

## PERAN WORD OF MOUTH DAN BRAND AWARENESS DALAM MENINGKATKAN NIAT BELI KONSUMEN WARUNG AW

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### Abstrak

Penelitian ini bertujuan menganalisis pengaruh Word of Mouth (WOM) dan Brand Awareness terhadap Customer Intention pada konsumen Warung AW. Fenomena meningkatnya persaingan di industri kuliner lokal menuntut pelaku usaha memahami faktor psikologis dan sosial yang mendorong niat beli konsumen. Penelitian menggunakan pendekatan kuantitatif dengan 147 responden Generasi X-Z di Indonesia yang dipilih melalui purposive sampling. Data dikumpulkan melalui survei daring dan dianalisis menggunakan model Partial Least Squares (PLS) untuk menguji validitas, reliabilitas, serta hubungan antarvariabel. Hasil penelitian menunjukkan bahwa WOM tidak berpengaruh positif terhadap customer intention, bahkan memberikan pengaruh negatif yang tidak signifikan. Temuan ini mengindikasikan bahwa WOM yang beredar cenderung bersifat negatif sehingga menurunkan kepercayaan konsumen. Sebaliknya, brand awareness terbukti memiliki pengaruh positif dan signifikan terhadap customer intention, menegaskan bahwa tingkat pengenalan merek yang kuat mendorong keyakinan konsumen untuk melakukan pembelian. Secara keseluruhan, penelitian ini menegaskan pentingnya memperkuat brand awareness sebagai strategi utama meningkatkan niat beli, sementara pengelolaan WOM perlu diperhatikan untuk meminimalkan persepsi negatif di pasar.

**Kata kunci:** Word of mouth, brand awareness, customer intention, Warung AW, niat beli

### Abstract

This study aims to analyze the influence of Word of Mouth (WOM) and Brand Awareness on Customer Intention among consumers of Warung AW. The increasing competition in the local culinary industry requires business actors to understand psychological and social factors that drive consumers' purchase intentions. The research employs a quantitative approach with 147 respondents from Generations X-Z in Indonesia, selected through purposive sampling. Data were collected through an online survey and analyzed using the Partial Least Squares (PLS) model to assess validity, reliability, and relationships between variables. The results show that WOM does not have a positive effect on customer intention; in fact, it demonstrates an insignificant negative influence. This finding indicates that the WOM circulating tends to be negative, thereby reducing consumer trust. Conversely, brand awareness has a positive and significant effect on customer intention, confirming that strong brand recognition encourages consumers' confidence in making a purchase. Overall, this study underscores the importance of strengthening brand awareness as the primary strategy to increase purchase intention, while the management of WOM must be addressed to minimize negative perceptions in the market.

**Keywords:** Word of mouth, brand awareness, customer intention, Warung AW, purchase intention

## INTRODUCTION

The competitive landscape of Indonesia's culinary sector has intensified markedly, driven by shifts in consumer behavior, advancements in digital technologies, and the growing availability of diverse dining alternatives (Setiawan et al., 2021). Traditional local eateries, which once relied primarily on geographic proximity and affordable pricing, are now compelled to establish stronger differentiation strategies in order to sustain customer loyalty. As one of the actors within this local food industry, Warung AW must identify and comprehend the determinants influencing customer intentions, particularly in terms of repeat visitation and positive recommendations. Within the framework of contemporary marketing, two constructs that consistently emerge as critical predictors of customer intention are word-of-mouth (WOM) and brand awareness (Aulia et al., 2023).

Word-of-mouth (WOM) has long been recognized as a highly influential communication channel shaping consumer behavior (Krisyanti & Rahanatha, 2019). Information conveyed by other individuals—whether family members, friends, or fellow consumers—is often perceived as more credible than formal advertising, given that it is grounded in firsthand experience. The transformation of the digital landscape has further extended WOM into its electronic form (eWOM), enabling consumer opinions to spread rapidly and extensively through social media, online reviews, and digital communities (Kusuma & Wijaya, 2022). This phenomenon holds particular relevance for local dining establishments, as consumer decisions to try or repurchase food products are frequently motivated by personal recommendations as well as online testimonials. Accordingly, WOM emerges as a critical determinant in shaping customer perceptions, attitudes, and behavioral intentions.

