk meningkatkan kesadaran merek, sehingga dapat memengaruhi keputusan pembelian konsumen dan mendorong perilaku pembelian kembali.



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INTRODUCTION

In an era of fierce competition and constantly changing consumer trends, a deep understanding of repurchase intention is essential for a company's survival and growth. According to Seminari et al. (2023), repurchase intention is a dimension of loyalty that reflects the consumer's intention to repurchase a particular product or service after feeling satisfied with it. From a business perspective, customer loyalty has proven to be a strong foundation for business growth. Therefore, a comprehensive understanding of the factors influencing repurchase intention is crucial to optimizing marketing strategies and managing customer relationships. Yusuf et al. (2023) identified several factors that influence repurchase intention, including customer satisfaction, trust, perceived usefulness, perceived value, confirmation, and ease of use.

Research conducted by Jasin et al. (2023) on repurchase intention and customer satisfaction in SMEs showed that service quality did not have a positive and significant effect on repurchase interest, while customer satisfaction had a positive and significant influence on repurchase intention. In line with previous studies, Samuel & Anita (2023) stated that promotion and lifestyle significantly affect repurchase intention. By understanding the factors that influence repurchase intention, companies can develop more targeted and responsive strategies. The objective of this study is to make a significant contribution to understanding consumer behavior and help businesses stay relevant and competitive in this ever-evolving market.

Repurchase intention is closely related to purchase decisions. According to Saputri and Guritno in Desmaryani et al. (2023), consumer purchase decisions are one of the alternatives to solving problems through tangible follow-up actions. Meanwhile, Alwan and Alshurideh (in Mulyadi et al., 2023) argued that purchase decisions are a consumer action process, and consumer behavior is a framework of actions that represents what consumers believe when making purchase decisions. There are several dimensions and indicators in consumer purchase decisions, including product choice, brand choice, quantity or purchase volume, timing of purchase, and payment methods.

Several previous studies on factors affecting customer purchase decisions in the property sector in Malaysia, such as D. Rachmawati et al. (2019), showed that quality, price, location, promotion, and company image significantly and positively influenced customers' purchase decisions. This research indicates that quality, price, location, promotion, and a positive company image can increase purchase decisions. When consumers make decisions to purchase a particular product or service, brand awareness can influence their consideration. Based on research by Oktavia et al. (2023), brand awareness positively affects purchase decisions among tourists in Grafika Cikole Lembang. Similarly, a study by Mulyadi et al. (2023) showed that digital marketing, word of mouth, and service quality have a positive and significant effect on purchase decisions. This means that by maximizing digital marketing, word of mouth, and service quality, businesses can improve consumers' purchase decisions when buying food and beverages.

The significant growth of digital marketing is one of the most important phenomena affecting business and marketing. Research on digital marketing indicates that all dimensions of digital marketing positively influence customer happiness, while the level of digital marketing use and its achievement in delivering customer happiness are lower than required (Freihat, 2023). The rise of digital marketing has also caused changes in how businesses design their marketing strategies. More companies are allocating their marketing budgets to digital marketing, reflecting the changing behavior of consumers who increasingly rely on the internet to gather information and make purchases. Research conducted by Noviyana et al. (2023b) shows that the digital marketing variable (Z) with 5 indicators has an overall average of 3.307, indicating that most respondents tend to agree with all the statements about digital marketing. The lowest average indicator was Z.4

(3.252), while the highest was Z.1 (3.388). This suggests that the majority of SMEs use digital marketing to communicate with customers.

Digital marketing as a moderating variable refers to the role of digital marketing in moderating the relationship between other variables in a study or data analysis. In research or data analysis, a moderator variable is used to understand the extent to which or under what conditions the relationship between two other variables changes or is influenced. In the context of the marketing mix aimed at enhancing brand awareness, digital marketing can act as a moderating variable in various ways. It is important to design the research or data analysis carefully to understand how digital marketing can enhance or reduce the impact of marketing mix elements on brand perception and, ultimately, help businesses create effective marketing strategies. A study by Ningrum et al. (2023) on optimizing digital marketing to enhance brand awareness found that digital marketing strategies, brand awareness levels, and appropriate digital marketing solutions can optimize the marketing media used by Sudut Lombok. This is supported by research conducted by Umami & Darma (2021), which stated that promotions using digital marketing on Instagram (IG) through endorsements and paid promotions can increase brand awareness and purchase intentions.

