



Mediation of Brand Equity in The Influence of Integrated Marketing Communication on Purchase Intention of "Mie Gacoan" Restaurant in Yogyakarta

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ABSTRACT

This study aims to determine the effect of Integrated Marketing Communication (IMC) on Purchasing Intention at Gacoan noodle restaurants mediated by Brand Equity. The method in this study uses Partial Least Squares (PLS) using SmartPLS 3. The population in this study were Gacoan Noodle Customers in Gajayan Yogyakarta with the sampling technique used, namely purposive sampling, and obtained a research sample of 100 samples. For the feasibility of the model using GoF, the results show that the feasibility value is 0.51 and can be said to be high. For the relationship between variables directly, IMC has a significant positive effect on Purchasing Intention and Brand equity has a significant positive effect on Purchasing Intention. For the relationship between variables indirectly, the results show that Integrated Marketing Communication (IMC) has a significant positive effect on Purchasing Intention which is mediated by Brand Equity.

Keywords: Brand Equity; Integrated Marketing Communication; Partial Least Squares; Purchasing Intention

1. INTRODUCTION

The development of the food and beverage industry in Indonesia has been declining since the pandemic began in 2019. Currently, economic conditions in the food and beverage industry sector have not yet recovered, but in 2022 a recession occurred which caused many restaurants to close. According to Maulana Yusran, who serves as Secretary General of the Indonesian Hotel and Restaurant Association (PHRI), there are reasons for the near-collapse of a number of restaurants, including a decrease in restaurant revenue since the imposition of strict restrictions during the pandemic, operational costs that continue to increase every year, increased operational expenses and debt repayment obligations at banks (Emir Yanwardhana, 2023).

In Yogyakarta, almost 100 restaurants have closed and stopped operating due to their inability to keep up with operational costs (CNN Indonesia, 2021). The pandemic in 2019 filtered out all restaurants that were able to survive and those that were not. The restaurant that still survives the pandemic in 2019 is Mie Gacoan food stall. The main product of Mie Gacoan is noodles. With economical prices, this food stall is still able to survive amid the pandemic in 2019. In contrast to one of the food stalls that sells noodles, namely Warunk Upnormal. Both food stalls sell the main menu, namely noodles, but the fate of the two stalls is different, where Gacoan Noodles continues to sell well in the market while Wapunk Upnormal goes out of business.

The difference in the fate of the two restaurants lies in the price of the noodles. The price difference is far more significant where the price of the noodle menu at Mie Gacoan ranges from 10 thousand to 11 thousand while the price of the noodle menu at Warunk Upnormal ranges from 10 thousand to 25 thousand. This difference makes Mie Gacoan still attractive to customers even to buy noodles, customers are willing to queue long (More, 2023).

Mie Gacoan, which was established in Malang in 2016, is a subsidiary of PT Pesta Pora Abadi. In the establishment of branches, Mie Gacoan has many obstacles, including branches in Serpong and Kediri being closed because they do not have PBG document permits (Tim detiknews, 2022), Surabaya branch regarding a commotion triggered by an online motorcycle taxi that missed the order (Hilda Meilisa Rinanda, 2023), Kediri branch regarding violating noise test limits (Redaksi realita.co, 2023), sidoarjo branch regarding a female customer fainting due to waiting in a queue that was too long (Krian realita.co, 2023), Yogyakarta branch, the commotion of online motorcycle taxis vs gacoan noodle employees because online motorcycle taxi queued for food for more than 2 hours and prioritized customers who came instead of online motorcycle taxi (Susanto, 2021). The number of cases like this is due to mismanagement in managing a company.

Mismanagement of the company has not made Mie Gacoan's customers decline. In fact, Mie Gacoan is increasingly visited by customers. According to Endhy as Legal Social Mie Gacoan, the average sales for one outlet is between 50 orders to 90 orders depending on the region with Mie Gacoan turnover estimated at around 103.5 million per day (Muslimawati, 2023). This contradicts the existing situation where the many problems faced by Mie Gacoan should not affect consumer purchase intention.

Based on the results of the interview, it is known that the results of customer purchase intention are very high. Negative news broadcast on social media does not have

the effect of low purchase intention for Gacoan Noodle products. Purchase intention itself is a consumer preference in buying products and services after consumers evaluate the products to be purchased (F. A. Rasheed & Abadi, 2014). This high purchase intention cannot be separated from marketing intervention with its marketing strategy. The marketing strategy carried out by Mie Gacoan is known as Integrated Marketing Communication (IMC).

