



The Effect of Brand Awareness and E-Wom on Purchase Intention: Evidence from Indonesia's Online Food Delivery

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Abstract. E-commerce has grown rapidly and helps meet people's needs quickly, effectively, and efficiently. This causes the habits and behaviors of the community in their activities to change. The study's purpose was to see how brand awareness and electronic word of mouth performed concerning purchase intention in online food applications for a variety of age groups, from youth to the elderly. Online food delivery is a service that combines food ordering and delivery online. The people of Solo Raya were chosen as the sample for this study, with the criteria of knowing the online food ordering and delivery application, and 110 respondents were obtained. The result of this research indicates that brand awareness as a variable that discusses consumer knowledge of a product and E-WOM as a method of marketing promotion can directly influence consumer purchase intentions for online food delivery services. Increasing brand awareness and making good use of online reviews can significantly increase sales. As business people, when they want to use food delivery services, they must pay attention to brand awareness and product reviews to increase sales.

Keywords: Brand Awareness · E-Wom · Purchase Intention

1 Introduction

1.1 Background

The internet and increasingly advanced technology can affect all sectors of life. Internet services change almost all aspects of life from the world of business, education, entertainment, society, and culture [1]. E-commerce applications are one example of the development of technology. E-commerce refers to a business or website that advertises or facilitates online transactions for the selling of goods and services [2]. E-commerce applications have grown in the food delivery industry. This can help food businesses reach a wider range of consumers. The societal well-being of the population can also be impacted by e-commerce and online meal ordering [3]. This development is both an opportunity and a challenge for restaurants, as it creates intense competition [4]. In Indonesia, popular food purchase and delivery service applications include Gofood

from Gojek, Grabfood from Grab, and ShopeeFood from Shopee. The application service was introduced not too long ago, but it can have its market. According to the calculation of Southeast Strategic, GoFood has a transaction value of Rp. 30.65 trillion, ShopeeFood Rp. 26.49 trillion, and GrabFood Rp. 20.93 trillion, collected from databooks.katadata.co.id [5]. Indicates that the community is enthusiastic about using online food delivery services. Consumers tend to shop online because they can utilize the comfort, convenience, and spare time of their own homes Jiang et al. [3]. Consumer behavior in getting a product also changes. Online meal delivery alters the relationship between consumers and their meals by changing how customers obtain, prepare, and eat meals [6].

This makes the sociocultural community change, people now prefer to do their activities online because it is easier, practical, and faster. As a result, consumer behavior in wanting or purchasing a product changes over time due to the influence of the times. Consumer attitudes can change from one situation to another [7]. The purchase intention of consumers becomes an important point in marketing. According to Kotler, buy intention refers to the consumer behavior that occurs when people are aroused by outside stimuli and decide to make a purchase based on their unique characteristics & decision-making process [8]. Then in carrying out purchase intentions, consumers can create as many as five subdivisions: brand, dealer, quantity, time, and payment method [2]. From this, the process of consumer buying intentions can be influenced by various factors. Personal experience, the influence of family and friends, direct marketing, and the effect of the media all have a significant impact on consumer attitudes [7]. They need many considerations to make their choice, and product recognition is one of them [9]. According to So et al. [10] who studied how website quality affects brand awareness, perceived product quality, and purchase intent, customers are more likely to make a purchase when they are more aware of a company's brand. Another research conducted by Dabbous & Barakat [11] said that consumer involvement and brand awareness had a major favorable impact on buyers' intentions. However, different research results were found, Febriyantoro [12] who spoke about the impact of Youtube advertisements on increasing brand awareness and brand perception on customers' buying intentions claimed that these factors had little bearing on consumers' purchase intentions. From the explanation above, brand awareness is one of the elements that may have an impact on consumer behavior in buying a product.

In addition to brand awareness, the rapid development of technology raises the perception of a product through reviews from consumers through mobile applications. For a small brand with a limited budget, online word-of-mouth (E-WOM) promotion is very important [2]. Word-of-mouth advertising has a significant impact on consumers' purchasing intentions and can draw in new customers. Many marketers concentrate on the impact of online word of mouth (E-WOM) due to the ease of checking through advertising and digital agencies [2]. E-WOM is used by consumers to seek and find out information about what they want, a good opinion will increase buyer intention and a bad opinion will decrease a consumer's purchase intention. Research conducted by Hamdani & Maulani [13] states that E-WOM influences consumer purchase intentions. Then the research carried out by Ahmad et al. [14] also shows the results that E-WOM affects purchase intention. However, the research carried out by Hansopaheluwakan

et al. [15] shows that there is no discernible impact of E-WOM on purchasing intention. As shown by the outcomes of earlier research that have been conducted, E-WOM is just one significant element that affects customer behavior. Considering these findings then suggests that the E-WOM also has a significant impact in increasing customers' purchase intentions.

