

Strategy to Increase Consumers in Buying Ethnic Restaurants through the Perception of Authenticity, Brand Awareness and Brand Image on Brand Loyalty

by Nur Wening

Submission date: 07-Apr-2021 11:34AM (UTC+0700)

Submission ID: 1552522505

File name: .Strategy_to_Increase_Consumers_in_Buying_Ethnic_Restaurants.pdf (678.35K)

Word count: 6942

Character count: 37546

Strategy to Increase Consumers in Buying Ethnic Restaurants through the Perception of Authenticity, Brand Awareness and Brand Image on Brand Loyalty

Lustono¹, Hanggoro Susanto², Nur Wening³

Sekolah Tinggi Ilmu Ekonomi Tamansiswa Banjarnegara, Mahasiswa S3 Universitas Teknologi Yogyakarta
 Jl. Ringroad Utara, Jombor, Sendangadi, Sleman, Yogyakarta, Indonesia

Abstract: This study aims to determine the effect of Perception of Authenticity, Brand Awareness, and Brand Image on Brand Loyalty, to determine the effect of Perception of Authenticity, Brand Awareness, Brand Image and Brand Loyalty on consumer purchase intentions and to determine the effect of Perception of Authenticity, Brand Awareness, and Brand Image on Consumer Purchase Intention through Brand Loyalty. The nature of this research is quantitative. The variables of this study are Perception of Authenticity, Brand Awareness, Brand Image, Brand Loyalty and consumer purchase intention. The population in this study are ethnic restaurants in Banjarnegara. The sampling method is purposive sampling, based on the characteristics or criteria of the total sample of 150 respondents. The data collection method uses a questionnaire. The analysis technique used is multiple linear regression equations with significance level of 5%. The results show that the perception of authenticity, Brand awareness and Brand image partially have a positive and significant effect on brand loyalty. Brand loyalty has a positive and significant effect on consumer purchase intentions. However, perception of authenticity has no effect on consumer purchase intentions. Brand awareness and Brand Image have a positive and significant effect on consumer purchase intentions. Brand loyalty is able to mediate the relationship between the perception of authenticity, brand awareness and brand image on consumer purchase intentions.

Keywords: Perception of Authenticity, Brand Awareness, Brand Image, Brand Loyalty and Consumer Purchase Intention.

1. Introduction

The development of culinary business in this era of digital is very potential. The opportunities and challenges of the culinary business today are very intense. New businesses, and existing businesses are expanding, as well as modern culinary that carries the concept of fast food (fast food) and specialist restaurants. Restaurants or restaurants do not just rely on cheap pricing strategies because consumers are now smart in choosing what products they will buy. In choosing a restaurant, in addition to the product, the place and the price of food, and the brand will also be considered by consumers. Lots of business opportunities can be established in Banjarnegara, including the potential for restaurant or restaurant businesses. The amount of business competition in the culinary field requires businesspeople to behave creatively, and innovatively. They must always provide more value to every product offered. Before innovating, entrepreneurs should segment and target to be targeted, so the company knows which are profitable for the company, and which can anticipate deficiencies and threats that will occur. This innovation is done not without any reason along with changes in people's lifestyles. Consumers always want something new and different. For this reason, it is not surprising that local fast food restaurants located in Banjarnegara continue to emerge. Even though the competition in the restaurant and restaurant industry is quite high. Businesspeople remain optimistic to develop their business because consumers are very clever in exploiting the opportunities that exist.

There are several factors that influence the intention to choose a tomb house brand, namely perception of

authenticity, brand awareness, brand image and brand loyalty. According to Sumarwan (2011: 195), intention is a strong tendency or desire for individuals to perform certain behaviors. Intention is an indication of how strong an individual's desire to manifest a behavior. In other words, the stronger the individual's desire the more likely a behavior is manifested. Including intentions in choosing a restaurant brand. Attracting consumers to have the intention of using a product should be the main mission for a restaurant where brand loyalty is the main focus for many companies in deciding on strategies to win the competition. Based on the survey results of researchers, table 1.1 shows a list of restaurants that have the characteristics of the main Javanese main menu as a sample in the City of Banjarnegara:

