

THE MEDIATING ROLE OF BRAND KNOWLEDGE IN THE INFLUENCE OF
ADVERTISING APPEAL ON THE INTENTION TO USE SERVICES

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Abstract: This study aims to analyze the mediating role of brand knowledge in the influence of advertising appeal on the intention to use services among prospective customers of Dins Beauty Lounge Salon in Denpasar City. A quantitative approach was employed using a non-probability sampling technique with purposive sampling applied to 120 respondents. Data were collected through a survey using questionnaires and analyzed using path analysis and the Sobel test. The results reveal that advertising appeal has a significant effect on both brand knowledge and purchase intention. Additionally, brand knowledge significantly influences purchase intention and partially mediates the relationship between advertising appeal and purchase intention.

Keywords: advertising appeal; brand knowledge; purchase intention; intention to use services

INTRODUCTION

The beauty industry in Indonesia has experienced significant growth in recent years. The revenue of the beauty and personal care market in Indonesia is projected to reach IDR 128.4 trillion in 2024 (Statista.com, 2024). One of the main drivers of this rapid development is the increasing public awareness of the importance of maintaining appearance and practicing self-care to remain confident in daily life (Glowmates.co, 2023).

This trend is also evident in Denpasar City, where a study by Yuliani et al. (2019) revealed that women in Denpasar view beauty as an essential part of their lifestyle. The use of beauty products and services has become a primary necessity for young women, rather than merely an optional choice. In line with the rising demand for beauty services, the number of beauty salons in Denpasar has also grown significantly. This is supported by data from Denpasarkota.go.id (2023), which indicates that beauty salons have become one of the fastest-growing economic sectors in the post-pandemic period.

Table 1. Beauty Salon Business Owners in Denpasar City 2021-2023

Subdistrict	Salon Unit		
	2021	2022	2023
North Denpasar	24	21	24
East Denpasar	32	31	35
South Denpasar	62	62	68
West Denpasar	34	35	39
Total	153	149	166

Source: Denpasar City Cooperatives and UMKM Service (2024)

Table 1 presents the number of beauty salons in Denpasar City from 2021 to 2023. Based on Table 1.2, there were 153 salon units in 2021, 149 units in 2022, and 166 units in 2023. Cumulatively, a total of 468 beauty salon units were recorded in Denpasar City over the past three years. The growth of beauty salons in Denpasar in 2023 represents an 8.5 percent increase compared to 2021. This growth reflects the high public demand for beauty services, including hair care, skin care, and other body treatments. The strong market demand also creates opportunities for new entrepreneurs to enter the increasingly competitive beauty industry.

Dins Beauty Lounge is one such business attempting to seize this opportunity. Established at the end of 2023, Dins Beauty Lounge offers a modern and minimalist concept, with a wide range of beauty services tailored to meet the needs of its customers. These services include various hair treatments, nail art, eyelash extensions, lip embroidery, and beauty training programs designed for individuals interested in starting a business in the beauty sector. These services not only meet consumer needs for beauty care but also provide opportunities for those wishing to learn and venture into the beauty business.

The expansion of beauty salons has resulted in a wide array of choices for consumers, making the decision-making process more complex. At the same time, it demands that new businesses work harder to build consumer trust in the services they offer. A major challenge often faced by newly established salons like Dins Beauty Lounge is the lack of public awareness and trust, which affects consumers' purchase intentions.

According to the management of Dins Beauty Lounge, although some customers visit the salon monthly, the business still struggles to meet its monthly sales targets. One key issue identified during the initial observation was the relatively low number of customer visits to the salon.

Table 2. Dins Beauty Lounge Salon Visitor Evaluation Data in 2024

Month	Target Visitors	Visitors Current	Percentage of Achievement (%)
January	100	3	3
February	100	19	19
March	100	22	22
April	100	14	14
May	100	29	29
June	100	104	104
July	100	42	42
August	100	54	54
September	100	39	39
October	100	41	41
November	100	27	27
December	100	47	47
Average	100	37	37

Source: Dins Beauty Lounge Manager, 2024

Table 2 is the evaluation data of Dins Beauty Lounge salon visitors in 2024. Table 2 shows that the average percentage of Dins Beauty Lounge salon achievement during one year of operation was only around 37 percent. The low level of salon visits shows that

there are still few people who know about the existence of Dins Beauty Lounge salon among other beauty salons.

