

The Effect of Advertising on Repatronage Intention with Brand Awareness and Brand Image as Intervening Variable

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Abstract

The purpose of this study was to examine the effect of advertisement on repatronage intention with brand awareness and brand image as an intervening variable at UD. Pari Kuning Banyuwangi. Data was taken using a google form on a sample of 120 respondents using purposive sampling, from the population in the form of consumers who had seen advertisements and visited Pari Kuning agro-business and bistro. Based on the result of path analysis and hypothesis testing, it showed that advertisement, brand awareness, and brand image had a positive and significant effect on repatronage intention. Advertisements had a positive and significant effect on brand awareness and brand image. Brand awareness and brand image can mediate the effect of advertisement on repatronage intention.

Keywords: advertisement, repatronage intention, brand awareness, brand image

Abstrak

Tujuan penelitian ini menguji pengaruh iklan terhadap minat berkunjung ulang dengan brand awareness dan brand image sebagai variabel intervening pada UD. Pari Kuning Banyuwangi. Data diambil dengan menggunakan *google form* terhadap sampel sebanyak 120 responden yang diambil secara *purposive sampling*, dari populasi konsumen yang telah melihat iklan dan mengunjungi agrobisnis dan bistro Pari Kuning. Analisis path pada pengujian hipotesis menunjukkan bahwa iklan, *brand awareness*, dan *brand image* berpengaruh positif dan signifikan terhadap minat berkunjung ulang. Iklan berpengaruh positif dan signifikan terhadap *brand awareness* dan *brand image*. *Brand awareness* dan *brand image* dapat memediasi pengaruh iklan terhadap minat berkunjung ulang.

Kata kunci: iklan, minat berkunjung, brand awareness, brand image

INTRODUCTION

The repatronage intention that arises can generate interest for consumers to try the product until there is a final desire to buy and own it (Thejaya, 2019). Therefore, companies are required to be more careful in determining strategies and taking advantage of existing opportunities, and are required to be creative and innovative so that they can attract the attention and interest of consumers to visit and buy these products or services (Mubarok, 2018). Repatronage intention can be assumed to be the same as purchase intention in the context of tourism (Kotler *et al.*, 2006). Repatronage intention is a strong internal impulse or stimulus that motivates action (statement of repatronage intention), where this drive is influenced by positive stimuli

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and feelings about the product. In the study, the factor indicated as a stimulus that motivates purchase intention is the tourist's own perception of the quality of the attraction (Limaran, 2021). Therefore, the repatronage intention should be considered by the company in its efforts to promote the company through advertising.

Attractiveness is used to influence consumers' feelings towards products or services, especially displaying advertising messages that are able to persuade and retain consumers' memories of the products offered. Advertising is a marketing communication strategy that is quite powerful in marketing a product. Advertising helps consumers in determining the choice of products that they will choose and use. In addition, attractive and authentic advertisements leave a distinct impression in the minds of consumers for the usefulness of a product that is included in the advertisement (Abdullah & Rahman, 2021). Advertising is one of the factors that will affect someone's interest in making a visit. The success or failure of a company is not only judged by how many consumers it can get, but also how the company can make these consumers come back again to buy the products or services offered (Jati & Yuliansyah, 2017).

Measuring purchase intention is important for companies because it makes companies understand whether consumers will return to buy and be loyal to the product or vice versa, leave it (Wahyudi, 2021). The repatronage intention arises because the quality of the products provided is in line with what they want so that customers will be interested in making purchases of the products offered for the next time (Mareta & Kurniawati, 2020). The thing that a company needs to pay attention to is how the company's strategies and products can influence consumers so that they make a decision to return and buy the product or service (Pakpahan, 2020). Repatronage intention is obtained from a learning process and a thought process that forms a perception. Repatronage intention creates a motivation that continues to be recorded in the minds of consumers and forms a very strong desire until the end when a consumer has to fulfill his needs, they will actualize what is in his mind (Dewi *et al.*, 2017). Therefore, the repatronage intention should be considered by the company in its efforts to promote the company through advertising.