IMC is a business strategy in managing relationships with consumers whose essence is to drive brand value (Belch et al., 2020). In addition, IMC is a communication planning concept that recognizes the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines to provide clarity, consistency, and maximum communication impact (Morissan, 2011). Elements of Integrated Marketing Communication (IMC) include: advertising, sales promotion, word of mouth, direct marketing, public relations, and digital marketing (Kitchen et al., 2008).

IMC carried out by Mie Gacoan include: advertising in the form of advertisements spread on social media and on banners, sales promotion where Mie Gacoan collaborates with grab and provides a 50% discount for consumers with applicable terms and conditions, word of mouth where consumers recommend colleagues, direct marketing is also carried out when the cashier offers additional products so that customers buy other products, public relations such as events on the Mie Gacoan Instagram homepage where customers take photos with gacoan food and the best winners get 1 million for 10 winners, and digital marketing carried out by Mie Gacoan via Instagram, Facebook, shopee, gojek and grab (Mie Gacoan, 2023). With the IMC system that is intensively carried out by Mie Gacoan, the brand equity of the company will be recognized by all circles, which results in customer buying interest in Mie Gacoan products. So that researchers include brand equity as a mediating variable as a causal path that allows the influence of brand equity to have an impact on purchase intention..

Brand equity is the added value given by consumers to products (Kotler & Keller, 2021). Brand equity can be reflected in the form of consumer thinking, consumer emotions and actions in relation to the brand, price, market and the benefits that the brand provides for the company. Customer confidence for purchase intention of Mie Gacoan products is based on the Mie Gacoan brand that appears on consumers' advertising homepage. So that brand equity and purchase intention have a relationship.

There are differences in the results of previous studies regarding the effect of IMC on purchase intention which is mediated by brand equity. For IMC variables on purchase intention, there are differences in research. Research conducted by Alwan & Alshurideh (2022); Khan et al. (2020); Poturak & Softic (2019) state that IMC has a significant positive effect on purchase intention. Meanwhile, research from (Chiarakul, 2021) states that there is no relationship from the influence of IMC on purchase intention.

Research on IMC variables on Brand Equity has different research results. Brand equity has a significant positive effect on brand equity where brand equity cannot be built only through independent communication channels but must go through IMC, with synergy between various communication channels as the basic concept, which has the potential to create the greatest persuasion effect in consumer meetings with brand contacts (Theodora, 2021). This statement is supported by statements from Anabila

(2020); Seyyed Amiri et al. (2017). However, research from (Chiarakul, 2021) rejects the above research where IMC has no effect on Brand Equity.

Research on brand equity on purchase intention. According to research from Le-Hoang et al. (2020) and Poturak & Softic (2019) where brand equity has a significant positive effect on purchase intention. According to Liu & Wang (2019) which contradicts other research where brand equity has no effect on purchase intention.

Research on IMC indirectly has a significant effect on purchase intention which is mediated by brand equity. According to research from Wei et al. (2023) where IMC indirectly has a significant positive effect on purchase intention mediated by brand equity. However, this research is rejected by other studies where according to Alwan & Alshurideh (2022); Chiarakul (2021) which state that IMC has no effect on purchase intention mediated by brand equity.

2. LITERATURE REVIEW

2.1. *Integrated Marketing Communication*

Integrated marketing communication (IMC) is an activity that combines advertising with other marketing communication tools such as public relations, direct marketing, sales promotion, and event sponsorship to work together in influencing consumers. Integrated marketing communication (IMC) is one of the first processes established to manage customer relationships (Kotler & Keller, 2021). In addition, integrated marketing communication (IMC) is a concept of marketing communication planning that introduces the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines such as general advertising, direct response, sales promotion, and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact (Cangara, 2014). IMC is a standard basis for marketing organizations, agencies, and the academic community. IMC is the development of a promotion mix program (Kitchen et al., 2008). IMC Indicators include advertising, sales promotion, word of mouth, direct marketing, public relations & publicity, digital marketing (Kitchen et al., 2008).