Table 1.1: List of ethnic restaurants in Bajarnegera

Number	Name of restaurant	Address
1.	R.M. Sari Rahayu	Jl. Raya Semampir Km 4 Banjarnegara, Jateng
2.	RM Jujugan serayu)	Randegan, sigaluh, Banjarnegara Jateng.
3.	RM. Kopi Kebul	JL. Raya Kenteng Madukara, Banjarnegara. Jawa Tengah
4.	Rumah Makan Ethnic 2	Jl. Bambang Sugeng No. 31, Banjarnegara. Jawa Tengah
5	RM. Saung Bu Mansur	Jl. Kedadiah No. 9, Tretek, Parakancangah, Banjarnegara, Jateng

Source: Research survey results, 2020

Based on data from ethnic restaurants in Banjarnegara, observations revealed that competition among restaurants is very tight. Various promotions and offers of each restaurant

have their own characteristics and different advantages. A big problem for culinary businesses is how to make customers loyal to the product being purchased. One way to create brand loyalty to customers is to understand customer needs, desires and requests (Adi, 2012). Customer loyalty is considered as the heart in marketing, and is an important indicator for evaluating company performance, because it relates to the profits derived by the company. On the other hand, a satisfied customer will show a repurchase, which is an important factor for getting new customers (Ngoc and Uyen, 2015).

Most marketers and researchers are only focused on customer satisfaction issues and methods for increasing customer satisfaction. But over time, marketers realize that when customers are satisfied, they don't always reuse the goods or services in question. Therefore, customer loyalty, in this case loyal to the brand, is considered an important factor to increase profitability and maintain the position of an organization or company.

Cohen (1988) states that Authenticity (level of authenticity) sought by consumers depends on how consumers understand and interpret what consumers see. Cohen (1988) argues that perception of authenticity is related, negotiated, and dependent on content. Constructivists conceptualize authenticity as subjective, object perceptions and socially and culturally constructed constructions of unique observations and not as objective representations based on evidence or objective standards.

Based on this revenue, the brand becomes the foundation of ethnic restaurants in controlling consumers. The authenticity of the products offered, and the level of health and hygiene of the products are the mainstay of ethnic restaurants. (Robinson and Clifford, 2012), argue there are still research gaps that connect the perception of consumer authenticity, with brand equity and brand loyalty. The current research aims to overcome this gap by identifying the antecedents of brand equity and the critical role consumers perceive authenticity plays in the formation of brand equity for ethnic restaurants. This study proposes and tests the customer-based brand equity model for ethnic restaurants through the incorporation of customer authenticity perceptions with the four core components of brand equity identified by Aaker (1991). As discussed earlier, authenticity can help a restaurant create a unique identity and image in the customer's mind. Furthermore, consumer perceptions of authenticity might play an influential role in building a brand equity. From some of the things that have been explained above, it can be said that in order to maintain the sustainability of a type of business or in this case is an ethnic restaurant, it is very necessary to pay attention to consumer purchase intentions, which are influenced by Brand Equity which consists of Brand awareness, Brand image, and Brand loyalty.

2. Theory Study and Hypothesis Development

The Influence of Authenticity Perception on Brand Loyalty

Phung et.al, (2019) state that in the context of restaurants that have high quality perceptions, there are several things

that can be used to assess quality perceptions, including, exterior and interior design, facility style, and employee performance. These factors can be perceived by consumers as the quality of a product or service. In addition, the perception of quality can lead consumers to make different comparisons of ethnic restaurants with those of competitors. If the restaurant satisfies the customer's desire to experience authentic dishes and services, the restaurant is considered to have better service quality. In other words, the perception of authenticity can develop from the overall evaluation of consumers on food quality and service performance. The following hypothesis is proposed:

H1: Perception of Authenticity has a significant effect on Brand Loyalty of Ethnic Restaurant

The Influence of Brand Awareness on Brand Loyalty

Altaf, Iqbal, Sany and Sial (2017) explain that Brand Awareness is the ability of consumers to remember and recognize brands that are different from logos, jingles, brand names and other related actions. According to Chinomona and Maziriri (2017), brand awareness is a brand recognition, potential to be remembered, information about products. Kashif et.al (2015) state that brand awareness is the extent to which consumers can remember, recognize, and have knowledge about a brand. Brand awareness measures the extent to which consumers are aware of brand elements. Brand awareness is the first step in developing brand preferences and bringing consumers closer to buying. Bilgin (2018) says that brand awareness is the ability of buyers to recognize or remember a brand. Brand awareness is a trail left in consumers' memories that reflects the ability of consumers to remember or recognize a brand.