It is interesting to study by combining brand awareness and E-WOM variables on purchase intention directly because the findings of earlier academics' studies on the effects of brand awareness and E-WOM on purchase intention differed. To date, there has been little research done on online food delivery services [16]. Then, as we know that Indonesia is a country with various tribes and cultures which means that each region has different attitudes or behavior of society, therefore it is important to explore it to gain new insights. So, this research will be carried out on the people in the Solo Raya area. Then this study adopted the concept of brand awareness from Du et al. [17] which conceptualizes brand awareness as a platform, knowledge, and service.

1.2 Problem Formulation

Following the background information provided above, it was found that there was a gap in the results of previous research regarding brand awareness and E-WOM on purchase intention. So, researchers want to do tests related to these variables to find out and clarify whether there is a relationship between these variables or not. Therefore, the main issues are formulated as follows: 1. Does brand awareness significantly influence the intention to buy food delivered online? 2. Does E-WOM have a significant effect on purchase intention on online food delivery? 3. Does brand awareness and online word-of-mouth influence online food delivery purchase intentions significantly?

1.3 Research Objectives

The goals of this study are as follows, and based on the description of the problem formulation: Identify and discuss how brand awareness affects the decision to purchase while placing an online order for food, identify and discuss the influence of E-WOM on the purchase intention while placing an online order for food, identify and discuss how brand awareness and online word of mouth affect consumers' intentions to buy food online.

2 Theory Basis and Hypotheses Development

2.1 Brand Awareness

A brand is a product's name, logo, or other distinctive identification that is applied to differentiate it from similar products on the market. Brands play an important role in marketing because a product needs to be introduced, when you want to introduce a product, it must have a brand so that it is easily recognized by consumers. All businesses want to build a brand image using as strong, interesting, and distinct identity connections as they can [2]. The brand describes how a product is in the minds of consumers.

The company brand is the face of the company [18]. Supported by the statement that, the brand has three dimensions, namely physical attributes, functional attributes, and characterization [19].

Then regarding awareness, the degree to which consumers are informed about a product's features, convinced to try it, and encouraged to make another purchase is referred to as awareness [2]. Awareness of the brand can be interrelated with a company's product. According to Kussudyarsana et al. [20], brand awareness is the capability of a brand to be remembered as employing its consumers. Brand memory and brand recognition are components of brand awareness, with the former referring to the customer's potential to remember the brand name and the latter to their capability to apprehend the brand in the presence of brand cues [11]. Brand awareness itself must be built so that a brand can be firmly planted in the minds of consumers [9]. When consumers are aware of the brand, their ability to use the product will increase. According to Boonsiritomachai & Sud-On [18], brand awareness can increase customers' ability to identify and remember brands when cues are conveyed. It can be concluded that brand awareness is very important for companies because it can create a point of parity and difference that creates a positive impression or reaction which in the end consumers closer to the brand and become loyal.

Brand awareness is the capability of a brand to be remembered by its customers [20]. Perceived benefits on values in the form of mobile applications, quality of information, system quality, & rewards generate brand awareness [18]. In the case of millennials, increased brand awareness that results from the quality of information offered on social media and also from interactions between businesses and social media users is crucial and influences actual purchasing behavior [11]. When consumers have a higher awareness of a company's brand, the consumer's purchase intention will be higher [10]. Du et al. [17] in their research which discusses the factors that influence repurchase intention within the context of online understanding services, he conceptualizes brand awareness into 3 dimensions, namely platform, knowledge, and service. The results show that brand awareness influences switching barriers, which means that consumers are difficult to switch to other brands because of brand awareness. When consumers are aware of the brand that affects how their behavior and attitudes in building purchase intentions, it is hypothesized:

H1: Brand awareness has a positive effect on purchase intention.