Conversely, brand awareness also plays a pivotal role in shaping consumer behavior (Krisyanti & Rahanatha, 2019; Taurino & Handoyo, 2022). Consumer recognition of a brand serves as the initial gateway through which preference and loyalty are cultivated. Brand awareness extends beyond mere visual or verbal identification of a brand name or logo; it also encompasses the ability of consumers to recall the brand within a specific product category. In highly competitive markets, brands with stronger awareness are more likely to be included in consumers' consideration sets, thereby increasing the likelihood of purchase intentions and repeat patronage. For Warung AW, cultivating brand awareness represents a distinct challenge, as local eateries typically operate with limited promotional budgets and rely more heavily on organic exposure within their immediate communities.

The interplay between WOM and brand awareness in influencing customer intention becomes particularly salient in the local culinary business context. Positive WOM can reinforce brand awareness, while heightened awareness enhances the diffusion of WOM. Conversely, when both are weak, consumers are more inclined to switch to better-known or frequently recommended competitors. Although prior studies have examined WOM and brand awareness independently, a research gap remains in understanding how these two constructs operate simultaneously in shaping customer intention, particularly in small-scale local dining businesses that differ fundamentally from large franchise restaurants (Krisyanti & Rahanatha, 2019). Furthermore, shifting consumption patterns in the post-pandemic era underscore the growing significance of both social and cognitive factors in dining-out decisions. Consumers have become increasingly selective, considering not only product quality but also the credibility of information they receive and the prominence of

the brand. This underscores the urgency of exploring more deeply how WOM and brand awareness jointly drive customer intention in the context of Warung AW.

Both Word of Mouth (WOM) and brand awareness exert a positive and significant influence on customer intention, particularly as reflected in purchase decisions (Nasrullah & Busman, 2023). WOM effectively stimulates consumer intention because recommendations, experiences, and testimonials from trusted sources are often perceived as more credible than conventional advertising. Meanwhile, brand awareness plays a crucial role, as higher levels of consumer recognition and recall of a brand strengthen the motivation to purchase. Thus, WOM and brand awareness operate as complementary drivers that collectively reinforce consumer intention in selecting a product (Nasrullah & Busman, 2023).

Electronic word of mouth (e-WoM) has also been shown to exert a positive and significant influence on purchase intention, indicating that favorable online reviews and consumer recommendations substantially increase the likelihood of purchase. In contrast, brand awareness does not exhibit a significant effect on purchase intention, suggesting that high levels of brand recognition alone are insufficient to stimulate consumer buying behavior (Hilda Aulia & Ajeng Aquinia, 2023). Prior research further highlights that both WOM and brand awareness positively and significantly affect customer intention, underscoring that word-of-mouth communication—particularly through social media—serves as an effective mechanism for shaping consumer willingness to support and remain loyal to music products (Nasrullah & Busman, 2023). Moreover, brand awareness contributes a comparatively stronger impact, demonstrating that greater consumer familiarity and recall of a brand or artist reinforces intentions toward long-term support and loyalty (Minarni & Dewi, 2023).

Word of mouth has been empirically demonstrated to exert a positive and significant influence on purchase intention, as favorable recommendations from other consumers enhance an individual's likelihood of buying a product or service. Similarly, brand awareness also shows a positive and significant effect on purchase intention, since higher levels of brand recognition increase consumer trust and make the brand more likely to be included in their consideration set during purchasing decisions. In other words, the more frequently a brand is discussed positively and the more widely it is recognized, the stronger the intention of potential consumers to purchase the brand's offerings (Uffandi, 2023).

Given this complexity, it is essential to investigate whether word of mouth influences customer intention and whether brand awareness exerts a similar effect. Building on the preceding discussion, this study pursues four primary objectives. The first is to examine the impact of word of mouth on customer intention, followed by an analysis of the influence of brand awareness on customer intention.

Accordingly, the background underscores that word of mouth and brand awareness are two interrelated strategic factors in shaping customer intention toward Warung AW. The intricate nature of their relationship calls for a deeper inquiry into both the direct and indirect effects of WOM and brand awareness on customer intention within the context of local dining establishments. A comprehensive understanding of these mechanisms is expected to provide not only a robust conceptual foundation but also actionable insights for Warung AW's management in formulating more effective and sustainable marketing strategies.

## METHODE

This study employed a quantitative approach to examine the influence of independent variables on the dependent variable. The data were originally qualitative but subsequently converted into quantitative form using a Likert scale to capture respondents' perceptions, with the constructs treated as latent variables. The research variables included Word of Mouth, Brand Awareness, and Customer Intention. The study population consisted of Indonesian society spanning Generations X through Z. A purposive sampling technique was applied to select respondents deemed appropriate for the research context (Sekaran & Bougie, 2016). The inclusion criteria specified Indonesian individuals aged 18 to 55 years, representing Generations X to Z in their productive age category. Furthermore, participants were required to be married, have children, and reside with their parents. Employment status was also considered, covering full-time employees under contract or permanent arrangements, entrepreneurs, active postgraduate students, and other categories of paid occupations. In total, 147 valid responses were collected. Data gathering was facilitated through Populix, an official research company providing online survey services.