Yousaf, Zulfikar, Aslam and Altaf (2012) explore the effect of brand awareness on brand loyalty, and the results of the study shows that brand awareness has a positive influence on brand loyalty. In addition, Xu, Li, and Zhou (2017) also decide that brand awareness plays three important roles in marketing: first, as increasing brand awareness; second, consumers tend to consider brands when consumers buy products or services; third, consumers tend to trust products or services with high brand awareness rather than low brand awareness. Therefore, the following hypothesis is proposed:

H2: Brand Awareness has a significant effect on Brand Loyalty

The Effect of Brand Image on Brand Loyalty

Altaf et al. (2017) state that Brand Image is the total knowledge received by consumers from various sources or a set of beliefs that consumers have towards a brand. Brand Image has long been recognized as an important concept in marketing. Song, Wang, and Han (2019) say that Brand Image is a concept that is summarized to show that consumers buy certain brands by considering the features and functions of them.

Brand Image is a mental image or perception of a brand or product that is branded or service and includes the symbolic meaning associated with consumers with the specific attributes of a product or service (Ogba and Tan, 2009). Yousaf et al. (2012) explore the effect of brand image on

brand loyalty and their results showed that Brand Image had a positive effect on brand loyalty. The image of the brand has an impact on their repurchases and in choosing a brand. Then, the following hypothesis is proposed:

H3: Brand Image has a significant effect on Brand Loyalty

The Influence of Brand Loyalty Affects Consumer Purchase Intention

Brand Loyalty or brand loyalty is an individual's commitment to the organization and its brand in such a way that he will repurchase and give priority to certain brands (Altaf et al. 2017). Bilgin (2018) says Loyalty is the commitment of customers to buy back products and services on a Brand. Brand loyalty is said to be consumers who prefer to buy or buy the same brand consistently in certain product or service categories. Purchasing the same brand by customers shows aspects of loyalty behavior. Loyalty is defined as a commitment held firm to repurchase a product or service that is consistently liked in the future (Porral and Mangin, 2017). Based on the above opinion loyalty can lead to the purchase of a brand or the same product. Loyalty can be expected to select brands in high frequency across all similar purchases, especially in the presence of competitive offers. In the context of tourism, tourists loyal to hotel brands must show a strong willingness to choose the same brand among many competing brands available at the same destination. Therefore, we conceptualize travelers' desires to choose the same brand in the presence of competing brands as brand choice intentions and regard brand loyalty as a determinant of brand choice intentions to consumers (Hsu, Oh, Assaf 2012)

H4: Brand Loyalty has a significant effect on the consumer purchase intentions of ethnic restaurants

The Influence of Authenticity Perception on Consumer Purchase Intention

Gounaris, Dimitriadis, and Stathakopoulos (2010) define consumer purchase intentions as the tendency of customers to choose products from the right producers over a long period of time. The intention of brand selection is the process of selecting certain goods and services from one particular store. In addition, brand choice intentions are behavioral elements, where there is a continuing desire and interest to buy certain products or brands.

Phung et.al, (2019) state that in the context of restaurants that have high quality perceptions, there are several things that can be used to assess quality perceptions, including, exterior and interior design, facility style, and employee performance. These factors can be perceived by consumers as the quality of a product or service. The following hypothesis is proposed:

H5: Perception of Authenticity has a significant effect on the Purchase Intention of Ethnic Restaurant Consumers

Effect of Brand Awareness on Consumer Purchase Intention

Purchase intention is also based on the consumer's knowledge that they obtain from the information media about the brand and what is expected by consumers is that

the product they buy is a brand that has been used for quality and can be used to meet the future. Brand awareness is the ability of prospective buyers to recognize and remember a brand in a particular product category. Brand awareness plays an important role in buying interest because consumers tend to buy products that are familiar and famous. Brand awareness can help consumers to recognize brands in product categories and make purchasing decisions. Based on this theory the following hypotheses are formulated:

H6: Brand awareness has a significant effect on consumer purchase intentions of ethnic restaurants

The Effect of Brand Image on Consumer Purchase Intention

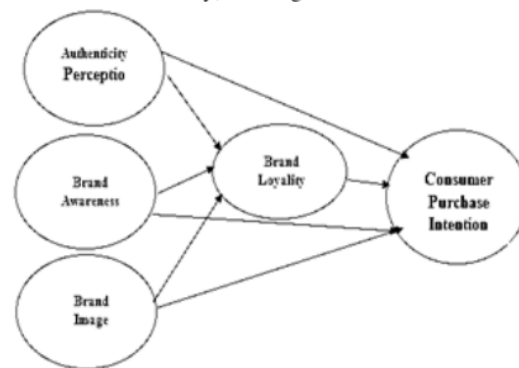
McCarthy, Heath and Milberg (2000) mention, in the process of brand selection, it usually involves comparative judgment, reciprocal exchanges from competing brands, and the possibility of making mistakes (eg choosing bad brands). Given the basic process of choosing brands with different processes, therefore, it is not surprising that customers have several choices before deciding on a brand.