Consumer behavior changes are a significant phenomenon in marketing, profoundly impacting how businesses design their marketing strategies. Consumer behavior in the digital age, which involves the five stages of decision-making—need recognition, information search, alternative evaluation, purchase, and post-purchase—has been influenced by digital and mobile technologies (Bakhtiar et al., 2022). Given the changes in consumer behavior, businesses need to adopt effective marketing strategies. One such strategy that can be used is the marketing mix strategy. According to Rashid et al. (2021), the marketing mix reflects various activities undertaken to form and demonstrate the relationship between brand equity creation and marketing activities. This study examines several variables, including Product, Place, Price, Promotion, and Service Quality, in relation to Brand Awareness, moderated by digital marketing, and their impact on Purchase Decision and Repurchase Intention.

Previous research on the marketing mix and brand awareness has shown that the marketing mix has a significant positive impact on brand awareness. For example, research by Sofiani (2021) found that product, price, place, promotion, people, physical evidence, productivity and quality, process, and customer satisfaction simultaneously had a significant effect on brand awareness. Similarly, research by Maulana et al. (2023) showed that knowledge of brand information significantly influences brand choice decisions. This research is important to understand whether the role of Product, Price, Place, Promotion, and Service Quality, moderated by digital marketing, has a positive impact on brand awareness.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention refers to a process where, after a consumer has made an initial purchase, there is a desire to repurchase the same product or service. According to Seminari et al. (2023), repurchase intention is a dimension of loyalty, reflecting the consumer's intention to buy a particular product or service again after feeling satisfied with it. Repurchase intention is defined as an individual's assessment of repurchasing a service and the decision to engage in future activities with the service provider, as well as the form these activities will take (Jasin et al., 2023). According to Yusuf et al. (2023), factors that can influence repurchase intention include: Customer Satisfaction, Trust, Perceived Usefulness, Perceived Value, Confirmation, and Ease of Use.

Purchase Decision

Purchase decision refers to an action taken by consumers to buy goods or services based on several considerations, such as price, quality, product, and place. In their research, Susanti et al. (2017) define purchase decision as an action taken by consumers to acquire goods or buy a specific product. In line with the research conducted by Mulyadi et al. (2023), purchase decision is viewed as a process of consumer behavior, where consumer behavior is a framework that represents what consumers believe when making purchase decisions. In their study, Florentina & Simanjorang (2020) state that there are two factors that can influence purchase decisions: the influence of others' attitudes and unexpected situational factors.

Brand Awareness

Brand awareness refers to the level of understanding and knowledge that customers have about a particular brand, product, or service. It encompasses the extent to which consumers can identify the brand, recall its product attributes or characteristics, and hold a positive perception of the brand. According to Aljumah et al. (2023), brand awareness is described as the ability of customers to identify a brand under different conditions. The better the brand awareness that is recalled by users, the greater the opportunity for users to make repeat usage decisions (Rachmawati et al., 2021).

Digital Marketing

Digital marketing is a marketing strategy that utilizes various digital platforms and tools to interact with target customers and promote a company's products or services. It is a type of marketing that has become increasingly popular due to the rise of digital technology and internet connectivity. According to Noviyana et al. (2023), digital marketing refers to promotional actions aimed at selling products online or through electronic means. It is used to promote products or services and reach consumers through various digital media, allowing consumers to access information anytime and anywhere they wish (Freihat, 2023).

Marketing Mix

Marketing mix, also known as the 4Ps, is the process companies use to plan and manage their marketing strategies. The marketing mix consists of four key elements:

product, price, place, and promotion. According to Rashid et al. (2021), the marketing mix reflects the various activities carried out to establish and demonstrate the relationship between brand equity creation and marketing activities. Previous research by Srinita & Saputra (2023) emphasizes that a well-planned marketing mix strategy is essential for successfully running a business. From the discussion above, it is clear that the marketing mix plays a very important role in the continuity of a business, as it includes price, product, place, and promotion. These four variables significantly influence consumers when making purchase decisions.