Table 1. Demographic Descriptive Statistics of Respondents.

Demography Profile	Frequency	%
<b>Gender</b>		
Man	57	38,77%
Woman	90	61,2%
Total	147	100%
<b>Age</b>		
18-24 years old	123	83,67%
25-30 years old	14	9,52%
31-35 years old	6	4,08%
36-40 years old	0	0%
41-45 years old	2	1,36%
46-50 years old	0	0%
51-55 years old	2	1,36%
Total	147	100%
<b>Occupation</b>		
Student	123	83,67%
Employee	10	6,81%
Housewife	4	2,72%
Entrepreneur	4	2,72%
Other	6	4,08%
Total	147	100%

This study engaged a total of 147 participants. In terms of gender distribution, the majority were female, accounting for 90 respondents (61.22%), while male respondents comprised 57 individuals (38.77%). Regarding age, the dominant group was between 18 and 24 years old, representing 123 respondents (83.67%). Other age categories were considerably smaller, including those aged 25–30 years (14 respondents or 9.52%) and 31–35 years (6 respondents or 4.08%). Notably, no participants fell within the age brackets of 36–40 years or 46–50 years. With respect to occupational status, most respondents were university students (123 respondents or 83.67%). The remainder consisted of employees (10 respondents or 6.81%), homemakers (4 respondents or 2.72%), entrepreneurs (4 respondents or 2.72%), and individuals engaged in other professions (6 respondents or 4.08%).

## RESULTS

### Result

Upon the completion of data collection, the subsequent stage entailed conducting a series of analyses and statistical tests on the empirical findings. The assessments performed encompassed, among others, the following procedures:

### Goodness of Fit

Table 2. The empirical evaluation indicated that the proposed research model did not satisfy the established Goodness-of-Fit criteria. This outcome is evidenced by the Standardized Root Mean Square Residual (SRMR) value of 0.118, which exceeds the recommended threshold of <0.10. Accordingly, the model cannot be considered to exhibit an adequate level of fit with the observed data.

Table 2. Goodness of Fit Test Result

Indicator GoF	Prerequisite	Value
SRMR	>0.10	0.118

Source: Researcher data processing result, 2025

### Validity and Reliability Test

Table 3. The analysis indicates that all research instruments employed in the model satisfy both validity and reliability requirements. The validity test results demonstrate that every indicator obtained outer loading values greater than 0.70, while the Average Variance Extracted (AVE) for each construct exceeded the recommended threshold of 0.50, specifically, Word of Mouth (0.698), Brand Awareness (0.577), and Customer Intention (0.629). These findings confirm that the indicators appropriately capture the constructs they are intended to measure. In addition, the reliability test revealed strong internal consistency across all constructs. Both Cronbach's Alpha and Composite Reliability values substantially exceeded the benchmark of 0.70, with Word of Mouth reported at 0.889 and 0.920, Brand Awareness at 0.853 and 0.890, and Customer Intention at 0.881 and 0.910. Collectively, these results provide robust evidence that the measurement instruments yield data that are both reliable and consistent.

Table 3. Validity & Reliability Test Results

Table 5: Validity & Reliability Test Results					
Variabel & Indikator	Outer Loading	AVE		Cronbach's Alpha	Composite Reliability
<b>Word of Mouth</b>					
WOM1	0.722	0.698		0.889	0.920
WOM2	0.912				
WOM3	0.775				
WOM4	0.923				
WOM5	0.825				
<b>Brand Awareness</b>					
BA1	0.781	0.577		0.853	0.890
BA2	0.816				
BA3	0.837				
BA4	0.610				
BA5	0.729				
BA6	0.764				
<b>Customer Intention</b>					
CI1	0.813	0.629	0.881	0.910	
CI2	0.801				

CI3	0.754			
CI4	0.827			
CI5	0.889			
CI6	0.657			

Source: Author's Data Analysis, 2025

Table 3. Validity Test Results. Source: Author's Data Analysis, 2025

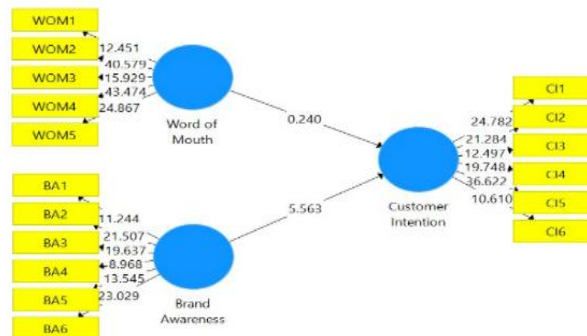
### Effect Size Test for F-Square ( $F^2$ )