Integrated marketing communication is a concept that combines and coordinates communication channels in order to convey clear, consistent and powerful messages about the company's products (Kotler, Philip & Amstrong, 2018, hal. 604). The strong influence of IMC communicated by the company will affect purchase intention. Purchase interest is a behaviour that arises in response to a product that shows that consumers want the product to be purchased (Kotler & Keller, 2021:15). So that IMC has a significant positive effect where the stronger the IMC carried out by the company, the stronger the consumer's intention to buy the product. This research is in accordance with research conducted by Alwan & Alshurideh (2022); Khan et al. (2020); Poturak & Softic (2019) which state that IMC has a significant positive effect on purchase intention. Research from Chiarakul (2021) states that there is no relationship from the influence of IMC on purchase intention.

H₁: IMC has a significant positive effect on purchasing intention

IMC is one-way companies communicate their products optimally so that consumers glance at the products offered by IMC. However, the attractiveness of IMC if not supported by brand equity, advertising performance is not maximally accepted by the company. Brand itself is not only a logo of a company symbol but as a representation of consumer perceptions and feelings about a product. (Kotler, Philip & Armstrong, 2018, page. 605). Strong brands have high brand equity so it can be concluded that the higher the IMC, the positive significant effect on brand equity. This statement is supported by Anabila (2020), Seyyed Amiri et al. (2017) who state that IMC has a significant positive effect on brand equity. Meanwhile, according to Chiarakul (2021), it states that IMC has no significant effect on brand equity.

H₂: IMC has a significant positive effect on brand equity

2.3. Brand Equity

A brand is a term, sign, symbol, design or combination of all of these that is intended to identify the product or service of a seller or group of sellers, which distinguishes the product/service from other products, especially rival products (Kotler & Keller, 2021: 263). Brand can also be interpreted as everything that identifies the seller's mix or service and distinguishes it from other goods and services. A brand can be a word, letter, group of words, symbol, design, or some combination thereof. There are six levels of understanding of products including: attributes, benefits, values, culture, personality and users (Simamora et al., 2013:54). Indicators of brand equity are divided into four dimensions including: brand awareness, brand association, brand loyalty, and perceived quality (Tjiptono, 2020).

Knowledge of the existence of the brand will affect consumer purchase intention. Consumers will tend to buy products whose brands they already know or the product is a well-known product so that it raises purchase intention. So that the higher the brand equity, it will affect the increase in consumer interest in buying products. This statement is supported by Le-Hoang et al. (2020); Poturak & Softic (2019); Rizwan et al. (2021) where brand equity has a significant positive effect on purchase intention. Meanwhile, according to Liu & Wang (2019), it contradicts other studies where brand equity has no effect on purchase intention.

H₃: Brand equity has a significant positive effect on purchasing intention

2.4. Purchase Intention

Purchase intention is consumer behaviour that reflects their desire to choose and use a product. Factors that influence the onset of purchase intention include the quality and quality of the product and the information available about the product (Kotler & Keller, 2021). The factors that shape purchase intention according to Kotler & Keller (2021), namely: product quality factors, brand factors, packaging factors, price factors, availability of goods, promotion factors. Indicators of consumer buying interest (Nurhikmah, 2018) are as follows:

- 1) Transactional interest is the tendency for someone to buy a product.
 - 2) Referential interest is a person's tendency to refer products to others.
 - 3) Preferential interest, which shows the behaviour of a person who has a primary preference for the product. This preference can be changed if something happens to the preference product.
-

- 4) Explorative Interest, which shows the behaviour of a person who is always looking for information about the product of interest and looking for other information that supports the positive characteristics of the product

IMC which has an important role as a product presence tool mediated by a strong brand of brand equity will create a higher consumer purchase intention. This statement is in accordance with the statement made by Wei et al. (2023) where IMC indirectly has a significant positive effect on purchase intention mediated by brand equity. However, this research is rejected by other studies where according to Alwan & Alshurideh (2022); Chiarakul (2021), Khan et al. (2020), and Poturak & Softic (2019) which state that IMC indirectly has no effect on purchase interest mediated by brand equity.

H₄: IMC has a significant positive effect on purchasing intention which is mediated by brand equity.