In various studies, repatronage intention is positively influenced by promotion through advertising Ibau (2019); Suryaningsih & Nugraha (2018), brand image according to Rasyid (2019); Amiarno (2022); Erwin *et al.* (2020), brand awareness according to Ahmad (2017); Lestari & Dwiarta (2021); Novit (2021), prices according to Makalew *et al.* (2019), company quality and customer satisfaction according to Setiawan (2022), to the facilities provided by the company (Fitriani *et al.*, 2021). Brand awareness and brand image as variables that intervening both are positively influenced by advertising which is supported by research conducted by Adriana (2021), Slamet *et al.*, (2019). Promotion using advertising makes consumers know the products offered and the image highlighted by the company makes consumers remember the product. Advertising is used to create awareness and a good brand image. With the creation of brand awareness and brand image of the product, the company hopes that whenever the needs of certain groups arise, consumers will immediately remember the brand of the product so that it can be considered and generate interest in visiting. If brand awareness and brand image increase, the interest in visiting the product will also increase, and vice versa (Santoso *et al.*, 2019). So from the statements and previous research, it can be concluded that the objectives of this research are; to examine the effect of repatronage intention, the effect of advertising on brand awareness, the effect of advertising on brand image, the effect of brand awareness on repatronage intention, the effect of brand image on repatronage intention, the effect of brand awareness in mediating advertising on repatronage intention, and the influence of brand image in mediating advertisements on repatronage intention "one stop solution agro and hobby" Pari Kuning.

LITERATURE REVIEW

Kotler *et al.* (2006) in *Marketing for Hospitality and Tourism* assumes that purchase intention in consumers can be equated with repatronage intention on tourists. This can be seen in the same behavior. According to Kotler & Keller (2008), repatronage intention is behavior that appears in response to objects that indicate the customer's desire to make repeat visits. Repurchase intention is the stage of the consumer's tendency to act before the buying decision is actually implemented. Repatronage intention can arise because consumers are satisfied with the products they consume or use so that with the emergence of this interest it is expected that consumers will actually decide to buy these products in the future. The factors that influence the repatronage intention are advertising as a marketing tool, brand awareness, brand image, consumer trust, and a good reputation. Indicators of interest in revisiting are; transactional intention, referential intention, preferential intention, and exploratory intention (Ferdinand, 2002). Brand awareness is the ability of customers to remember a particular brand or advertisement reflexively after being lured by some interesting key words (Rangkuti, 2008). Brand awareness shows the ability of a potential buyer to recognize, identify or recall a brand that is part of a certain type of product (Durianto, 2004). The factors that influence brand awareness are advertising as a form of marketing communication, messages in terms of content, form, expression, and diversity, and e-wom or electronic word of mouth. Factors that are influenced by brand awareness include repatronage intention and purchasing decisions. Brand awareness indicators are: consumers understand what a brand looks like, consumers can recognize brands among competitors, consumers are aware of the existence of brands, consumers can imagine brand features quickly, and consumers are quick to recognize brand logos or symbols (Keller, 2011).

Brand image is a consumer's impression of a brand as an image or reflection of the associations in the minds of consumers. Brand image is an association that arises in the minds of consumers when remembering a certain brand name. Brand image is a combination of names, symbols, terms, designs, etc. which aims to identify or recognize the company's goods or services that are different from those of competitors (Kotler *et al.*, 2016). Factors that affect brand image are communication which can be in the form of advertisements, consumer experiences, and unique products. Factors that are influenced by brand image are interest in visiting and purchasing decisions. Brand image indicators are corporate image, user image, and product image (Aaker & Alexander, 2009). According to Armstrong *et al.* (2014), online advertising as a marketing tool can influence repatronage intention. Research conducted by Abdullah & Rahman (2021); Mareta & Kurniawati (2020); Prawira *et al.* (2019); Zullaihah & Setyawati (2021) shows that advertising has a positive and significant effect on repatronage intention. Meanwhile, according to Saifudin (2019), advertising has a positive but not significant effect on buying interest. Advertising plays an effective role in developing brand awareness and positive attitudes among consumers according to the theory of Briggs & Hollis (1997) in (Khosrowpour, 2003). This theory is supported by research results from Audila & Saraswati (2021); Setiawan & Rabuani (2019); Zulfikar & Subarsa (2019) which shows that advertising has a positive and significant influence on brand awareness. Brand image comes from various components of identity, using advertising—which functions to inform consumers about the benefits of the product—can position the brand image in the minds of consumers. Advertising is a good brand delivery tool because advertising is one of the four types of promotion used by marketers to direct communication that can convince consumers of the brand and foster a positive brand image in the eyes of consumers (R. Saputra & Karneli, 2018). Research conducted by Jacqueline & Kusniadji (2019); Nur & Rahmidani (2020); Puspita (2018) shows that advertising has a positive and significant influence on brand image. From this description, it can be hypothesized:

H1: Advertising has a positive and significant effect on repatronage intention

H2: Advertising has a positive and significant effect on brand awareness

H3: Advertising has a positive and significant effect on brand image

Products must have high brand awareness among other brands in market competition, brand awareness will bring the product into consumer purchasing intention (Moisescu, 2009). According to Ahmad (2017); Lestari & Dwiarta (2021); Novit (2021) states that brand awareness has a positive and significant influence on repatronage intention. The research resulted in a statement that if brand awareness increases, the repatronage intention of a product will also increase, and vice versa. According to Keller (1993) customers prefer to buy branded products that are already known with a good and positive brand image as a set of product or service characteristics which are then perceived and stored in the consumer's memory. Research by Fandiyanto & Kurniawan (2019); Hidayah & Apriliani (2019); Safitri (2020); A. B. Saputra *et al.* (2021) stated that brand image has a positive and significant effect on visiting interest. While in the research conducted by Salangka *et al.* (2017), brand image has a partial and insignificant effect on buying interest. From the research from Mubarak (2018) shows that the more positive the brand image of a product, the higher the repatronage interest. From this description, it can be hypothesized:

H4: Brand Awareness has a positive and significant effect on repatronage intention

H5: Brand Image has a positive and significant effect on repatronage intention

According to Keller *et al.* (2011), companies can build brand awareness with things that can attract consumers, such as promotions or advertisements that can attract consumers' attention so they can make purchases of these products. Dewi & Jatra (2018); Dewi & Sulistyawati (2018) showed the results that brand awareness was able to mediate the influence of online marketing on the repatronage intention. According to research by Slamet *et al.* (2019) brand awareness can mediate the relationship of advertising to repatronage interest. Therefore, from the description it can be hypothesized:

H6: Brand awareness mediates the effect of advertising on repatronage intention

De Chernatony (2010) explains that advertising communicates the functional and emotional values of brands and products to consumers which in turn creates strong, profitable, and unique brand associations in the minds of consumers so that consumers are interested in buying products. Research by Wiguna *et al.* (2020) stated that brand image plays a role in mediating online marketing towards repeat visits. However, according to Chofiyatun (2021), brand image is not significant as an intervening variable. These studies indicate that brand image can mediate between the influence of advertising on repatronage intention. From this description, it can be hypothesized:

H7: Brand image mediates the effect of advertising on repatronage intention

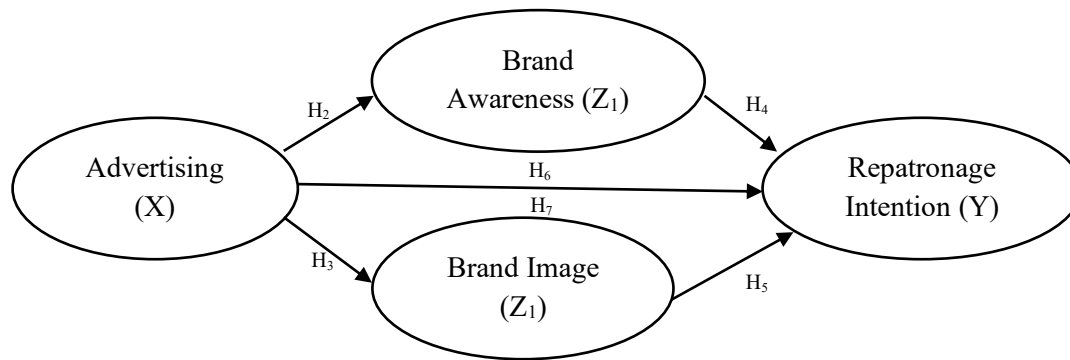


Figure 1. Research Framework

RESEARCH METHODS

This research uses explanatory research. The subject of this research is Pari Kuning consumers with an unlimited population or an infinite population with the characteristics of tourists who have seen advertisements and visited Pari Kuning agro-tourism and/or have heard of or know the place. The number of samples used in this study amounted to 120 respondents with a sampling technique using purposive sampling. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2017). The type of data in this study is quantitative data. The type of data used in this study is primary data, which is data obtained directly by researchers from the field. The data collection technique used in this study is to use a questionnaire with a measurement technique using a Likert Scale. Testing the instrument using validity, reliability, and normality test. The data analysis technique used path analysis, classical assumption test using heteroscedasticity test and multicollinearity test, and hypothesis testing using t test and Sobel test to test the effect of mediating variables.