A preliminary survey was conducted to confirm the behavior of potential consumers in their intention to use Dins Beauty Lounge salon services in Denpasar City. The questionnaire was distributed online via Google Form to 30 respondents who had visited a beauty salon in Denpasar City. The questionnaire contains questions related to the variables to be studied and is presented in Table 3.

Table 3. Preliminary Survey of Potential Consumers of Dins Beauty Lounge Salon in Denpasar City.

No.	Question	Respondents' Responses	
		Yes	No
1.	Do you know Dins Beauty Lounge salon in Denpasar City?	28	2
2.	Have you ever seen an advertisement for Dins Beauty Lounge salon services on Instagram social media?	23	7
3.	Do you have a positive perception of the Dins Beauty Lounge salon brand in Denpasar City?	17	13
4.	Do you intend to use the beauty services of Dins Beauty Lounge salon?	8	22

Source: Processed primary data (2025)

Based on the preliminary survey results in Table 3, it can be seen that 28 out of 30 respondents or 93.3 percent know about the Dins Beauty Lounge salon in Denpasar City. As many as 23 out of 28 respondents or 82.1 percent have seen the Dins Beauty Lounge salon advertisement on Instagram social media. As many as 73.9 percent or 17 out of 23 respondents have a positive perception of the salon, however, only 8 out of 17 respondents or 47 percent stated that they intended to use the Dins Beauty Lounge salon beauty services. Based on the preliminary survey results, it can be concluded that the Dins Beauty Lounge salon is still unable to make potential consumers feel interested and must focus on increasing consumer intentions to use its services.

Belch & Belch (2018:121) stated that purchase intention is a person's tendency or desire to buy a particular brand or product. Purchase intention is a consumer's tendency or interest in a product, either in the form of goods or services, which is considered to be in accordance with their needs and desires (Sutariningsih & Widagda, 2021). Yuliana & Kristiana (2021) define purchase intention as a consumer's drive to buy a product after considering various factors. According to Nazila et al. (2022), purchase intention is a combination of consumer interest in a product and their likelihood of making a purchase.

A survey conducted by Hootsuite (2024) revealed that 83.1 percent of internet users in Indonesia use the internet as a means to search for information. Reyhan & Sepiani (2024) stated that information conveyed through advertisements has a positive influence in increasing consumer purchasing intentions. Berliando et al. (2023) revealed that user intentions in using services are significantly influenced by the attractiveness of advertising. Putri's research (2023) stated that consumer purchasing intentions tend to increase if they are exposed to an advertisement more often.

Consistent advertising exposure can build brand awareness and knowledge, as well as influence consumer perception, which can ultimately increase their purchase intention for the products or services offered. This is very important, considering the increasing

number of beauty salons that exist today, causing increasingly tight competition. High competition conditions require salons to implement effective marketing strategies so that their brands remain prominent and attract the attention of potential consumers. One strategy that can be implemented is using attractive advertising on social media. Hootsuite (2024) revealed that 60.4 percent of the population in Indonesia are active social media users, so advertising on social media can be an effective strategy to reach a wider audience.

Dins Beauty Lounge Salon itself has utilized advertising media through its Instagram social media account. Marketing through social media, especially Instagram, was chosen because this platform is used by 85.3 percent of people in Indonesia (Hootsuite, 2024). The high number of users makes Instagram one of the strategic media in promoting Dins Beauty Lounge salon services effectively. The manager of Dins Beauty Lounge salon stated that advertising promotions are usually carried out 1-2 times a week by packaging advertisements attractively, utilizing attractive visual elements, offering special promos, and including consumer testimonials. This strategy is not only to attract the attention of potential consumers, but also plays an important role in building brand awareness and knowledge and encouraging consumer intentions to try salon services.

Kotler et al. (2024:678) states that advertising is any form of promotion paid for by a particular party to convey ideas, goods, or services. The appeal of advertising is the ability of an advertisement to convey messages creatively and attractively through various approaches (Jacob et al., 2018). According to Suwu et al. (2024), the appeal of advertising is the ability of an advertisement to attract the attention and interest of many people through effective message dissemination, thus creating an active flow of information about the product to the wider public. Advertising and other promotional activities aim to create communication that includes brand knowledge, interest, positive attitudes, good image, and the desire to buy (Belch & Belch, 2018:228)

Balqis et al. (2024) stated that social media has a very important role, especially among the younger generation, as the main channel for increasing brand awareness. According to Pangemanan et al. (2022), factors such as credibility, emotion, and information have a significant impact on the effectiveness of advertising on social media. Communicative language and attractive images in advertising on social media are effective in increasing purchase intentions because the message conveyed has an attractive power that is easy to remember (Syahril et al., 2023).