Brand Image or perception of authenticity is the level of consumer knowledge obtained from various sources or the level of confidence that consumers have of a brand. Perception of authenticity has long been recognized as an important concept in marketing (Altaf et al. 2017). Song, Wang, and Han (2019) say that the perception of authenticity is a summarized concept to show that consumers buy certain brands by considering features and functions of consumers. The image of the brand has an impact on consumer repurchases and in choosing a brand, so the following hypothesis is proposed:

H7: Brand Image has a significant effect on the buying intentions of ethnic restaurant consumers

Hypothesis Model

Based on the literature review and hypothesis proposed in this study, a model was developed as a Theoretical Thinking Framework of this study, as in Figure 1 below:



Gambar 1: Model Hipotesis Figure 1

Hypothesis Model

Research Methods

Research sites

The location in this study is in Banjarnegara Regency of Central Java without specific regional characteristics.

Data Collection Techniques and Number of Samples

The data used in this study are primary and secondary data. Primary data used for this study are obtained after distributing questionnaires. Meanwhile, secondary data used in this study are obtained in previous literature reviews and relevant journals. The number of samples used in this study is 150 respondents.

Operational Definition and Variable Measurement

This questionnaire is measured on a Likert scale. This is a measurement scale that requires respondents to indicate their level of agreement or disagreement with the statement given. The questionnaire uses a 5-point Likert scale item, where (1) to strongly disagree and (5) to strongly agree. Five options are provided to avoid neutral answers and the options are:

1) Perception of Authenticity

- The overall arrangement and interior design look authentic Javanese
- Customers like the authentic Javanese cuisine
- Customers enjoy the dining experience at this restaurant because of the authenticity of the Javanese
- Services provided by employees show Javanese specialties

2) Brand Awareness

- Customers can quickly remember symbols or logos
- Customers know this brand
- Customers can recognize the name of this restaurant

3) Brand Image

- The brand has a different image
- The employees are very polite
- The restaurant has a very clear image
- Customers feel comfortable eating in this restaurant

4) Brand Loyalty

- Customers visit regularly
- Customers will visit again
- It is the first-choice restaurant
- Customers are satisfied with dining experiences

5) Consumer Purchase Intention

- It is wise to choose this restaurant
- it is a better choice
- It makes sense to choose this restaurant
- It is my favorite restaurant

Data analysis technique

The analysis technique used is multiple linear regression with a significance level of 5%.

3. Results and Discussion

1) Test Research Instruments

Table 1: Test Research Instruments

Variabel	No Item	Validitas			Reliabilitas	
		r hitung	r tabel	Ket	Cronbach's Alpha	Ket
Persepsi Keaslian	1	0,662	0.1654	Valid	0,704	Reliabel
	2	0,708	0.1654	Valid		
	3	0,390	0.1654	Valid		
	4	0,254	0.1654	Valid		
Brand Awareness	1	0,783	0.1654	Valid	0,827	Reliabel
	2	0,685	0.1654	Valid		
	3	0,596	0.1654	Valid		
Brand Image	1	0,472	0.1654	Valid	0,760	Reliabel
	2	0,635	0.1654	Valid		
	3	0,719	0.1654	Valid		
	4	0,428	0.1654	Valid		
Brand Loyalty	1	0,747	0.1654	Valid	0,834	Reliabel
	2	0,735	0.1654	Valid		
	3	0,605	0.1654	Valid		
Niat Beli	1	0,688	0.1654	Valid	0,793	Reliabel
	2	0,591	0.1654	Valid		
	3	0,577	0.1654	Valid		
	4	0,564	0.1654	Valid		

The validity test results regarding the variables of all question items are each valid because the value of $r_{count} > r_{table}$, and each variable Cronbach's alpha value shows a reliable value because the value of Cronbach's $\alpha > 0.60$.

2) Classical Assumption Test Results

The classic assumption test is used to determine the multiple linear regression model in this study. There are deviations or BLUE (Best Linear Unlimited Estimator) is tested for classical assumptions with the results as in table 2 below.