RESULTS AND DISCUSSION

The characteristics of respondents' results show that Pari Kuning products are more popular among women. The majority of Pari Kuning consumers are in the age range of 17-25 years which is the age range of internet domination.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Percentage
Gender	Male	39	32.5%
	Female	81	67.5%
Age	17 - 25 years	40	33.3%
	26 - 35 years	24	20%
	36 - 45years	27	22.5%
	>45 years	29	22.5%
Education	Junior High School	13	10.8%
	High School	50	41.7%
	Bachelor	51	42.5%
	Others	6	5%
Visit Frequency	1	53	44.2%
	2	40	33.3%
	More than 2	27	22.5%

In the validity test, if $r_{\text{count}} > r_{\text{table}}$ then the item of the instrument is said to be valid. In the reliability test, a research instrument can be accepted if in the range of Cronbach's Alpha > 0.60 to 0.80 it is considered good or reliable in the range > 0.80 to 1.00 it is considered very good or very reliable. The results of testing the instrument using the validity test can be seen in tables 2 and 3 as follows:

Table 2. Validity Test Results

Variable	Item	r_{count}	r_{table}	Description
Advertising	X _{1,1}	0.688	0.1793	Valid
	X _{1,2}	0.633	0.1793	Valid
	X _{1,3}	0.715	0.1793	Valid
	X _{1,4}	0.757	0.1793	Valid
Brand Awareness	Z _{1,1}	0.721	0.1793	Valid
	Z _{1,2}	0.669	0.1793	Valid
	Z _{1,3}	0.759	0.1793	Valid
	Z _{1,4}	0.737	0.1793	Valid
	Z _{1,5}	0.797	0.1793	Valid
	Z _{1,6}	0.758	0.1793	Valid
Brand Image	Z _{2,1}	0.775	0.1793	Valid
	Z _{2,2}	0.690	0.1793	Valid
	Z _{2,3}	0.792	0.1793	Valid
	Z _{2,4}	0.876	0.1793	Valid
	Z _{2,5}	0.771	0.1793	Valid
	Z _{2,6}	0.788	0.1793	Valid
	Z _{2,7}	0.741	0.1793	Valid
Repatronage Intenrion	Y _{1,1}	0.812	0.1793	Valid
	Y _{1,2}	0.602	0.1793	Valid
	Y _{1,3}	0.650	0.1793	Valid
	Y _{1,4}	0.613	0.1793	Valid
	Y _{1,5}	0.538	0.1793	Valid
	Y _{1,6}	0.592	0.1793	Valid

Based on the results of the validity test, all advertising variable instruments (X), brand awareness (Z1), brand image (Z2), and repatronage intention (Y) have a value of $r_{\text{count}} > r_{\text{table}}$, which means that all statement items are valid.

Table 3. Reliability Test Results

Variable	Reliability Coefficient	Valid Criteria	Test Result
Advertising	0.651	> 0.6	Reliable
Brand Awareness	0.835	> 0.6	Reliable
Brand Image	0.886	> 0.6	Reliable
Repatronage Intention	0.693	> 0.6	Reliable

Based on the results of the reliability test, the advertising value and repatronage intention were more than 0.60 so it can be said that the advertising instrument and repatronage intention were reliable. The value of brand awareness and brand image is more than 0.80 so it can be said that the brand awareness and brand image instruments are reliable.

Table 4. Direct and Indirect Effects Between Variables

Variable	Contribution		
	Direct	Indirect	Total
Advertising → Brand Awareness	0.541	-	0.541
Advertising → Brand Image	0.634	-	0.634
Advertising → Repatronage Intention	0.166	-	0.166
Brand Awareness → Repatronage Intention	0.241	-	0.241
Brand Image → Repatronage Intention	0.412	-	0.412
Advertising → Brand Awareness → Repatronage Intention	0.166	0.541 x 0.241	0.166 + (0.541 x 0.241) = 0.296
Advertising → Brand Image → Repatronage Intention	0.166	0.634 x 0.412	0.166 + (0.634 x 0.412) = 0.427