Referring to previous studies conducted by Jackson et al. (2021), Suheri et al. (2022), Mahardika & Santika (2021), Yuliyzar & Enjelita (2020); (2024); Sumaa et al. (2021); Tangka & Dotulong, (2022); Faradilla & Andarini, (2022); Murjiati, (2021); Wulandari, (2021); Ahmad & Azizah, (2021); Aguilika, (2022); Nugroho & Efendi, (2022); Julia & Kamilah, (2023) found that advertising appeal has a positive and significant effect on purchase intention. Many studies have been conducted discussing the relationship between advertising appeal and purchase intention, but the results show variations, as shown in the studies of Riandi & Lukiarti (2023); Abdulloh et al. (2024).

Vidyanata's (2022) research revealed that the attractiveness of advertising does not affect the intention to purchase Halodoc services because the decision to use health services is often influenced by trust in the quality of services and the security of services, not by promotions or marketing through social media. Satriyo et al.'s (2021) research shows that the attractiveness of advertising does not affect the intention to use Nyayur.com services because the majority of its users, namely housewives and private

employees, rely more on recommendations from close customers than social media. Argyanti et al. (2024) stated that the attractiveness of advertising does not have a significant effect on the intention to use e-commerce services because respondents feel that the advertisements displayed tend to be monotonous and repetitive, so they do not attract their attention. Based on the variability of previous research, it is proposed to add a mediation parameter that acts as an intermediary for the independent variables that are the basis for this study.

A business cannot rely solely on the appeal of advertising in promoting on social media. In addition to the appeal of advertising, another important thing to consider in increasing consumer purchase intention is the brand knowledge possessed by a business. The deeper a consumer's understanding of a brand, the higher their purchase intention will be (Kurniawati et al., 2023).

Table 4. Instagram Salon Dins Beauty Lounge Insight Data

Month	Total Content	Total Views	Total Interactions	Engagement View (%)	Rateper
September	34	53,946	287	0.53	
October	35	70,660	347	0.49	
November	39	75,855	396	0.52	

Source: Dins Beauty Lounge Manager, 2024

Table 4 is the Instagram insight data of Dins Beauty Lounge salon during the period of September-November 2024. Table 4 shows that the average content uploaded each month is 36 contents, consisting of posts, stories, and reels. However, the engagement rate of Dins Beauty Lounge salon for the last three months shows a fairly low figure, which is below 1 percent. According to Hootsuite (2024), a "good" engagement rate on Instagram is generally between 1-3 percent. This shows that there is low interaction between the audience and the content uploaded by Dins Beauty Lounge salon. This low engagement rate can indicate low brand awareness, which then affects consumers' overall brand knowledge, so efforts are needed to increase it.

Advertisements that are understood by consumers can increase their attention and trust in knowledge about a brand (Mulya & Kusumawardhani, 2023). The greater the rational and emotional appeal of the advertisement, the higher the brand recognition and knowledge that consumers have of a brand (Setiari & Ekawati, 2022). Consumer involvement and knowledge about the brand can be increased through effective delivery of brand information through advertising on marketing channels on social media (Cheung et al., 2020).

Kotler et al. (2024:269) stated that brand knowledge refers to the extent to which consumers know or have information about a brand. Brand knowledge is an important element that can influence consumer intentions to choose and use a brand (Nofandrilla, 2025). According to Putri (2020), brand knowledge refers to the extent to which consumers understand, remember, and have information about a brand, which information is received from various sources.

Brand knowledge is a major factor that can influence consumer intention to use the brand (Suki, 2016). According to Nofandrilla (2025), the greater the consumer's understanding of the brand, the higher their intention to buy the product, because in-depth knowledge can increase trust and encourage purchase intentions. Pradnyani &

Wardana (2024) stated that consumers are more likely to have high service usage intentions if they know a brand more deeply.