2.2 Electronic Word of Mouth

Customers can identify a brand through a variety of points of contact, such as first-hand experience, use, word-of-mouth, encounters with staff members, internet or telephone connections, and financial transactions [2]. Word of mouth is one way of marketing communication that generally talks about a product. Chatterjee says that word of mouth originally referred to the idea of person-to-person conversations among consumers about products [21]. The form of word of mouth communication can be in the form of delivering information or advice about a product from family members or friends [13]. With the development of the times, word-of-mouth communication also developed. Ahmad et al. [14] said the internet has treated the world as a small village with no boundaries and increased connectivity, so E-WOM is not bound to reach people because it must have a wide scope or reach. In an electronic word of mouth (E-WOM) consumers make fine

or bad comments on products through the internet [13]. E-WOM is a way or form of delivering personal information about a product or service that can influence consumers toward product or service brands [22]. Then the number of social media applications makes E-WOM easier to do and continues to increase over time. The continued growth of online networks is expanding the effect of E-WOM on various online systems which has increased considerably [14].

In this case, a marketer and company need to know that E-WOM can influence consumer behavior in making purchases. Because consumers can quickly spread fine and bad word of mouth around the world on the internet, businesses need to pay close attention to their current level of customer satisfaction [2]. However, because E-WOM communication is easy to do and sometimes not knowing who gave the review makes the information provided a little hard to believe. So, word-of-mouth communication is a simple and easy method of exchanging information because communication is something that people usually do, the information can be good and bad as well as varied. The development of the era with increasingly sophisticated technology makes this method very fast and effective because it is easy to do. Then the information that is spread can reach all over the world so that it is known to the general public. When you get information related to a certain product, someone tends to prove it for themselves, from here we can see how the word-of-mouth mechanism works [9].

Word of mouth (WOM) is a verbal conversation method wherein information is spread among people in a collection or social setting [23]. The growing number of internet users & social media makes word of mouth can be done on the internet which is called electronic word of mouth [13]. Electronic word of mouth (E-WOM), is a shape of product review that has a broad influence not only on consumer attitudes towards brands but also affects their purchase intentions [24]. E-WOM information has a positive impact on customer purchase intentions [25]. When consumers get the information, they need about a product, good or bad information, it can increase or decrease purchase intention. Then it is hypothesized:

H2: Electronic word of mouth has a positive effect on purchase intention.

2.3 Purchase Intention

Purchase intentions are a component of the way consumers behave while making decisions about what to buy. The behavior of consumers can be influenced if the product or service offered is designed to meet customer needs [19]. Customer behavior will show that they tend to seek, buy, use, review, and spend goods, and offers that they accept as true will satisfy their needs [7]. When consumers have the intention to buy then it is known that it is included in the plan. Often the purchase is fully planned in the sense that there is an intention to buy both products and brands [26]. Purchase intention will appear when someone gets information about what they need. Suhari [10] said that intention to buy is a plan to buy goods or services in the future. In making a purchase intention, consumers can create as many as 5 subdivisions: brand, dealer, quantity, time, and payment method [2]. Purchase intention can be the actual behavior of the customer, Ahmad et al. [14] said other studies have defined purchase intention as a prediction of a customer's actual buying behavior. The purchase intention is how the attitudes and behavior of consumers in receiving information about a product which is then processed into a reaction.

Sa'ait et al. [21] say that when customers express positive feelings toward a brand of good or service, they are more likely to purchase because their attitude is impacted by the good or service. Before arriving at a purchase intention, consumers need to identify what they need and seek information to generate that purchase intention.

H3: Brand awareness and electronic word of mouth influence purchase intention.

3 Research Method

Survey research is this kind of study, it is typically employed in descriptive and exploratory studies to collect data about people, occasions, or instances [27]. With the approach used quantitatively, according to Anggara & Abdillah [28] quantitative research approach is measurable research that produces numbers and is analyzed with descriptive statistics or inference. The target population must be defined in terms of elements, geographic boundaries, and time [27]. The population of this study is the Solo Raya community which includes Surakarta, Sukoharjo, Karanganyar, Boyolali, Sragen, Klaten, and Wonogiri. Because the population is large and unknown. Therefore, this study employs a non-probability sampling method in conjunction with a purposive sampling approach to make it simpler to determine the number of samples. Purposive sampling is a non-probability sampling method based on certain criteria according to the needs of researchers [20]. The sample criteria for this study are respondents who know the food delivery service application, both those who have used it and have never used it with a total sample of 110 respondents.