The direct effect of advertising (X) on brand awareness (Z1) is 0.541 with a significance value (Sig.) is 0.000 where $0.000 < 0.05$ (α). It means, the increase in advertising has a direct effect on increasing brand awareness by 54.1%; the direct effect of advertising (X) on brand image (Z2) is 0.634 with a significance value (Sig.) is 0.000 where $0.000 < 0.05$ (α). It means, the increase in advertising has a direct effect on increasing brand image by 63.4%; the direct effect of advertising (X) on repatronage intention (Y) is 0.166 with a significance value (Sig.) is 0.045 where $0.045 < 0.05$ (α). This means that the increase in advertising has a direct effect on increasing the interest in revisiting by 16.6%; direct influence of brand awareness (Z1) on repatronage intention (Y) of 0.241 with a significance value (Sig.) of 0.020 where $0.020 < 0.05$ (α). It means, the increase in interest in revisiting has a direct effect on increasing brand awareness by 24.1%; the direct influence of brand image (Z2) on repatronage intention (Y) is 0.412 with a significance value (Sig.) is 0.000 where $0.020 < 0.05$ (α). It means, the increase in brand image has a direct effect on increasing interest in revisiting by 41.2%; the indirect effect of advertising (X) on repatronage intention (Y) through brand awareness (Z1) is 0.296.

Since the direct effect is smaller than the indirect effect of $0.166 < 0.296$, it can be concluded that brand awareness (Z1) is able to mediate the relationship between advertising (X) and repatronage intention (Y). It means, brand awareness has an indirect effect on advertising interest in revisiting by 29.6%; The indirect effect of advertising (X) on repatronage intention (Y) through brand image (Z2) is 0.427. Because the direct effect is smaller than the indirect effect of $0.166 < 0.427$, it can be concluded that brand image (Z2) is able to mediate the relationship between advertising (X) and repatronage intention (Y). This means that brand image has an indirect effect on advertising interest in revisiting by 29.6%.

Table 5. T Test Result

Model	Unstandardized Coefficients		t	Sig.	Description
	B	Std. Error			
Advertising → Repatronage Intention	.241	.119	2.030	.045	Significant

Model	Unstandardized Coefficients		t	Sig.	Description
	B	Std. Error			
Brand Awareness → Repatronage Intention	.179	.076	2.357	.020	Significant
Brand Image → Repatronage Intention	.253	.068	3.698	.000	Significant
Advertising → Brand Awareness	1.058	.152	6.980	.000	Significant
Advertising → Brand Image	1.502	.169	8.908	.000	Significant

The value of t count > t table is 2.030 > 1.1980. Value of Sig. 0.045 < 0.05 indicates that advertising partially has a positive and significant effect on repatronage intention; the value of t count > t table is 2,357 > 1.1980. Value of Sig. 0.020 < 0.05 indicates that brand awareness partially has a positive and significant effect on repatronage intention; the value of t count > t table is 3.698 > 1.1980. Value of Sig. 0.000 < 0.05 indicates that brand image partially has a positive and significant effect on repatronage intention; the value of t count > t table is 6.980 > 1.1980. Value of Sig. 0.000 < 0.05 indicates that advertising partially has a positive and significant effect on brand awareness; the value of t count > t table is 8.908 > 1.1980. Value of Sig. 0.000 < 0.05 indicates that advertising partially has a positive and significant effect on brand image. Based on the results of the Sobel test, the z count value is 2.37. Meanwhile, it is known that the z absolute value of alpha 0.05 is 1.96, so it can be concluded that z count > z absolute. Sobel test statistic value obtained is 2.37 > 1.96 with a significance level of 5%. These results can be concluded that brand awareness (Z1) is able to mediate the effect of advertising (X) on repatronage intention (Y). The calculated z value is 3.19. While it is known that the absolute z value of alpha 0.05 is 1.96, so it can be concluded that z count > absolute z. Sobel test statistic value is 3.19 < 1.96 with a significance level of 5%. These results can be concluded that brand image (Z2) is able to mediate the effect of advertising (X) on repatronage intention (Y).