Table 2: Classical Assumption Test Results

Classical Assumption Test Equation. Test Results 1 : Equation. Test Results 2 : Conclusions
 Normality Test $p: 0,231 > 0,05$ $p: 0,861 > 0,05$ Normal Data
 Tolerance Multicollinearity Test: $0,803; 0,803; 678 > 0,1$
 VIF: $1,245; 1,246; 1,474 < 5$ Tolerance: $0,780; 0,760; 0,628; 0,721 > 0,1$
 VIF: $1,282; 1,317; 1,592; 1,388 < 5$ There is no multicollinearity
 Heteroscedasticity test $p: 0,489; 0,264; 0,64 > 0,05$ $p: 0,233; 0,594; 0,868; 1,83 > 0,05$. It shows noheteroscedasticity
Source: Primary data processed, 2020

Phase I Regression Analysis

Equation of Multiple Regression I
 $BL = 0.163PK + 0.226BA + 0.292BI$

In the equation above the effect of independent variables is shown the perception of authenticity, brand awareness and brand image on the intermediate variable (bound), namely Brand Loyalty. The beta coefficient of authenticity perception is positive. This indicates that any increase in perception of authenticity will be followed by changes in brand loyalty. The beta coefficient of brand awareness is positive. This shows that any increase in brand awareness will be followed by changes in brand loyalty. Beta coefficient of brand image is positive. This shows that any

increase in brand image will be followed by changes in brand loyalty.

3) Test Research Instruments

Table 1: Test Research Instruments

The validity test results regarding the variables of all question items are each valid because the value of r count > r table, and each variable Cronbach's alpha value shows a reliable value because the value of Cronbach's alpha > 0.60.

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 Heteroscedasticity test p: 0.489; 0.264; 064 > 0.05 p: 0.233; 0.594; 0.868; 183 > 0.05. It shows no

5) Heteroscedasticity

Table 2: Classic Assumption Test Results

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Normality test	p: 0.231 > 0.05	p: 0.861 > 0.05	Normal Data
Multicollinearity Test	Tolerance: 0.803; 0.803; 678 > 0.1 VIF: 1.245; 1.246; 1.474 < 5	Tolerance: 0.780; 0.760; 0.628; 0.721 > 0.1 VIF: 1.282; 1.317; 1.592; 1.388 < 5	There is no multicollinearity
Heteroskedastisitas Test	p: 0.489; 0.264; 064 > 0.05	p: 0.233; 0.594; 0.868; 183 > 0.05	Not occur heteroscedasticity

Source: Primary data processed, 2020

Phase I Regression Analysis

Equation of Multiple Regression I

BL = 0.163PK + 0.226BA + 0.292BI

In the equation above, the effect of independent variables is shown the perception of authenticity, brand awareness and brand image on the intermediate variable (bound), namely Brand Loyalty. The beta coefficient of authenticity perception is positive. This indicates that any increase in perception of authenticity will be followed by changes in brand loyalty. The beta coefficient of brand awareness is positive. This shows that any increase in brand awareness will be followed by changes in brand loyalty. Beta coefficient of brand image is positive, this shows that any increase in brand image will be followed by changes in brand loyalty.

T test

- 1) Variable perception of authenticity t-count is greater than t-table (2.084 > 1.9847) with a probability of 0.039 smaller than a significance level of 0.05. Thus, the hypothesis stating that the perception of authenticity has a positive and significant effect on brand loyalty is received.
- 2) Awareness brand variable t-count is greater than t-table (2.876 > 1.9847) with a probability of 0.005 smaller than a significance level of 0.05. Thus, the hypothesis stating that brand awareness has a positive and significant effect on brand loyalty is accepted.
- 3) Variable brand image t-count is greater than t-table (3.419 > 1.9847) with a probability of 0.001 smaller than a significant level of 0.05. thus, the hypothesis stating that brand image has a positive and significant effect on brand loyalty is accepted.

Coefficient of Determination

From the above calculation, the value of Adjusted R2 = 0.265 or 26.5% is obtained. This shows that variations in brand loyalty can be explained by the variables of perception of authenticity, brand awareness and brand image of 26.5%. While the remaining 73.5% is influenced by other factors.