The primary data is the type of data used, Suhartanto defines primary data as information that is gathered directly from the subject of the study via respondents' responses to questionnaires [20]. In collecting data, this study used a questionnaire method. According to Kussudyarsana et al. [20] is a measuring tool that contains structured questions used by researchers to measure variables according to research objectives. Questionnaires can be personally administered, distributed electronically, or sent to respondents [27]. In making the questionnaire, the researcher used google form as the medium, the form of this questionnaire used a Likert scale in the shape of a five-point scale with a range of 1 to five as answer. Then the questionnaire was distributed using social media assistance (WhatsApp, Instagram, Facebook), and respondents were then required to complete an online questionnaire.

3.1 Analysis Method

This research makes use of multiple linear regression analysis techniques. Multiple regression analysis is used to examine the relationship and effects between multiple independent variables and a single dependent variable [28]. Which includes partial hypothesis test (t), multiple regression hypothesis tests (f), and determinant coefficient test (R^2). Then the software used is IBM SPSS Statistic 26. Data validity and reliability were first assessed, and as a prerequisite for multiple regression analysis, normality tests, multicollinearity tests, and then heteroscedasticity tests were performed.

Table 1. Characteristics of Respondents.

Variable	Information	Frequency	Percentage
Gender	Man	70	64%
	Woman	40	36%
Age	17–25	70	64%
	26–45	17	15.3%
	>45	23	20.7%
Work	Student	55	49.5%
	Employee	29	26.1%
	Self-employed	7	6.3%
	Government employees	9	8.1%
	Etc	10	10%
Income	<Rp. 2.000.000	67	60.4%
	Rp. 2.000.000-Rp. 5.000.000	32	28.8%
	>Rp. 5.000.000	12	10.8%
Origin	Surakarta	21	18.9%
	Sukoharjo	57	52.3%
	Karanganyar	5	4.5%
	Boyolali	14	12.6%
	Klaten	6	5.4%
	Sragen	2	1.8%
	Wonogiri	5	4.5%

4 Result and Discussion

4.1 Characteristics of Respondents

According to the results of the data received, there are 110 respondents with the respondents' characteristics listed in Table 1. Most respondents are male 64% and females 36% with a 17–25 years age range (64%) and dominated by students as much as 49.5% with an average monthly income of <2,000,000 (60.4%). Most respondents came from Sukoharjo as much as 52.3%.

4.2 Validity Test

A validity test measures and ascertains the dependability or validity of a study measuring tool for interpreting the variables under investigation. Validity is the accuracy or accuracy of an instrument in measuring what it wants to measure [28]. An instrument is said to be valid if the r table exceeds the r count and vice versa. In this study, the value of the r table is 0.195. The outcome is depicted in Table 2. The calculated r -value or Pearson Correlation shows a number more than 0.195, so it can be said that the instrument is valid.

Table 2. Instrument Validity.

Variable	Pearson Correlation	Sig. (2-tailed)	Information
Variable X1			
X1.1	.832	.000	Valid
X1.2	.856	.000	Valid
X1.3	.898	.000	Valid
X1.4	.871	.000	Valid
X1.5	.890	.000	Valid
X1.6	.912	.000	Valid
X1.7	.884	.000	Valid
X1.8	.881	.000	Valid
X1.9	.900	.000	Valid
Variable X2			
X2.1	.830	.000	Valid
X2.3	.898	.000	Valid
X2.2	.923	.000	Valid
X2.4	.893	.000	Valid
X2.5	.903	.000	Valid
Y variable			
Y1	.937	.000	Valid
Y2	.892	.000	Valid
Y3	.950	.000	Valid
Y4	.908	.000	Valid

Source: Data processed, 2022

4.3 Reliability Test

An instrument's alignment or consistency in diverse situations is determined via a reliability test. The reliability of a measuring instrument indicates how a research instrument of a construct or variable is consistent and unbiased, in different research settings and at different times [20]. To find out whether an instrument is reliable or not could be carried out by evaluating the calculated Alpha value with the standard value. For example, if the standard value = 0.60 and the calculated Alpha value >0.60 then the question construct is reliable, whereas if the calculated Alpha value <0.60 then the question construct is not reliable. Based on Table 3. The Cronbach's Alpha results for all variables are worth more than 0.60, which means that the research instrument is reliable.

4.4 Classical Assumption Test

Before carrying out a multiple linear regression test, a classical assumption test is required as a condition. This test covers heteroscedasticity, multicollinearity, and normality tests. If the results are good then it can be continued for the next test.