Previous studies have shown a positive and significant influence between advertising appeal and brand knowledge, as shown by studies by Salameh et al. (2022), Smutkupt et al. (2011) and Ningrum & Roostika (2021). This indicates that advertisements that are easy for consumers to understand can increase their level of attention and strengthen their trust in their knowledge of a brand (Mulya & Kusumawardhani, 2023). Other studies state that there is a positive and significant relationship between brand knowledge and purchase intention, as shown by studies by Ling et al. (2023); Siyal et al. (2023); Vania & Ruslim (2023); Pebrianti & Aulia (2021); Zhou et al. (2021). In addition, there are also research results that show that advertising appeal has a positive and significant effect on purchase intention with brand knowledge mediating the relationship (Mulya & Kusumawardhani (2023); Kurniawati (2023); Mahardika & Santika (2021); Dewi & Jatra (2018); Permatasari et al. (2021); Pradnyani & Wardana (2024).

Based on several research results, this study proposes to use the brand knowledge variable as a mediating variable that will be tested and its influence explained. Brand knowledge is important because the information obtained by consumers about a brand can increase their understanding and stimulate their desire to use services from a brand. Information received by consumers about a brand can expand their knowledge and encourage the emergence of purchasing intentions (Kurniawati, 2023).

The novelty of this study lies in the application of brand knowledge variables as a mediator in the relationship between advertising appeal and purchase intention. Although brand awareness is often used as a mediator, brand knowledge is a higher level than brand awareness according to the hierarchy of effect model. Thus, brand knowledge is very important for business people so that the audience can have in-depth insight into a specific brand rather than just knowing the name of a brand.

Based on secondary data from salon managers, it shows that Dins Beauty Lounge salon is less well-known among other beauty salons, even though it has conveyed the superiority of its services to the audience through advertisements on its Instagram social media. This is reinforced by primary data in the form of a preliminary survey that has been conducted that consumer intention to use Dins Beauty Lounge salon services is only 47 percent. This low level of purchase intention is in accordance with the hierarchy of effect model, so that advertising exposure is expected to increase consumer brand awareness and knowledge and ultimately lead to their intention to use Dins Beauty Lounge salon services.

Through the description of the phenomenon statement and research gap that has been presented above, research related to the problem of purchase intention becomes important to be conducted by discussing the relationship between advertising appeal, brand knowledge, and purchase intention in prospective beauty salon consumers in Denpasar City, especially those who intend to use services at the Dins Beauty Lounge salon.

METHOD

This study uses a quantitative approach with a causal associative design to determine the relationship between advertising appeal, brand knowledge, and purchase intention. This study was conducted in Denpasar City because this area shows characteristics of high consumption and lifestyle that support the increase in demand for

beauty services, such as those offered by Dins Beauty Lounge. In addition, Denpasar City has a high proportion of productive age and frequency of social and academic activities that have the potential to influence purchase intention for salon services. The three variables in this study consist of advertising appeal as an independent variable, brand knowledge as a mediating variable, and purchase intention as a dependent variable (BPS Bali, 2024; Sujarweni, 2022; Liu et al., 2020).

The population in this study was the people of Denpasar City who had never used Dins Beauty Lounge services but had seen its advertisements on Instagram. A sample of 120 respondents was selected using purposive sampling by considering certain criteria such as domicile, education level, and experience of seeing salon promotions. Data were collected through online and offline questionnaires, then tested for validity and reliability. All indicators have a correlation above 0.30 and a Cronbach's Alpha value above 0.60, indicating that the instrument used has met the requirements for validity and reliability (Sugiyono, 2020; Sujarweni, 2022).

Data analysis was carried out using descriptive statistics to describe respondent data and inferential statistics in the form of path analysis to test the causal relationship between variables and the Sobel test to determine the effect of mediation. Before testing the model, a classical assumption test was carried out including normality and multicollinearity tests to ensure that the data met the requirements for regression analysis. This study is expected to explain the extent to which the attractiveness of advertising influences purchase intentions directly or indirectly through brand knowledge of Dins Beauty Lounge salon services (Sugiyono, 2019; Wedari & Yasa, 2022; Fernaldo & Oktavianti, 2020).