2.5 Model Penelitian

This study aims to determine the mediation of brand equity in the influence of integrated marketing communication (IMC) on the purchase intention of "Mie Gacoan" restaurants in the Special Region of Yogyakarta. Hypothesis testing is research that tests the relationship between dependent and independent variables, or other variables (Sekaran Uma, 2014). Based on the relationship between the variables above, the framework of study is made as follows:

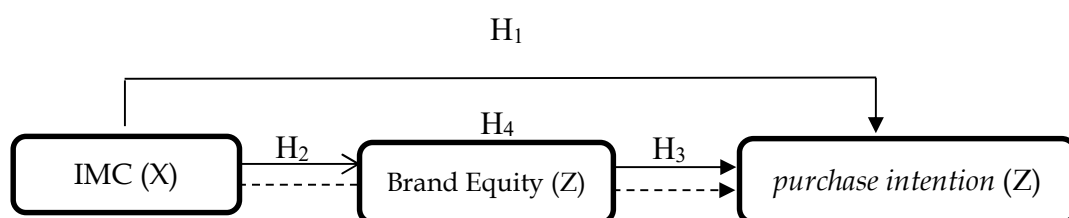


Figure 2. Framework of Study

3. RESEARCH METHOD

This study aims to determine the mediation of brand equity in the influence of integrated marketing communication (IMC) on the purchase intention of "Mie Gacoan" restaurants in Yogyakarta. hypothesis testing is research that tests the relationship between dependent and independent variables, or other variables (Sekaran Uma, 2014).

The type of research design used is survey research (Fraenkel & Wallen, 2012). The unit of analysis in this study was the consumers of the restaurant "Mie Gacoan" Gejayan Yogyakarta branch who were used as respondents. Purposive Sampling. Purposive sampling is done by taking samples from the population based on criteria determined by the researcher. Criteria respondents who have made at least 1x purchases at Mie Gacoan Gejayan branch in Yogyakarta. So, the sample used in this study was 100 respondents.

The method used in this study uses Smart PLS 3.0 which is used to predict models with multiple factors. The purpose of using SMART PLS is to predict the relationship between constructs, confirm the theory, and the relationship between latent variables Weygandt et al. (2018). Smart PLS uses two models, namely the measurement model (outer model) and the structural model (inner model). Outer model is used to test

construct validity and instrument reliability. The inner model is used to test the effect between variables (Hair et al., 2013).

Based on figure 2. Framework of study, an operational definition of variables can be drawn. The operational definition of a variable is a definition given to a variable by giving the meaning of an operation needed to measure the variable (Sekaran Uma, 2014). The variables that will be operated in this study include:

Table 1. Variable operational definitions

No.	Variable	Definition	Indicator
1.	Integrated Marketing Communication (IMC) (X)	IMC is a business strategy process in managing relationships with consumers whose essence is to drive brand value (Belch et al., 2020).	1. Advertising 2. Sales promotion 3. WoM 4. Direct marketing 5. Public relation 6. Digital marketing (Kitchen et al., 2008)
2.	Brand equity (Z)	Brand equity is an asset that determines the customer's relationship with the brand (Ayesh & Al-Zyoud, 2021).	1. Brand awarness 2. Brand association 3. Brand loyalty 4. Perceived quality Tjiptono (2020: 40)
3.	Purchase intention (Y)	Purchase intention is the preference of consumers to buy a product after consumers evaluate the product (Rasheed et al.,2015)	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest Nurhikmah (2018)

Source: Processed data (2023)

4. RESULTS AND DISCUSSION

4.1. Respondents Properties

In this study, there are respondent properties based on age, gender lastest education and respondent's occupation as follows: gender, education, occupation

Tabel 2. Data Responden

Characteristics	Categories	Frequency	Percentage
Gender	Male	44	44%
	Female	56	56%
Education	Junior high school	4	4%
	Senior high school	55	55%
	Associate Degree	11	11%
	Bachelor Degree	29	29%
	Master Degree	1	1%
Occupation	Teacher	6	6%
	College Student	39	39%
	Civil Servant	7	7%
	Private Employee	30	30%
	Entrepreneur	18	18%

Source: Processed data (2023)

Based on gender, the majority of respondents were female at 56%, while 44% were male. Based on the latest education, the majority of the latest education is high school education at 55%, followed by bachelor degree at 29%. Based on the respondent's occupation, the majority of the respondent's occupation is College student at 39%, followed by private employee at 30%.