To determine if the model utilized was regularly distributed or not, a normality test was performed. According to Ghozali [29] The goal of the normality test is to ascertain

Table 3. Instrument Reliability.

Variable	Cronbach's Alpha	Information
Brand Awareness	.963	Reliable
E-WOM	.933	Reliable
Purchase Intention	.941	Reliable

Source: Data processed, 2022

whether or not the independent and dependent variables in a regression model contribute to one another. When determining whether a variable contributes and has a normally distributed distribution, the regression model is said to be normal if the data is dispersed or distributed around the diagonal line. However, if the data spread out further and does not follow the path of the line, the regression model is not considered normal.

Through the PP Plot graph, the normality test in this study could be seen. Based on the Fig. 1. The dots spread out following the diagonal line. Indicates that the variables contribute and are normally distributed. Therefore, the regression is aligned with normality.

The multicollinearity test is used to determine whether the independent variables are correlated or not. From the tolerance & VIF values, it may be determined whether multicollinearity exists or not. If the tolerance value is close to 1 or the VIF value is less than 10, then the model is not affected by multicollinearity [30].

Referencing Table 4. The multicollinearity test results, as seen above, indicate a tolerance value of $0.481 > 0.10$ & a VIF of $2.081 < 10$. Therefore, it may be said that this research model does not exhibit multicollinearity.

The heteroscedasticity test is used to determine whether there is an inequality in variance from the residual of one observation to a different observation in a regression

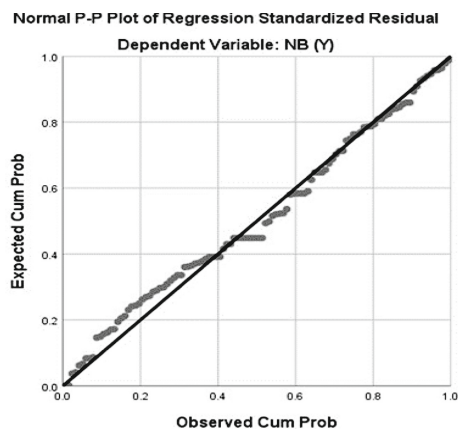
**Fig. 1.** Normal P-Plot

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Brand Awareness	.481	2,081
E-WOM	.481	2,081

Source: Data processed, 2022

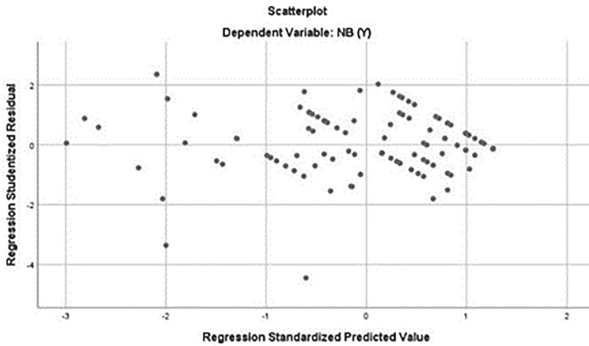


Fig. 2. Heteroscedasticity Test Scatterplot.

model [9]. The model is said to be good if the points are spread out, do not form a pattern, and are not close to 0 [9].

Seen in Fig. 2 shows the results where some of the dots form a pattern. It can be interpreted that the model experiences symptoms of heteroscedasticity or is not homoscedastic. This happens because the independent variable does not have a constant variance (e). If the variance (e) is not constant, increases, or decreases at a higher x value, the condition is said to be not homoscedastic or experiencing symptoms of heteroscedasticity [30]. Then from the glejser test, heteroscedasticity symptoms occurred in the brand awareness variable and for the E-WOM variable, they did not experience these symptoms. Researchers indicate the cause is that the instrument of brand awareness is not good. This problem can be overcome by adding a few respondents, but due to time constraints, it is not done.

4.5 Partial Hypothesis Testing (t)

According to Ghozali [20] This test is used to look partially at the explanatory variables and have a significant or no effect on the dependent variable. H_0 is disregarded and it can be inferred that the X variable significantly affects the Y variable if the value of sig. < 0.05 or t arithmetic $> t$ table, and vice versa H_0 is accepted and it can be inferred that the variable X on Y has no significant influence if the value of sig. > 0.05 or t arithmetic $< t$ table.

Table 5. Partial Hypothesis Results.