Phase II Regression Analysis

Equation of Multiple Regression II

NB = 0.020PK + 0.267BA + 0.188BI + 0.203BL

In the equation above, the effect of independent variables shows that is the perception of authenticity, brand awareness, brand image and brand loyalty to the dependent variable, namely consumer purchase intention. The meaning of the regression coefficient is as follows:

The beta coefficient of authenticity perception is positive. This shows that any increase in perception of authenticity will be followed by changes in consumer purchase intentions. Awareness brand beta coefficient is also positive. This shows that any increase in brand awareness will also increase consumer purchase intentions. Beta coefficient of brand image is also positive, this shows that any increase in brand image will also increase consumer purchase intentions. The beta coefficient of brand loyalty is also positive, this shows that any increase in brand loyalty will also increase consumer purchase intentions.

T test

From the results of the data processing above, it is known that the t-count of each variable is:

- 1) Variable perception of authenticity t-count is greater than t-table (0.250 < 1.9847) with a probability of 0.803 greater than 0.05 significant level. Thus, the hypothesis stating that the perception of authenticity has a positive and significant influence on consumer purchase intentions is rejected.
- 2) Awareness brand variable t-count is greater than t-table (3.306 > 1.9847) with a probability of 0.001 smaller than the 0.05 significant level. Thus, the hypothesis stating that brand awareness has a positive and significant effect on intention buy consum is accepted.
- 3) Variable brand image t-count is greater than t-table (2.110 > 1.9847) with a probability of 0.037 smaller than a significant level of 0.05. Thus, the hypothesis stating

that brand image has a positive and significant effect on intention buy consumers [12] accepted.

- 4) Variable brand loyalty t-count is greater than t-table (2.442 > 1.9847) with a probability of 0.016 less than a significant level of 0.05. Thus, the hypothesis stating brand loyalty has a positive and significant effect on intention buy consumers is accepted.

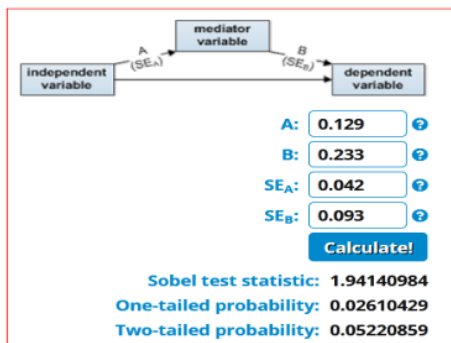
Coefficient of Determination

From the above calculation, the value of Adjusted R2 = 0.259 or 25.9% is obtained. This shows that variations in consumer purchase intentions that can be explained by the variables of perceived authenticity, brand awareness, brand image and brand loyalty are 25.9%. While the remaining 74.1% is influenced by other factors.

Sobel Test

1) The Influence of Authenticity Perception on Consumer Purchase Intention through Brand Loyalty

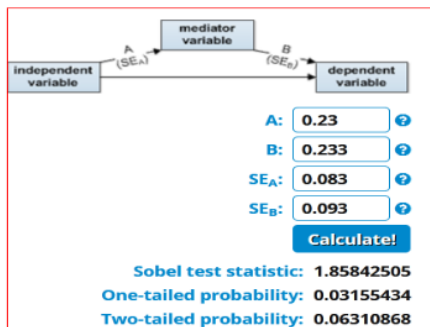
The calculation results of the sobel tests using the sobel test program are known as the following figure:



From the results of the calculation of the sobel test above, it is obtained that the t table value with a one-sided test of 1.66, while the statistical results of the sobel test of 1.941, one tailed probability of 0.026, so the value obtained is 1.941 > 1.66 (0.026 < 0.05). Then it proves that brand loyalty is able to mediate the relationship between the effect of perceived authenticity on consumer purchase intentions

2) The Effect of Brand Awareness on Consumer Purchase Intention through Brand Loyalty

The calculation results of the sobel tests using the sobel test program are known as the following figure:

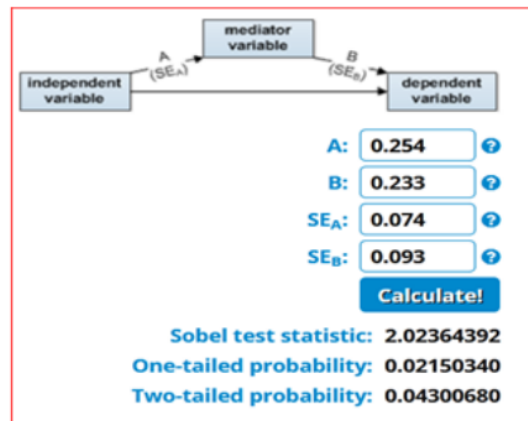


From the results of the calculation of the sobel test above, it is obtained that the value of t table with one-sided test of 1.66, while the statistical results of the sobel test of 1.858, one tailed probability of 0.031, so the value obtained is 1.858 > 1.66 and (0.031 < 0.05).