The results of the study succeeded in proving the first hypothesis, namely that advertising had a positive and significant effect on the repatronage intention. The form of *Pari Kuning* communication that aims to persuade or lead consumers to be interested in *Pari Kuning* products makes consumers show a desire to make repeat visits. In accordance with the attention indicator, promotions using advertisements carried out by *Pari Kuning* in various online media such as Instagram, Facebook, and websites can generate attention so that it can attract consumer attention until transactional interest or consumer tendencies arise in repurchasing *Pari Kuning* products. The *Pari Kuning* advertisement creates a feeling of interest and curiosity in consumers so that exploratory interest arises to find more information about *Pari Kuning* products/services. The information conveyed through the *Pari Kuning* advertisement is interesting and in accordance with the needs so that there is a desire to come, buy, own, and use the products contained in the advertising information and make consumers make a *Pari Kuning* product/service as their main preference according to the indicators of preferential interest. Consumers also take action or come back because of interesting information from advertisements, so that consumers tend to recommend *Pari Kuning* products/services to other consumers. This study is relevant to several previous studies conducted by Abdullah & Rahman (2021); Mareta & Kurniawati (2020); Prawira *et al.* (2019); Zullaihah & Setyawati (2021) which states that advertising has a positive and significant effect on consumer repatronage intention.

The results of the study succeeded in proving the second hypothesis, namely advertising has a positive and significant effect on brand awareness. The form of Pari Kuning communication through advertising is able to persuade or lead consumers to be interested in Pari Kuning products and influence consumers to remember the Pari Kuning brand after being lured by some interesting words, such as "one stop solution agro and hobby". The information conveyed by Pari Kuning can attract the attention of consumers and create a feeling of curiosity (interest) so that they seek further product or brand information, from there consumers will recognize the Pari Kuning brand among competitors, consumers are able to understand the Pari Kuning brand, and became aware of the existence of the Pari Kuning brand. Consumers are also able to remember and imagine the characteristics of the Pari Kuning brand such as design, color, and product variety when they have the desire to buy agro-related products. From Pari Kuning advertisements, consumers consider the information conveyed interesting and in accordance with their needs until they want to buy, own, and use the product until they are finally interested and take action. This study is relevant to previous research conducted by Audila & Saraswati (2021); Setiawan & Rabuani (2019); Zulfikar & Subarsa (2019) which states that advertising has a positive and significant influence on brand awareness.

The results of the study succeeded in proving the third hypothesis, namely advertising has a positive and significant effect on brand image. The online promotion carried out by Pari Kuning uses advertising as a form of communication that aims to persuade and lead consumers to be interested in Pari Kuning products which can then make consumers give an impression about the Pari Kuning brand as an image or reflection of the associations in the minds of consumers. Pari Kuning advertisements attract attention and create a feeling of curiosity (interest) in consumers so that they seek more information, from there consumers begin to evaluate things related to the company's image such as the credibility and popularity of Pari Kuning. The information presented by Pari Kuning is in accordance with the needs until the desire to buy and use the product appears (desire), from consumer advertisements it gives an impression on product images related to attributes such as packaging, prices, and product variations. This research is relevant to previous research conducted by Jacqueline & Kusniadji (2019); Nur & Rahmidani (2020); Puspita (2018) which shows that advertising has a positive and significant influence on brand image.

The results of the study succeeded in proving the fourth hypothesis, namely that brand awareness had a positive and significant effect on repatronage intention. The ability of consumers to remember the Pari Kuning brand or advertisement reflexively after being captivated by some interesting words can influence consumers, emerging behavior as a response to Pari Kuning products which shows the consumer's desire to make repeat visits. Consumers have a tendency to seek information related to Pari Kuning products/services. Pari Kuning is able to attract consumer interest so that consumers are aware of the existence of the brand, are able to remember and imagine brand characteristics such as design, color, product variations, and can recognize and identify the logo, color, or design of Pari Kuning when it has entered a certain category that means that consumers make a product/service Pari Kuning that has been used become their main preference. This research is relevant to previous research conducted by Ahmad (2017); Lestari & Dwiarta (2021); Novit (2021) which shows that brand awareness has a positive and significant influence on consumers' repatronage intention.

The results of the study succeeded in proving the fifth hypothesis, namely that brand image has a positive and significant effect on repatronage intention. Consumers' impressions of the Pari Kuning brand as an image or reflection of the associations in the minds of consumers influence the behavior that appears on consumers in response to the Pari Kuning product which shows the consumer's desire to make repeat

visits. Consumers' views on the use of products and the social status of Pari Kuning users as well as the personal value felt by Pari Kuning consumers from the products they use create a tendency for consumers to return and recommend Pari Kuning products/services to other consumers. Consumer evaluations of things related to Pari Kuning such as credibility and popularity make a product/service that has been used become their main preference. Matters related to the Pari Kuning brand attributes such as packaging, prices, product variations, and others affect consumer behavior to always seek information related to Pari Kuning products/services. This research is relevant to several previous studies conducted by Fandiyanto & Kurniawan (2019); Hidayah & Apriliani (2019); Safitri (2020); Saputra *et al.* (2021) which shows that brand image has a positive and significant effect on repatronage intention.