4.2. Descriptive Analysis

Analysis of research variables aims to explain the results of respondents' answers descriptively which include indicators on each variable studied including integrated marketing communication, brand equity and purchase interest. The result:

Table 3. Variable Description

Variable	Name Variable	Mean	Result
X	IMC	4.13	Effective
Y	Purchase Intention	4.21	Very effective
Z	Brand Equity	4.19	Very effective

Source: Processed data (2023)

Based on the description of the variables, the results show that the IMC variable is effective when the respondent answers the questionnaire. Purchasing intention and brand equity are very effective when respondents answer the questionnaire. The higher mean value indicates that questions in the questionnaire have a high response

4.3. Measurement Model Testing

The model in this study uses the partial least square (PLS) method with the Smart-PLS 3.0 program. PLS is an alternative method of analysis using structural equation modeling (SEM) which can be done to overcome problems in the relationship between very complex variables (Hair et al., 2013). The results outer model are as follows:

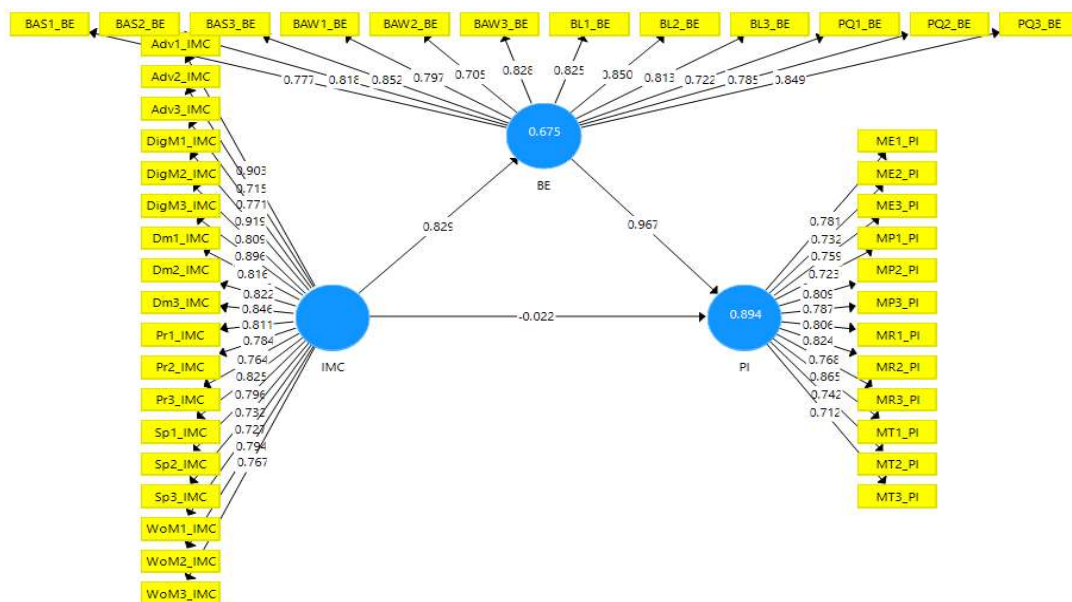


Figure 2. measurement model results (outer model)

Based on the results of the measurement model (outer model), each variable has fulfilled the outer model because the indicator value on the variable is above 0.5. To test the validity of researchers using discriminant validity using Fornell-Lacker. Discriminant validity testing is used to determine whether two variables are sufficiently different from one another. Discriminant validity testing looks at the correlation between latent constructs (fornell-larcker criterion). Testing the fornell-lacker criterion on discriminant validity is acceptable for constructs greater than the correlation of constructs with other latent variables (Uma Sekaran, 2017). Based on discriminant validity, the following results are obtained:

Table 4. Discriminant validity

Variable	Brand Equity	Purchase Intention	Integrated Marketing Communication
Brand Equity	0.803		
Purchase Intention	0.777	0.949	
Integrated Marketing Communication	0.729	0.780	0.807

Source: Processed data (2023)

Based on the discriminant validity table, each variable has a greater value in each variable, so that all indicators are declared feasible or valid for use in this study and can be used for the reliability test. The reliability test in this study used composite reliability and Cronbach's alpha. Composite reliability is the part used to test the reliability value of indicators on a variable. The required composite reliability value is above 0.7. The analysis results for the composite reliability value are as follows:

Table 5. Composite Reliability

Variable	rho_A	Composite Reliability	Cronbach's Alpha	AVE
Brand Equity	0.952	0.956	0.950	0.557
Purchase intention	0.942	0.948	0.940	0.672
Integrated Marketing Communication	0,971	0.971	0.968	0.544

Source: Processed data (2023)

Based on composite reliability, it is known that the value of composite reliability in each variable indicator is above 0.7. These results indicate that it has met the reliability so that it can be concluded that all variables have a high level of reliability. Researchers also used Cornbach's alpha to test the reliability of this study. And the results were obtained:

Based on the Cornbach's alpha table, it is known that the Cronbach's alpha value on each indicator of the research variable is above 0.7. So it can be concluded that all variables have a high level of reliability and can be tested inner model.