Then it proves that brand loyalty can mediate the relationship of brand awareness influence on consumer purchase intentions.

3) The Effect of Brand Image on Consumer Purchase Intention through Brand Loyalty

The calculation results of the sobel tests using the sobel test program are known as the following figure:



From the results of the calculation of the sobel test above, it is obtained that the value of t table with a one-sided test of 1.66, while the statistical results of the sobel test of 2.023, one tailed probability of 0.021, so the value obtained is 2.023 > 1.66 and (0.021 < 0.05). Then it proves that brand loyalty can mediate the relationship of brand image influence on consumer purchase intentions.

4. Discussion

The Influence of Perception of Authenticity on Brand Loyalty

Perception of authenticity has a positive and significant effect on brand loyalty. The hypothesis which states that there is a positive and significant influence between the variables of Perception of Authenticity on brand loyalty, is proven. If the perception of authenticity is increased, the brand loyalty will also increase. This shows that the strategy carried out by ethnic restaurants to be able to increase consumer loyalty in the form of brand loyalty or brand loyalty of ethnic restaurants. It is necessary to make overall arrangements and interior design of the restaurant space look authentic Javanese. The need to have special Javanese original dishes makes it necessary to have services that have Javanese characteristics such as clothes, Javanese room designs and others with Javanese powers.

These results are consistent with Phung et.al's opinion, (2019), saying that in the context of restaurants that have high quality perceptions, there are several things that can be

used to assess perceptions of quality, including exterior and interior design, facility style, and employee performance. These factors can be perceived by consumers as the quality of a product or service. In addition, the perception of quality can lead consumers to make different comparisons of ethnic restaurants with those of competitors. If the restaurant satisfies the customer's desire to experience authentic dishes and services, the restaurant is considered to have better service quality.

The effect of brand awareness on brand loyalty

Brand awareness has a positive and significant effect on brand loyalty. The hypothesis which states that there is a positive and significant influence between brand awareness variables on brand loyalty, is proven. If brand awareness is improved, brand loyalty will also increase.

This shows that the strategy carried out by ethnic restaurants to be able to increase consumer loyalty in the form of brand loyalty or ethnic restaurant brand loyalty is important. It is necessary to provide names, symbols and logos of restaurants that can be quickly remembered by consumers.

These results are consistent with Altaf, Iqbal, Sany and Sial's (2017) opinion, explaining that Brand Awareness is the ability of consumers to remember and recognize brands that are different from logos, jingles, brand names and other related actions.

The Effect of Brand Image on Brand Loyalty

Brand image has a positive and significant effect on brand loyalty. The hypothesis which states that there is a positive and significant influence between brand image variables on brand loyalty, is proven. If the brand image is improved, then brand loyalty will also increase.

This shows that the strategy carried out by ethnic restaurants to be able to increase consumer loyalty in the form of brand loyalty or ethnic restaurant brand loyalty is necessary. It needs a different image from its competitors. It also needs to have employees who are polite to consumers. It should have a very clear image and it should give a sense of comfort eating in ethnic restaurants.

This result matches the opinion of Yousaf et al. (2012) exploring the effect of brand image on brand loyalty and their results show that Brand Image has a positive effect on brand loyalty. The image of the brand has an impact on their repurchases and choice of brand.

The Influence of Brand Loyalty Against Consumer Purchase Intention

Brand loyalty has a positive and significant effect on consumer purchase intentions. The hypothesis which states that there is a positive and significant influence between brand loyalty variables on consumer purchase intentions, is proven. If brand loyalty is increased, loyalty will also increase.

This shows that the strategy carried out by ethnic restaurants to be able to increase consumer purchase intention is important. It is necessary to make overall arrangements and interior design of the restaurant space look authentic

Javanese. The need to have special Javanese original dishes makes it necessary to have services that have Javanese characteristics such as clothes, Javanese room designs and others with Javanese powers. It needs to provide restaurant names, symbols and logos that can be quickly remembered by consumers. It also needs a different image from its competitors. In addition, it needs to have employees who are polite to consumers. It should have a very clear image and provide a comfortable feeling of eating in ethnic restaurants, so consumers can visit the restaurant regularly, and the restaurant becomes the first choice for consumers. The consumers will be satisfied with the dining experience in ethnic restaurants.