The results of the study succeeded in proving the sixth hypothesis, namely brand awareness mediating the effect of advertising on repatronage intention. Pari Kuning communication which aims to persuade or lead consumers to be interested in Pari Kuning products through advertisements makes consumers remember the Pari Kuning brand or advertisement reflexively after being lured by some interesting words so that behavior appears as a form of response that shows the consumer's desire to make repeat visits. The information conveyed by Pari Kuning through advertisements can attract the attention of the target market, create a feeling of curiosity in consumers so that they seek further information, according to their needs so that there is a desire to return, buy, own, and use the product in the information, and finally make a decision. repatronage intention. From the consumer's awareness, they finally have a tendency to revisit, recommend products/services to others, make Pari Kuning products/services that have been used become their main preferences. and always trying to find information related to Pari Kuning products/services. Brand awareness is a means that bridges consumer desires to return to Pari Kuning from the information obtained through advertising. These results are relevant to the research of Dewi & Sulistyawati (2018); Slamet *et al.* (2019) which states that advertising has a positive effect on repatronage intention with brand awareness as a mediating variable.

The results of the study succeeded in proving the sixth and seventh hypothesis, namely that brand image mediates the effect of advertising on repatronage intention. Pari Kuning communication which aims to persuade or lead consumers to be interested in Pari Kuning products through advertisements makes consumers give an impression of the Pari Kuning brand as an image or reflection of the associations in the minds of consumers, so that consumer behavior appears to make repatronage intention in response to Pari Kuning advertisements. The information conveyed by Pari Kuning through advertisements can attract the attention of the target market, create a feeling of curiosity in consumers so that they seek further information, according to their needs so that there is a desire to return, buy, own, and use the product in the information, and finally make a decision. purchase action. From advertising, consumers evaluate things related to Pari Kuning such as credibility and popularity, as well as things related to brand attributes such as packaging, price, product variety, and others. Consumers' views on the use of products and the social status of Pari Kuning users as well as the personal value that consumers feel from the products they use. Brand image becomes a means that bridges consumer desires to revisit Pari Kuning from the information obtained through advertisements. These results are relevant to the research of Wiguna *et al.* (2020) which shows the results of research that advertising has a positive effect on repatronage intention with brand image as a mediating variable.

CONCLUSION

Based on the results of testing and data analysis from research on the influence of advertising on the behavior of repatronage intention with brand awareness and brand image as mediating variables on Pari Kuning consumers, it can be concluded that advertising has a positive and significant effect on repatronage intention. The form of Pari Kuning communication that aims to persuade or lead consumers to be interested in Pari Kuning products influences the behavior that appears on consumers in response to Pari Kuning products which shows the consumer's desire to make repeat visits. Advertising has a positive effect on brand awareness. The form of Pari Kuning communication through advertising is able to persuade or lead consumers to be interested in Pari Kuning products and influence consumers to remember the Pari Kuning brand after being lured by some interesting key words. Advertising has a positive effect on brand image. The online promotion carried out by Pari Kuning uses advertising as a form of communication that aims to persuade and lead consumers to be interested in Pari Kuning products which can then make consumers give an impression of the Pari Kuning brand as an image or reflection of the associations in the minds of consumers; brand awareness has a positive effect on repatronage intention. Consumers' impressions of the Pari Kuning brand as an image or reflection of the associations in the minds of consumers influence the behavior that appears on consumers in response to the Pari Kuning product which shows the consumer's desire to make repeat visits. Advertising has a positive effect on repatronage intention with brand awareness as an intervening variable. Pari Kuning communication which aims to persuade or lead consumers to be interested in Pari Kuning products through advertisements makes consumers remember the Pari Kuning brand or advertisement reflexively after being lured by some interesting words so that behavior appears as a form of response that shows the consumer's desire to make repeat visits. Advertising has a positive effect on interest in revisiting with brand image as an intervening variable.

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