DISCUSSION AND RESEARCH RESULTS

Table 5. Respondent Description

No.	Variables	Classification	Number (Respondents)	Percentage (%)
1	Gender	Woman	99	82.5
		Man	21	17.5
		Total	120	100
2	Age	15-19 years	10	8.3
		20-24 years	43	35.8
		25-29 years old	36	30.0
		30-44 years	31	25.8
		Total	120	100
3	Last education	High School/Vocational	44	36.7
		School	13	10.8
		Diploma	60	50.0
		Bachelor	3	2.5
		Postgraduate		
		Total	120	100
4	Work	Students	40	33.3
		Private sector employee	25	20.8
		civil servant	15	12.5
		Businessman	34	28.3
		Other	6	5.0

Total			120	100
5	Income	< Rp. 1,000,000	13	10.8
		Rp. 1,000,000 – Rp. 3,000,000	21	17.5
		Rp. 3,000,000 – Rp. 5,000,000	37	30.8
		Rp. 5,000,000 – Rp. >Rp5,000,000	49	40.8
Total			120	100
6	Sample Distribution	West Denpasar	35	29.2
		South Denpasar	32	26.7
		East Denpasar	22	18.3
		North Denpasar	31	25.8
Total			120	100

Source: Data processed, 2025

The first respondent characteristic data is gender, the percentage of female respondents is 82.5 percent and male respondents are 17.5 percent. This shows that prospective consumers of Salon Dins Beauty Lounge are more female than male. The second characteristic is age, the dominant age of respondents is in the age range of 20-24 years with a percentage of 35.8 percent, while the lowest age group is 15-19 years with a percentage of 8.3 percent. The third characteristic is the last education, the last education that has been taken by the most respondents is a bachelor's degree with a percentage of 50 percent. The fourth characteristic is occupation, the dominant occupation of respondents is as a student/college student with a percentage of 33.3 percent, while the lowest type of occupation is civil servants with a percentage of 12.5 percent. The fifth characteristic is income, income is dominated by respondents who earn >Rp5,000,000 with a percentage of 40.8 percent. The last characteristic is the distribution of research samples which is dominated by respondents who live in West Denpasar district with a percentage of 29.2 percent.

Description of Research Variables

The data collection method in this study is a survey using a questionnaire research instrument, which consists of statements made based on each variable, namely advertising appeal, brand knowledge, and purchase intention. To describe the respondents' assessment of each variable in the study, it is necessary to convert the respondents' answers which are classified into several measurement scales with certain criteria. The provisions in determining the class interval are as follows.

$$\text{Interval} = \frac{\text{Maximum Score} - \text{Minimum Score}}{\text{Total Number of Classes}}$$

The score for each answer for each research variable is a minimum of one and a maximum of five with a total of five classes, so that the class interval can be calculated in the following way.

$$\text{Interval} = \frac{5-1}{5} = 0,8$$

Based on this interval, the respondent response measurement categories used can be seen in Table 6.

Table 6. Variable Description Categories

Average Score	Variables		
	Advertising Attraction	Brand Knowledge	Purchase Intention
1.00 – 1.79	Very Low	Very Low	Very Low
1.80 – 2.59	Low	Low	Low
2.60 – 3.39	Enough	Enough	Enough
3.40 – 4.19	Tall	Tall	Tall
4.20 – 5.00	Very high	Very high	Very high

Source: Data processed, 2025

Based on the results of the research that has been conducted, respondents' responses were obtained through each indicator of each variable, namely as follows.

Advertising appeal

The variable of advertising appeal is an independent variable in this study which is measured using four indicators and responded to using a Likert scale with five scores. Based on Table 6, it can be seen that overall the variable of advertising appeal is in the good category, this can be seen from the average score of 4.21 so that it is included in the very good criteria. This result can be interpreted that respondents have a good view of the Dins Beauty Lounge salon advertisement. The following are the results of respondents' responses to the attractiveness of the advertisement presented in Table 7.

Table 7 Description of Respondents' Answers Regarding Advertising Appeal

No	Statement	Frequency of Respondents' Answers (People)					Average	Criteria
		1	2	3	4	5		
1	Dins Beauty Lounge salon advertisement conveys information that is easy for me to understand.	1	2	3	2	11	4.20	Very high
2	The advertisement displayed by Dins Beauty Lounge salon caught my attention.	0	1	4	4	8	4.21	Very high
3	The advertisement displayed by Dins Beauty Lounge salon suits my needs.	0	1	3	3	15	4.18	Tall
4	In my opinion, the advertisement displayed by Dins Beauty Lounge salon is trustworthy.	0	1	4	3	11	4.25	Very high
Average Ad Appeal Score							4.21	Very high

Source: Data processed, 2025

Respondents' perception of the advertisement attractiveness variable indicator that has the highest average value, namely the statement "In my opinion, the advertisement displayed by Salon Dins Beauty Lounge can be trusted (X4)", with an average score of 4.25, it falls into the very high criteria, this means that in general respondents feel that the advertisement displayed by Salon Dins Beauty Lounge can be trusted.