Product, A product is the good or service produced by a company to meet consumer needs. It can be classified in classical terms as a solution to consumer needs and provides the highest satisfaction. Every individual marketing activity contributes to the formation of the brand by positively impacting brand equity dimensions (Rashid et al., 2021). Based on the explanation above, it can be concluded that a product is a good or service produced by a company that can be sold to consumers to meet their needs.

Price, Price is the amount of value that the buyer must give to the seller. Genting & Berkah Jaya (2019) define price as the amount of money a customer must pay to the company to obtain the product they desire. Price is a flexible element of the marketing mix, where it can remain stable over time, but it can also increase or decrease (Nasution et al., 2020). Price is one of the four key elements of the marketing mix, known as the "4Ps" (Product, Price, Place, Promotion). The "price" element refers to the determination and management of the price of the products or services provided by the company. Price is an important factor in customer purchase decisions and can significantly impact company profits.

Place, In addition to having good products and affordable prices, place also plays an indispensable role in a company's success. Place is important in marketing because it relates to customer satisfaction (Nasution et al., 2020). The "Place" element of the marketing strategy refers to the distribution strategy, or how a company's products or services reach their target customers. Location is a crucial part of marketing strategy because it deals with how a product or service reaches customers and how easily customers can access it.

Promotion, Promotion is an effort by the company to sell products or services to consumers by offering discounts or other benefits that the company can provide. Mohamad et al. (2021) define promotion as a form of communication between the seller and the buyer, aiming to change the attitude and behavior of the buyer from being unaware to becoming a

buyer. Promotion is an effort to persuade or encourage consumers to use the products or services offered by the company (Poluan et al., 2019).

RESEARCH METHOD

This study was conducted in Denpasar City using a quantitative descriptive approach. The research data were collected from 150 samples, determined using the Lameshow formula as the population size is unknown (Ciu et al., 2024; Setiyani et al., 2023). The variables used in this study include Product (X1), Place (X2), Price (X3), Promotion (X4), Service Quality (X5), Digital Marketing (X6), Brand Awareness (Y1), Purchase Decision (Y2), and Repurchase Intention (Y3).

The data sources for this study consist of two types: primary data and secondary data, both collected using a questionnaire as the research instrument. A semantic differential scale ranging from 1 to 10 was employed for measurement. The collected data were then analyzed using Structural Equation Modeling (SEM) with the AMOS application.

This study is grounded in several theoretical frameworks relevant to consumer behavior and marketing. The theory of planned behavior (Ajzen, 1991) provides a foundation for understanding how attitudes, subjective norms, and perceived behavioral control influence purchase decisions and repurchase intentions. Additionally, the marketing mix theory (McCarthy, 1960) emphasizes the role of Product, Price, Place, and Promotion as key factors in influencing consumer behavior. Service quality theory (Parasuraman et al., 1988) underlines the importance of perceived service excellence in shaping customer satisfaction and loyalty. These theoretical perspectives form the basis for examining the relationships among the variables in this study, particularly how digital marketing and brand awareness contribute to purchase decisions and repurchase intentions.

RESULT and DISCUSSION

The results of this study indicate that product, place, price, promotion, service quality, and digital marketing positively influence brand awareness. Moreover, brand awareness directly and significantly affects purchase decisions. The detailed results are presented in the following data.

Moderation Effects Analysis

Indirect Effect Test

The indirect effect test examines the role of digital marketing as a moderating variable in the influence of product, place, price, promotion, and service quality on brand awareness. Below is the summary of hypothesis testing for each variable:

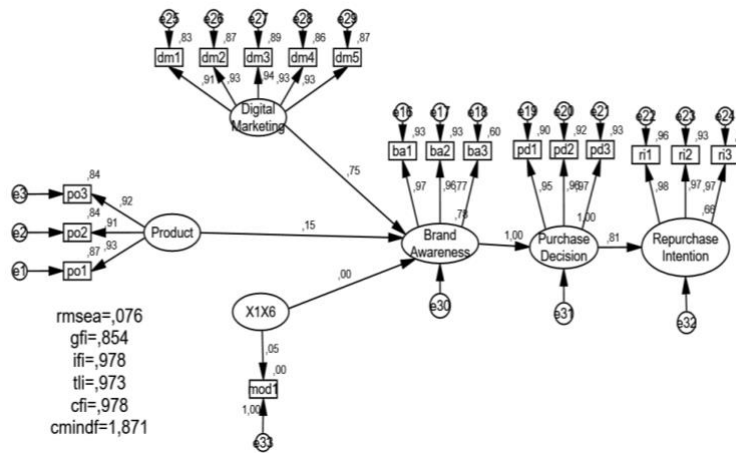


Figure 1 Moderation of Product with Digital Marketing on Brand Awareness

A significance value of 0.000 indicates that digital marketing significantly moderates the effect of product on brand awareness ($p < 0.05$).