After testing the outer model and obtained the results that this study fulfils the outer model test then structural model testing (inner model) is carried out. Stage evaluation of

the structural model (inner model), namely the R Square test, goodness of fit test, f2 test and hypothesis testing (Hair et al., 2013).

The R Square test is commonly referred to as the determination test. Where this test is used to determine how many percent of the influence of the independent variable on the dependent variable. Based on data processing, the results are obtained:

Table 6. R-Square, F-Square, and Q-Square Value

Variable	R-Effects		F-Effects		Q-Effects		
	R-Square	R-Square Adjusted	Brand Equity	Purchase Intention	SSO	SSE	Q ²
Integrated Marketing Communication			3.283	0.154	1800.000	1800.000	
Brand Equity	0.767	0.764		0.418	1200.000	816.588	0.342
Purchase intention	0.813	0.809			1200.000	789.478	0.320

Source: Processed data (2023)

Based on table 4.13. it is found that the R-square (R²) value for the brand equity variable is 0.764 or 76.4%. The acquisition of this value explains that 76.4% of brand equity variables can be explained by the variables in this study (IMC) and there are 23.6% other variables that affect brand equity variables outside of this study. For the R-square (R²) value for the purchase intention variable of 0.809 or 80.9%. Which means that 80.9% of the purchase intention variable can be explained by the variables in this study (IMC and brand equity) and there are 19.1% other variables that influence the purchase intention variable outside this study.

Based on the table above, it is found that IMC has a strong influence on brand equity of 3.283, which means that companies that carry out marketing techniques using IMC will have a major effect on brand equity in the company. However, IMC has a moderate effect on purchase intention where the better IMC is, it will have a moderate effect on consumer purchase intention so that companies must apply other techniques so that consumer purchase intention goes up. For brand equity, companies that implement brand equity will have a strong effect on purchase intention. So that consumers will be more interested in purchasing intention for companies that have high brand equity.

Test goodness of fit or model feasibility test. In this study, researchers analysed the feasibility of the model in this study. In PLS, to find out the goodness of fit test, the researcher divides the average R Square value by the average Q Square value. From the Q² value, it is found that the Q² value of each variable is 0.342 (BE) and 0.320 (BI). The next step is to divide the R² average and Q² average as follows:

$$GoF = \sqrt{\left(\frac{0.764+0.809}{2}\right) \times \left(\frac{0.342+0.320}{2}\right)} = \sqrt{0.7865 \times 0.331} = 0.51$$

Based on the above calculations, the result shows that the goodness of fit value is 0.51 or 51%. The GoF model with a value of 51% is categorized as a model feasibility with a high category because the research results lie between 0.38 to 1.00 (SmartPLS, 2015).

The t test was used in this study to determine the effect between research variables. In this study, the t test analysis focuses on the p-value where the value of the p-value must meet the criteria of less than 0.05 or less than 0.05 (Hair et al., 2017). In addition, researchers use the t statistic value in determining partial data. It is said to be significant if the t statistic value is greater than the t table value. To determine the t table, researchers used the t table with a freedom of digress value of 97 (which is obtained from 100 respondents minus 3 of the number of variables studied) and obtained the results for the t-table of 1.98472. For the direct t test, the results are as follows: For the direct t test, the results are as follows:

Table 7. T test (partial) – Direct and indirect

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
BE -> PI	0.578	0.180	3.206	0.001	Significant
IMC -> BE	0.876	0.039	22.567	0.000	Significant
IMC -> PI	0.351	0.177	1.985	0.048	Significant
IMC-> BE -> PI	0.506	0.157	3.210	0.001	Significant

Source: Processed data (2023)

4.4. Discussion

IMC directly has significant effect on purchase intention

IMC has a significant positive effect on Purchasing Intention. So, it can be concluded that the increase in IMC carried out by Mie Gacoan will increase customer buying interest. IMC combinations need to be done in order to maximize customer buying interest. This research is in accordance with research from Alwan & Alshurideh (2022); Khan et al. (2020); Poturak & Softic (2019) state that IMC has a significant positive effect on purchase intention. And this study also rejects research from Chiarakul (2021) which state that there is no relationship from the influence of IMC on purchase intention.