Respondents' perceptions of the advertisement attractiveness variable indicator that has the lowest average value, namely the statement "The advertisement displayed by the Dins Beauty Lounge salon is in accordance with my needs (X3)", with an average score of 4.18, falls into the high criteria, this means that in general respondents feel that the advertisement displayed by the Dins Beauty Lounge Salon is not in accordance with the respondents' needs.

Brand knowledge

The brand knowledge variable is a mediating variable in this study which is measured using four indicators and responded to using a Likert scale with five scores. The following are the results of respondents' responses to brand knowledge presented in Table 8.

Table 8. Description of Respondents' Answers Regarding Brand Knowledge

No	Statement	Frequency of Respondents' Answers (People)					Average	Criteria
		1	2	3	4	5		
1	I recognize the Dins Beauty Lounge salon brand among other beauty salons.	1	2	3	2	1	4.15	Tall
2	I have a positive perception of Dins Beauty Lounge salon.	0	1	4	4	8	4.26	Very high
3	In my opinion, Dins Beauty Lounge salon has a unique identity that is different from other beauty salons.	0	1	3	3	1	4.13	Tall
4	I have a positive perception that Dins Beauty Lounge salon services are able to meet expectations.	0	1	4	3	1	4.22	Very high
Average Brand Knowledge Score							4.19	Tall

Source: Data processed, 2025

Based on Table 8, it can be seen that overall the brand knowledge variable is in the good category, this can be seen from the average score of 4.19 so that it is included in

the good criteria. This result can be interpreted that respondents have good brand knowledge of the Dins Beauty Lounge salon.

Respondents' perception of the brand knowledge variable indicator that has the highest average value, namely the statement "I have a positive perception of the Dins Beauty Lounge salon (M2)", with an average score of 4.26, falls into the very high criteria, this means that in general respondents feel that the Dins Beauty Lounge Salon has a positive perception.

Respondents' perception of the brand knowledge variable indicator that has the lowest average value, namely the statement "In my opinion, Dins Beauty Lounge salon has a distinctive identity that is different from other beauty salons. (M3)", with an average score of 4.13 is included in the high criteria, this means that in general respondents feel that Dins Beauty Lounge Salon does not yet have a distinctive identity that is different from other beauty salons.

Purchase intention

The purchase intention variable is the dependent variable in this study which is measured using four indicators and responded to using a Likert scale with five scores. The following are the results of respondents' responses to purchase intentions presented in Table 9.

Table 9. Description of Respondents' Answers Regarding Purchase Intentions

No	Statement	Frequency of Respondents' Answers (People)					Average	Criteria
		1	2	3	4	5		
1	I am interested in the Dins Beauty Lounge salon service that appeared in the advertisement.	1	2	3	2	1	4.23	Very high
2	I intend to find out more in-depth information about the Dins Beauty Lounge salon.	0	11	4	4	8	4.20	Very high
3	I would choose Dins Beauty Lounge salon over other salons for beauty treatments.	0	1	3	3	1	4.10	Tall
4	I intend to use certain services from Dins Beauty Lounge salon in the near future.	0	1	4	3	1	4.03	Tall
Average Purchase Intention Score							4.14	Tall

Source: Data processed, 2025

Based on Table 9, it can be seen that overall the purchase intention variable is in the good category, this can be seen from the average score of 4.14 so that it is included in the good criteria. This result can be interpreted that respondents have a good view of the intention to use the Dins Beauty Lounge salon service.

Respondents' perception of the purchase intention variable indicator that has the highest average value, namely the statement "I am interested in the Dins Beauty Lounge salon service that emerged from the advertisement (Y1)", with an average score of 4.23, falls into the very high criteria, this means that in general respondents feel interested in the Dins Beauty Lounge salon service that emerged from the advertisement.

Respondents' perceptions of the purchase intention variable indicator that has the lowest average value, namely the statement "I intend to use certain services from the Dins Beauty Lounge salon in the near future (Y4)", with an average score of 4.03 is included in the high criteria, this means that in general respondents feel that they do not intend to use certain services from the Dins Beauty Lounge salon in the near future.

Results of Analysis of Research Data

Path analysis results

A) Formulating Hypotheses and Structural Equations

In this study, there are four hypotheses that will be tested using path analysis as follows.