Model	Coefficients	T	Sig.
Constant		1,874	0.064
Brand Awareness	0.702	10,727	0.000
E-WOM	0.231	3,531	0.001

Source: Data processed, 2022

The outcomes are displayed in Table 5. Which demonstrates that the independent variable has an impact on the dependent variable. The brand awareness variable (X1) produces a t value of 10,727 > t table of 1,982 and a sig value. 0.00 < 0.05, which means Ho is rejected and Ha is accepted. In a conclusion, H1 in this study is approved because it can be concluded that the brand awareness variable (X1) significantly affects the purchase intention variable (Y). This result is consistent with the studies of Dabbous and Barakat [11] said that brand awareness and customer engagement have a considerable positive impact on offline buying intentions. Then the E-WOM variable (X2) produces a t count value of 3.531 > t table 1.982 and a sig value 0.01 < 0.05, which means Ho is rejected and Ha is accepted. Therefore, H2 is approved because it can be inferred that the E-WOM variable (X2) significantly affects the purchase intention variable (Y). This result is the same as that of Ahmad et al. [14] online trust and intention to buy airline e-tickets are impacted by E-WOM.

4.6 Multiple Regression Hypothesis Testing (F)

This test is a test performed to look at how a lot affects the independent variables simultaneously covered in Ghazali's model [20]. If the value of sig. < 0.05 or F arithmetic > F table then Ho is rejected and can be interpreted simultaneously variable X to variable Y has a significant effect, then if the value of sig. > 0.05 or F arithmetic < F table then Ho is accepted and can be interpreted simultaneously from variable X to variable Y and has no significant effect.

The outcome of the multiple regression hypothesis tests is shown in Table 6. The findings demonstrate a connection between variables X1, X2, and Y. The calculated F value is 189.480 > F table 3.08 and the sig value is. 0.00 < 0.05 which means Ho is rejected and Ha is accepted. In a conclusion, there is a relationship between X1, X2, and Y, or as it may be stated, the brand awareness variable (X1) and the E-WOM variable (X2) simultaneously influence the purchase intention and demonstrate that H3 is true.

Table 6. F Test Results.

Model	F	Sig.
Regression	189,480	0.000b

Source: Data processed, 2022

Table 7. R² Test Results.

Model	R	R Square
1	0.883a	0.780

Source: Data processed, 2022

4.7 Determinant Coefficient Test (R²)

Ghozali said that the determinant coefficient is a take a look at to measure of how much power the independent variable can explain the dependent variable [20]. The R Square value is useful for seeing how well an independent variable answers the dependent variable, if the R Square value is approaching 1, that independent variable is doing good work in this regard.

Table 7 which shows the outcomes of the determinant coefficient test, display the R Square value of 0.780, which is close to 1. It can be interpreted that the brand awareness variable and E-WOM (independent) jointly affect the purchase intention variable (dependent) by 78% and other factors outside of this study have an impact on the dependent variable representing the remaining 22% of purchase intention. Therefore, it can be concluded that 78% of people's purchase intentions in Soloraya on online food purchase and delivery services are influenced by brand awareness and E-WOM and 22% are influenced by other variables.

5 Conclusions and Implications

The application for an online food delivery service is a development of e-commerce, helping consumers and even business people to increase effectiveness and time efficiency in making purchases and sales. Although these services have helped a lot, the components of marketing are also important. Using these services but not doing promotions well will also not work.

In this case, brand awareness that is grown by business people to their consumers is still very influential even though the times are increasingly advanced, this makes brand awareness an important component that is not affected by the times. The findings of this study demonstrate this, where brand awareness of consumers determines how consumers' attitudes towards a product. With high brand awareness, consumers have the intention to make a purchase. In addition to brand awareness, online reviews on online food delivery service applications are also a consideration for consumers in making purchases. Online reviews should not be underestimated, business people must be able to make their consumers give good reviews on the application. This study also concluded that online reviews directly can make consumers want to make a purchase. Good reviews will increase consumer confidence when buying the product. So, even with the aid of technology, brand awareness, and E-WOM remain to have an important impact on customer purchase intentions in the environment of online food delivery services.

Regarding its implications, this study reviews the literature on consumers' intentions to apply online food shipping services in terms of brand awareness and online word-of-mouth marketing. So that food businesses and companies that provide this application

must pay attention to what factors make consumers make purchases. If consumers have high brand awareness and E-WOM leads to positive things, then sales will increase. Moreover, in online food delivery services, consumers cannot see the products directly. So, awareness and good reviews are needed about the products being sold.

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