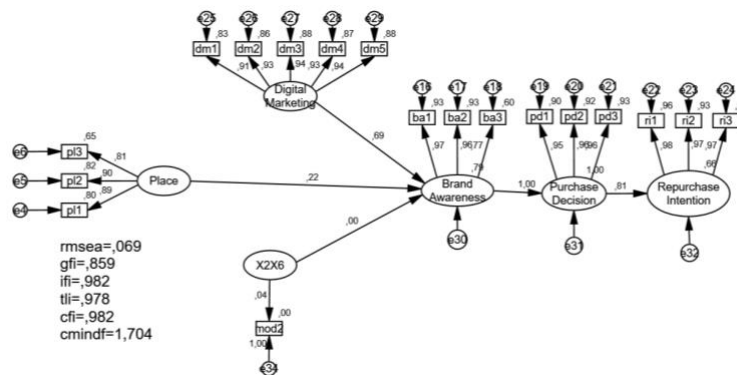


Figure 2 Moderation of Place with Digital Marketing on Brand Awareness

A significance value of 0.000 indicates that digital marketing significantly moderates the effect of place on brand awareness ($p < 0.05$).

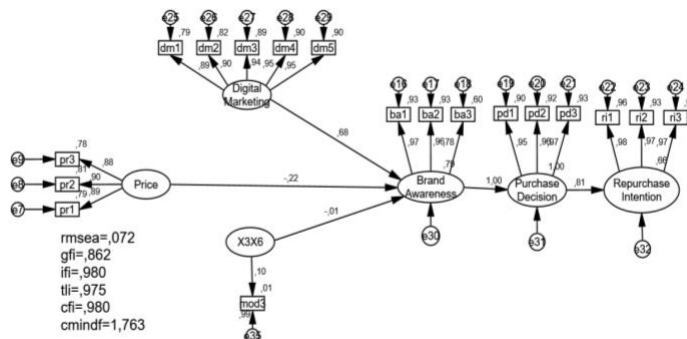


Figure 3 Moderation of Price with Digital Marketing on Brand Awareness

A significance value of 0.000 indicates that digital marketing significantly moderates the effect of price on brand awareness ($p < 0.05$).

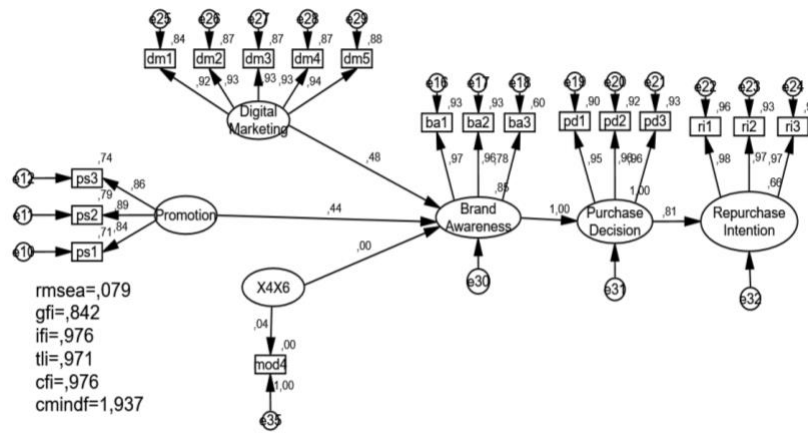


Figure 4 Moderation of Promotion with Digital Marketing on Brand Awareness

A significance value of 0.000 indicates that digital marketing significantly moderates the effect of promotion on brand awareness ($p < 0.05$).