- a) The attractiveness of advertising has a significant influence on the purchase intention of potential consumers of Salon Dins Beauty Lounge.
- b) The attractiveness of advertising has a significant influence on brand knowledge of potential consumers of Salon Dins Beauty Lounge.
- c) Brand knowledge has a significant influence on purchase intention of potential consumers of Salon Dins Beauty Lounge.
- d) The attractiveness of advertising has a significant effect on purchase intention through brand knowledge of potential consumers of Salon Dins Beauty Lounge.

The structural equations that will be tested using path analysis are as follows.

- a) Substructural equation I: $M = \beta_2X + e_1$
- b) Substructural equation II: $Y = \beta_1X + \beta_3M + e_2$

In compiling the structural equation, the data obtained using SPSS is first processed and calculated. The following are the results of the path analysis of regression equation I, namely the effect of advertising appeal (X) on brand knowledge (M) which is presented in Table 10.

Table 10. Results of Path Analysis of Regression Equation I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,529	.811		4.353	<.001
Advertising Appeal (X)	.805	.048	.838	16,659	<.001
R² = 0.702	F Statistic = Sig F = < 0.001 277.517				

Source: Data processed, 2025

Table 10 shows the results of the path analysis of regression equation I, so that the structural equation can be presented as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.838X + e_1$$

Based on these results, the regression coefficient value is 0.838, which means that the attractiveness of advertising has a significant effect on brand knowledge. This means that every one unit increase in the attractiveness of advertising (X) will increase brand knowledge (M) by 0.838. The R^2 value of 0.702 indicates that the attractiveness of advertising is able to explain 70.2% of the variation in brand knowledge, the remaining 29.8% is explained by other variables not included in the model.

The following are the results of the analysis of regression equation path II, namely the influence of advertising appeal (X) and brand knowledge (M) on purchase intention (Y) which are presented in Table 11.

Table 11. Results of Path Analysis of Regression Equation II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,047	.640		1,636	.105
Advertising Appeal (X)	.713	.065	.723	11,005	<.001
Brand Knowledge (M)	.233	.067	.227	3.458	<.001
$R^2 = 0.849$ F Statistic = 329.842 Sig F = < 0.001					

Source: Data processed, 2025

Table 11 presents the results of the path analysis for the second regression equation, and the structural equation can be formulated as follows: $Y = \beta_1 X + \beta_3 M + e_2$
 $Y = 0.723X + 0.227M + e_2$

Based on these results, the regression coefficient value for advertising appeal is 0.723, indicating that advertising appeal has a significant effect on purchase intention. This means that for every one-unit increase in advertising appeal (X), purchase intention (Y) increases by 0.723 units.

Meanwhile, the regression coefficient for brand knowledge is 0.227, which also shows a significant influence on purchase intention. This implies that each one-unit increase in brand knowledge (M) leads to a 0.227-unit increase in purchase intention (Y).

The R^2 value of 0.849 indicates that advertising appeal and brand knowledge together explain **84.9%** of the variance in purchase intention (Y) within the model, while the remaining **15.1%** is explained by other factors outside the model.

CONCLUSION

Based on the results of the study, the following conclusions can be drawn:

1. Advertising appeal has a significant effect on purchase intention, meaning that the more attractive the advertisements presented by Dins Beauty Lounge Salon, the higher the consumers' intention to use the services of Dins Beauty Lounge in Denpasar City.
2. Advertising appeal significantly influences brand knowledge, indicating that the more engaging the advertisements of Dins Beauty Lounge, the more likely consumers are to recognize the brand and develop a positive perception of Dins Beauty Lounge in Denpasar City.
3. Brand knowledge significantly affects purchase intention, suggesting that the higher the consumers' level of knowledge about the Dins Beauty Lounge brand, the stronger their intention to use its services in Denpasar City.
4. Brand knowledge partially mediates the effect of advertising appeal on purchase intention, as advertising appeal still has a direct influence on purchase intention even without the presence of brand knowledge. This means that attractive advertisements can directly drive prospective customers to intend to use the services of Dins Beauty Lounge. Furthermore, brand knowledge strengthens the influence of advertising appeal on purchase intention. In other words, the more appealing the advertisements are, the greater the brand knowledge among prospective customers, which in turn enhances their purchase intention. Therefore, it can be concluded that brand knowledge acts as a partial mediator. While advertising appeal alone can increase purchase intention, the impact becomes stronger when brand knowledge also increases, reinforcing prospective customers' intention to use the services of Dins Beauty Lounge in Denpasar City.

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