IMC directly has a significant effect on brand equity.

IMC has a significant positive effect on brand equity. So, it can be concluded that the results that with the increase in IMC carried out by Mie Gacoan will increase customer purchasing intention. Brand equity cannot be built only through basic communication channels, but is generated through IMC, with synergy between various communication channels as the basic concept (Theodora, 2021). This means that every IMC strategy generated by Mie Gacoan will significantly increase brand equity. This can be reflected in Mie Gacoan's taglines, namely "Number 1 spicy noodle in Indonesia" and "Jagonya noodle". Brand equity has been formed because of the IMC strategy that is so massively intensified which makes consumers curious to try the product and when consumers have tasted Mie Gacoan products, these consumers describe what the advantages of Mie Gacoan are which are then remembered by all consumers and try the product. This statement is the same as the statement from Anabila (2020); Seyyed Amiri et al. (2017) where IMC has a significant positive effect on brand equity. This study also rejects Chiarakul (2021) research from which states that IMC has no significant effect on brand equity.

Brand equity directly affects purchase interest

Brand equity has a significant positive effect on purchasing intention. So, it can be concluded that with a high increase in brand equity, it will increase customer purchasing intention. This high influence can be seen in the real world where the Mie Gacoan brand is known for its spicy noodle products. Because in Indonesian, almost Indonesians like spicy food, the existence of the Mie Gacoan brand is increasingly dominating Indonesian. Which means that the brand equity owned by Mie Gacoan is very high so that the issue does not make customers move to other products. This research is in accordance with research from Le-Hoang et al. (2020); Poturak & Softic (2019) which state that brand equity has a significant positive effect on purchase intention. This study also rejects research by Liu & Wang (2019).

IMC indirectly has a significant effect on purchase intention which is mediated by brand equity

IMC has a significant positive effect on purchasing intention which is mediated by brand equity. So, it can be concluded that by increasing IMC which is mediated by brand equity, it will increase purchasing intention. This strong brand of Mie Gacoan and coupled with a massive IMC strategy will make consumers curious and buy Mie Gacoan products. This statement is in accordance with the statement from Wei et al. (2023) where IMC indirectly has a significant positive effect on purchase intention mediated brand equity, this study rejects research from Alwan & Alshurideh, (2022); Chiarakul (2021); Khan et al. (2020); Poturak & Softic (2019) which state that IMC indirectly has no effect on purchase intention mediated by brand equity.

5. CONCLUSION

5.1. Conclusion

The research that has been conducted shows the results that consumers who have purchasing intentions at Mie Gacoan, Gejayan Yogyakarta branch, are influenced by IMC and brand equity. Based on the results of the analysis in the discussion, the following conclusions can be drawn: (1) IMC directly has a significant positive effect on purchase intention, (2) IMC directly has a significant positive effect on brand equity, (3) Brand equity directly has a significant positive effect on purchase intention, (4) IMC indirectly has a significant positive effect on purchase intention which is mediated by brand equity.

Brand equity in this study is able to mediate the influence of IMC on purchasing intention. Mie Gacoan has a very strong brand equity so that consumers are easily interested in buying products at Mie Gacoan. The choice of the Mie Gacoan brand name has a unique word where according to Javanese the meaning of the word Gaco is a champion and combined with taglines made by managers such as "no. 1 spicy noodle restaurant in Indonesian", "jagonya noodles" and "spicy noodles" makes Mie Gacoan always remembered by consumers. Thus, Mie Gacoan should maintain or improve brand equity because the influence of brand equity is very large on consumer purchasing intention.

5.2. Suggestion

Implication suggestions that can be applied are making advertisements on banners or television advertisements by including elements of consumer testimonials after buying Mie Gacoan products. Besides being able to use consumer testimonials, Mie Gacoan can use tik-tok, Instagram and youtuber influencers as testimonials after eating Mie Gacoan. IMC indicators that can be combined are public relations, promotion and digital marketing. Applicative advice that can be done is to participate in collaborative events held by marketplaces such as Shopee, Gojek and Grab so as to facilitate cooperation with the marketplace. With this combined IMC strategy, it is hoped that it can maximize purchase intention mediated by brand equity.

Researchers in conducting this research have limitations, including 1) this research only focuses on the Gacoan Noodle food stall, Gejayan Yogyakarta branch, 2) there are other variables outside this study that affect the purchase intention variable.

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