Direct Effect Test

The hypothesis testing results for the direct effect of each variable show significance values less than the threshold ($p = 0.05$), except for the variables price (X3) and promotion (X4), which have significance values greater than the threshold. This means these two variables have a positive but not significant effect on Y1. Furthermore, the direct effect test results between brand awareness (Y1) and purchase decisions (Y2), as well as Y2 and repurchase intention (Y3), indicate significance values less than the threshold ($p < 0.05$). This suggests a significant relationship among the three variables. The direct effect results are shown in Table 1.

Table 1 Direct Effect Test Results of Variable X on Y1

Variables	Estimate	S.E.	C.R.	P	Information
X1 ← Y1	0,146	0,070	2,083	0,037	Significant
X2 ← Y1	0,294	0,116	2,532	0,011	Significant
X3 ← Y1	0,650	0,443	1,467	0,142	Insignificant
X4 ← Y1	0,774	0,539	1,438	0,150	Insignificant
X5 ← Y1	0,343	0,163	2,098	0,036	Significant
X6 ← Y1	0,487	0,095	5,128	***	Significant
Y1 ← Y2	0,912	0,032	28,132	***	Significant
Y2 ← Y3	0,900	0,061	14,648	***	Significant

Product

Product has a direct, positive, and significant effect on brand awareness, as evidenced by $p = 0.037$ ($p < 0.05$). The coefficient value of 0.487 indicates a positive relationship, meaning better product quality leads to higher brand awareness. These findings align with the

studies by Sofiani (2021) and Mamonto et al. (2021), which highlight the significant influence of product on brand awareness and purchase decisions.

Place

Place has a direct, positive, and significant effect on brand awareness, with $p = 0.011$ ($p < 0.05$). The coefficient value of 0.294 shows a positive relationship, suggesting that better placement enhances brand awareness. This is consistent with studies by Susanti et al. (2017) and Yosephine & Fachira (2023), which demonstrate the influence of place on brand awareness and purchase decisions.

Price

Price has a direct, positive but not significant effect on brand awareness, with $p = 0.142$ ($p > 0.05$). The coefficient value of 0.650 indicates a positive trend, though the influence is not significant. These findings align with Sofiani (2021) and Yosephine & Fachira (2023), who discuss the positive yet limited role of pricing in influencing brand awareness.

Promotion

Promotion has a direct, positive but not significant effect on brand awareness, with $p = 0.150$ ($p > 0.05$). The coefficient value of 0.774 suggests a positive trend. Previous studies by Komari et al. (2020) and Rahardani & Sanjaya (2022) support the importance of promotion as a strategy to influence brand awareness.

Service Quality

Service quality has a direct, positive, and significant effect on brand awareness, with $p = 0.036$ ($p < 0.05$). The coefficient value of 0.343 indicates that better service quality improves brand awareness. This is consistent with findings by Oscar et al. (2019), which emphasize the role of service quality in influencing purchasing decisions.

Brand Awareness

Brand awareness has a direct, positive, and significant effect on purchase decisions, as evidenced by $p = 0.000$ ($p < 0.05$). The coefficient value of 0.912 indicates a strong relationship, confirming studies by Taufik et al. (2022) and Wijaya et al. (2023).

Purchase Decisions

Purchase decisions directly and significantly influence repurchase intentions, with $p = 0.000$ ($p < 0.05$). The coefficient value of 0.900 suggests a strong positive relationship. Studies by Samuel & Anita (2023) and Br Marbun et al. (2022) highlight similar findings, emphasizing the role of purchase decisions in driving repurchase intentions.

CONCLUSIONS

Based on the research findings, it can be concluded that the increase in brand awareness among consumers is influenced by factors such as product quality, location, and service quality within a business. On the other hand, price and promotion can also support the enhancement of brand awareness, although their influence is not statistically significant.

Additionally, marketing techniques that leverage digital media have proven to moderate the effects of product, location, price, promotion, and service quality on brand awareness.

These findings imply that an increase in brand awareness among consumers can significantly influence purchase decisions and repurchase intentions for a product or service. A well-executed marketing mix is effective in enhancing brand awareness, particularly when moderated by digital marketing.

Therefore, restaurants in Denpasar can optimize the role of digital marketing through extensive use of social media, maximizing customer visits and encouraging repeat purchases in the future. Furthermore, future researchers can expand upon this study by analyzing the mediating role of brand awareness and purchase decisions on repurchase intentions.

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