Table 4. The effect size analysis indicates that Brand Awareness (BA) exerts a substantial influence on Customer Intention (CI), as reflected by an  $F^2$  value of 0.306. In contrast, Word of Mouth (WOM) demonstrates a negligible impact on Customer Intention, with an  $F^2$  value of only 0.001. Generally, the  $F^2$  statistic is employed to evaluate the magnitude of an exogenous variable's effect on an endogenous variable, with thresholds of 0.02, 0.15, and 0.35 representing small, medium, and large effects, respectively. Although the  $F^2$  value for Brand Awareness does not reach the 0.35 benchmark, its score of 0.306 lies well above the 0.15 threshold and is very close to the cutoff for a large effect, thereby warranting classification as substantial. Conversely, the  $F^2$  value for Word of Mouth, at 0.001, indicates an almost non-existent effect on Customer Intention.

Table 4. Effect Size Test for F-Square ( $F^2$ )

Latent Variabel	BA	CI	WOM
Brand Awareness		<b>0.306</b>	
Word of Mouth		<b>0.001</b>	
Customer Intention			

### Empirical Mode



### Hypothesis Test

Based on the results of the hypothesis testing, two principal conclusions can be drawn. The first hypothesis (H1), which posited that word of mouth (WOM) exerts a positive influence on customer intention, is rejected. This is evidenced by a  $p$ -value of 0.405—substantially above the 0.05 threshold—together with a  $t$ -statistic of 0.240, which falls well below the critical value of 1.96. Moreover, the standardized beta coefficient (Std.  $\beta$ ) is negative (−0.038), indicating that WOM does not exert a significant positive effect on customer intention.

In contrast, the second hypothesis (H2), which proposed that brand awareness positively affects customer intention, is supported. The analysis yields a  $p$ -value of 0.000, well below the 0.05 significance level. The  $t$ -statistic of 5.563 exceeds the critical value of 1.96, while

the standardized beta coefficient (Std.  $\beta$  = 0.772) demonstrates a strong and statistically significant positive effect of brand awareness on customer intention.

Table 5. Hypothesis Test (Direct and Indirect Effect)

Hypothesis	Std. $\beta$	St. Dev.	T-stat	P Values	Decision
H1: Word of Mouth positively influences Customer Intention	-0.038	0.159	0.240	0.405	Reject
H2: Brand Awareness has a positive influence on Customer Intention	0.772	0.139	5.563	0.000	Accept

Source: Author's Data Analysis, 2025

## CONCLUSION

Based on the findings of this study on the influence of word of mouth (WOM) and brand awareness on customer intention among Warung AW's patrons, empirical evidence reveals divergent directions of effect between the two variables. Drawing upon the Theory of Planned Behavior (TPB), intention is recognized as a primary predictor of actual behavior, shaped by individual beliefs regarding outcomes, prevailing social norms, and perceived behavioral control. The analysis confirms that brand awareness exerts a positive influence on customer intention, indicating that higher levels of consumer awareness of Warung AW strengthen their confidence in making a purchase. Within the TPB framework, brand awareness can be interpreted as part of *behavioral beliefs* that foster favorable attitudes, thereby reinforcing intention. Conversely, the hypothesis predicting a positive effect of WOM was rejected, as the results instead indicate a negative influence. This suggests that WOM exposure—particularly when negative—weakens consumer confidence, fosters less supportive social norms, and reduces intention. In other words, rather than facilitating the cognitive processes that drive purchase intention, WOM in this context functions as a hindrance. More broadly, these findings enrich the literature on TPB in the domain of food and beverage consumption by demonstrating that not all forms of interpersonal communication enhance intention. Brand awareness emerges as a critical determinant that strengthens *attitude toward behavior* through positive beliefs about Warung AW, acting as a cognitive anchor that stabilizes intention. In contrast, negative WOM generates constraining social norms, leading consumers to perceive that purchasing from Warung AW lacks social legitimacy. This underscores that the dynamics of purchase intention are shaped not only by internal consumer factors but also by external informational interactions that may be contradictory in nature. Accordingly, the study provides a theoretical contribution by illustrating that within the TPB framework, variables conceptually assumed to enhance intention may, under unfavorable social contexts and poor information quality, exert the opposite effect. These insights emphasize the strategic importance of managing WOM in the increasingly competitive culinary industry.

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