These results are in line with Bilgin's (2018) opinion saying Loyalty is a commitment of customers to buy back products and services on a Brand. Brand loyalty is said to be consumers who prefer to buy or buy the same brand consistently in certain product or service categories. Purchasing the same brand by customers shows aspects of loyalty behavior. Brand Loyalty or brand loyalty is an individual's commitment to the organization and brand in such a way that he will repurchase and give priority to certain brands

The Influence of Authenticity Perception on Consumer Purchase Intention

Perception of authenticity has a positive and significant effect on consumer purchase intentions. The hypothesis which states that there is a positive and significant influence between the variables of Perception of Authenticity on consumer purchase intentions, is not proven. This shows that the consumer's purchase intention in choosing an ethnic explosion, is not affected by the existence of the original menu or not the restaurant, but rather due to the nuances formed by the restaurant.

The Effect of Brand Awareness on Consumer Purchase Intention

Brand awareness has a positive and significant effect on consumer purchase intentions. The hypothesis that there is a positive and significant influence between brand awareness variables on consumer purchase intentions is proven. If the brand awareness is improved, then the consumer purchase intention will also increase.

This shows that the strategy carried out by ethnic restaurants to be able to increase consumer purchase intentions is important. It is necessary to provide names, symbols and logos of restaurants that can be quickly remembered by consumers.

These results are in accordance with Yang, Yeh, (2009). Brand awareness or brand awareness as the ability of prospective buyers to recognize and remember a brand in a particular product category. Brand awareness plays an important role in buying interest because consumers tend to buy products that are familiar and famous. Brand awareness can help consumers to recognize brands from product categories and make purchasing decisions

The Effect of Brand Image on Consumer Purchase Intention

Brand image has a positive and significant effect on consumer purchase intentions. The hypothesis which states that there is a positive and significant influence between brand image variables on consumer purchase intentions is proven. If the brand image is improved, the consumer's purchase intention will also increase.

This shows that the strategy carried out by ethnic restaurants to be able to increase consumer purchase intentions is necessary. It needs a different image from its competitors. It also needs to have employees who are polite to consumers. It should have a very clear image and give a sense of comfort eating in ethnic restaurants.

This result makes the opinion of Yousaf et al. (2012) exploring the effect of brand image on brand loyalty and their results showed that Brand Image has a positive effect on consumer purchase intentions. The image of the brand has an impact on their repurchases and choice of a brand.

Brand loyalty moderates the effect of perception of authenticity on consumer purchase intentions

Brand loyalty can mediate the relationship between the perception of authenticity and consumer purchase intention. This means that the higher the perception of authenticity, the higher the consumer purchase intention generated with the support of high brand loyalty. The importance of the perception of authenticity is one of the determinants of high consumer purchase intentions. Along with business competition in the level of brand loyalty, it is also an important factor in increasing consumer purchase intentions. Brand loyalty to perceived services and products will be the basis for consumer purchasing decisions. It is necessary to shape consumer behavior.

Brand loyalty moderates the influence of brand awareness on consumer purchase intentions

Brand loyalty is able to mediate the relationship of brand awareness influence on consumer purchase intentions. This means that the higher the brand awareness, the higher the consumer purchase intention generated with the support of high brand loyalty. The importance of brand awareness is one of the determinants of consumer's high purchase intention. Brand loyalty to the perceived product will be the basis for consumer purchasing decisions. It is necessary to form the consumer's intention to buy.

Brand loyalty moderates the influence of brand image on consumer purchase intentions

Brand loyalty can mediate the relationship of brand image influence on consumer purchase intention. This means that the higher the brand image, the higher the purchase intention of consumers produced with the support of high brand loyalty. The importance of brand image with brand loyalty to get high consumer intention.

5. Conclusion

Perception of authenticity has a positive and significant effect on brand loyalty. Brand awareness has a positive and significant effect on brand loyalty. Brand image has a

positive and significant effect on brand loyalty. Brand loyalty has a positive and significant effect on consumer purchase intentions. Perception of authenticity has no effect on consumer purchase intentions. Brand awareness has a positive and significant effect on consumer purchase intentions. Brand Image has a positive and significant effect on consumer purchase intentions. Brand loyalty can mediate the relationship between the perception of authenticity and consumer purchase intention. Brand loyalty can mediate the relationship of brand awareness influence on consumer purchase intentions. Brand loyalty can mediate the relationship between the influence of brand image on consumer purchase intentions.

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