THE EFFECTS OF GUERILLA MARKETING ON CONSUMER PURCHASE INTENTION WITH BRAND AWARENESS AS A MEDIATING VARIABLE IN PT. SOLUSI TRANSPORTASI INDONESIA (GRAB)

PENGARUH PEMASARAN GERILYA TERHADAP MINAT BELI KONSUMEN DENGAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI DI PT. SOLUSI TRANSPORTASI INDONESIA (GRAB)

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Abstract: Guerilla marketing is an unconventional methods that focusing on a creativity. Grab does a Grab Lounge as their Guerilla Marketing in front of Megamall Manado and Mantos 2. If the consumers can feel the positive effects from Guerilla Marketing it will encourage and recognize the brand of the business, which is can makes their brand awareness increase and strong purchase intention to consumers. If they aware, do they have the behavior to purchase the services of Grab, if the consumer knows well about the brand it makes purchase intention arises and it will encourages customers to purchase their services. This study aims to analyze the influence of Guerilla Marketing(X) on Consumer Purchase Intention(Y) with Brand Awareness(M) as a Mediating Variable in PT. Solusi Transportasi Indonesia (GRAB). The researcher conducted this research through quantitative methods. Path analysis method is used to analyze the effect of the independent variable on the dependent variable and mediating variable. This study conducts with 240 customers of Grab Manado as the respondents. The Result of this study found that Guerilla Marketing has a positive and significant effect on Brand Awareness and Consumer Purchase Intention, Brand Awareness has a positive and significant effect on Consumer Purchase Intention. The results of this study have also shown that the Brand Awareness can be used as a mediating variable for the effects of Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB) with the indirect effect is 0.216.

Keywords: guerilla marketing, consumer purchase intention, brand awareness

Abstrak: Pemasaran gerilya adalah metode tidak konvensional yang berfokus pada kreativitas. Grab membuat Grab Lounge sebagai teknik Pemasaran Gerilya mereka di depan Megamall Manado dan Mantos 2. Jika konsumen dapat merasakan efek positif dari Guerilla Marketing maka akan mendorong dan mengenali merek bisnis, yang bisa membuat kesadaran merek mereka meningkat dan niat beli yang kuat untuk konsumen. Jika mereka sadar, mereka memiliki perilaku untuk menggunakan layanan Grab, jika konsumen mengetahui betul tentang merek tersebut maka timbul niat beli dan akan mendorong pelanggan untuk menggunakan layanan mereka. Penelitian ini bertujuan untuk menganalisis pengaruh Pemasaran Gerilya(X) terhadap Minat Beli Konsumen(Y) dengan Kesadaran Merek(M) sebagai Mediating Variable di PT. Solusi Transportasi Indonesia (GRAB). Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode analisis jalur digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat dan variabel mediasi. Penelitian ini dilakukan dengan 240 pelanggan Grab Manado sebagai responden. Hasil penelitian ini menemukan bahwa Pemasaran Gerilya berpengaruh positif dan signifikan terhadap Kesadaran Merek, dan Minat Beli Konsumen, Kesadaran Merek berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. Hasil penelitian ini juga menunjukkan bahwa Kesadaran Merek dapat digunakan sebagai variabel mediasi pengaruh Pemasaran Gerilya terhadap Minat Beli Konsumen di PT. Solusi Transportasi Indonesia (GRAB) dengan pengaruh tidak langsung sebesar 0,216.

Kata Kunci: pemasaran gerilya, minat beli konsumen, kesadaran merek

INTRODUCTION

Research Background

Business needs to create a proper and good marketing communication to run all the services that they offers, in other words marketing is needed. Guerilla Marketing is one of the growing marketing techniques which are used more creativity, and Guerilla Marketing do by PT. Solusi Transportasi Indonesia (GRAB) will be discussed in this paper. Guerilla Marketing conducted by PT. Solusi Transportasi Indonesia (GRAB) in Manado created a Grab Lounge in front of Megamall and Mantos 2. This marketing technique is an unusual marketing idea, it is creates a way to attract someone's intention in one venue, and increases customer awareness and interest in the brand, the goal is to generate buzz or excitement about the brand. It will influences customers about the brand and purchase intention to using Grab's services. This kind of thing makes customers aware of their brand and what that they provide and selling, and that makes purchase intention arises it will encourages customers to purchase their services, when the potential customers known the brand of the services. Brand awareness effects the consumer intention about a product. When a consumer is going to buy something he considers a brand. If the consumer knows well about the brand he will have more intention for buying and he will always make wise economic decision. The most important goal of a company is building a strong brand which not only affects the short-term revenues but it is also fruitful in long term. Brand awareness also acts as a critical factor in the consumer purchase intention.

Research Objective

The research objectives are to identify the significant effect of:
1. To identify if there an effect of Guerilla Marketing on Brand Awareness in PT. Solusi Transportasi Indonesia (GRAB).
2. To identify if there an effect of Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB).
3. To identify if there an effect of Brand Awareness on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB).

THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2004) defined marketing as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing involves satisfying customer needs. Meanwhile, according to Drucker (2007), marketing is not only much boarder than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the consumer point of view.

Guerilla Marketing

Guerilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results (Levinson, 2013). It is characterized as being more creative and eye-catching than traditional marketing, an effective communication tools for advertising. Prévot (2006) defined Guerilla Marketing as means to gain maximum exposure through minimal cost to the company. The aim is to surprise, irritate, fascinate, and animate the consumer. Guerilla Marketing is more about matching marketer's creativity than matching marketing budgets, Guerilla Marketing draws its strength from creativity and the power of imagination, it can be adopted by all forms business but specifically geared for the small business and entrepreneur.

Consumer Behavior

Blackwell et al. (2006) defined consumer behavior is the process and activity when a person deals with the search, selection, purchase, use, and evaluation of products and service to meet needs and wants. The behavior of buyer is important things that influence the buying decision process, consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy their needs. In other words, consumer behavior involves the feelings and thoughts of people experiences.

Purchase Intention

Purchase intention is the willingness to buy a particular product or services. The Process of Purchase Intention The process of purchase intention is part of the decision making process, therefore understanding the process of purchase intention needs to be observed in advance how the decision making process occurs (Kotler and Amstrong, 2018).

Brand Awareness

Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be occur (Rossiter and Percy, 1987). Kotler and Keller (2016) defined brand awareness as consumer's ability to recognize or recall the brand in sufficient detail to make a purchase. Brand Awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different condition.

Previous Research

Salih Yildiz (2017) examined the effects of guerrilla marketing on brand awareness and consumers' purchase intention. In the concept of the study, a questionnaire was applied to Gümüşhane University students. Forms obtained as a result of data collection has been evaluated and a total of 440 questionnaires were included in the sample. Multivariate Statistical Analysis were used to analyze data. As a result of regression analysis related to the effects of guerrilla marketing on purchase intention while humour has not a significant effect on purchase intention, novelty, surprise, aesthetics, relevance, clarity and emotional arousal have significant and positive effect on purchase intention. According to regression analysis results for brand awareness, all factors except surprise have positive effect on brand awareness. Also brand awareness has positive effect on purchase intention

According to Ali Mokhtari Mughari (2011) aimed at analyzing and investigation of role of brand and guerrilla marketing in keeping and increasing purchasing portfolio of customer in Iran"s SME and in this respect three hypothesizes are developed. For doing of this research after exploration of models and approaches in brand questionnaire and guerrilla marketing were used for customers of company. The conceptual model based on primary and sub hypothesizes were designed. For gathering data, two questionnaires were used for integration of guerrilla marketing and brand awareness. The research hypotheses were tested by correlation test, all the hypotheses were verified. The sequences of priorities in brand awareness were marketing budget, perceived quality of main product of one brand, perceived proportion of main product of one brand. There was a significant relationship between guerrilla marketing and brand awareness in Iran's SME. Also it was concluded that substitution capability of main product of one brand with mean of 1.73, perceived proportion of main product of one brand by mean of 2.04, marketing budget item by mean of 2.99 and, perceived quality of main product of one brand with mean of 3.10 were first to fourth priority respectively.

Dinh Duc Tam and Mai Ngoc Khuong (2015) explored guerrilla marketing effects on consumer behavior. Based on previous literature of guerrilla marketing and proposed model frameworks of advertising, the research evaluated consumer perception through their exposure to 20 guerrilla advertisements. Factor Analysis and Multiple Regression were employed to examine such effects. The results showed that creativity, emotion arousal and message clarity had significant effects on purchase intention whereas humor and surprise did not.
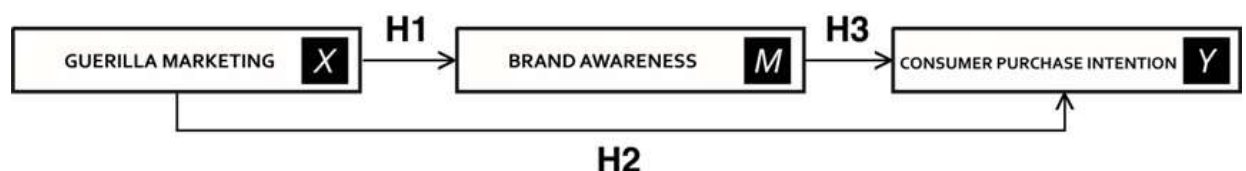
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
- H$_1$: There is a significant effect of Guerilla Marketing on Brand Awareness in PT. Solusi Transportasi Indonesia (GRAB)
- H$_2$: There is a significant effect of Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB)

- H$_3$: There is a significant effect of Brand Awareness on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB)

RESEARCH METHOD

Research Approach

According to Sugiyono (2015), quantitative research is a research method based on positivism philosophy, used to examine the population or a particular sample sampling techniques are generally done randomly, data collection using factor analysis method. This research use Quantitative method, Quantitative data is the data which is formed in numerical, the data can be calculated and measured. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009).

Population, Sample Size, and Sampling Technique

The population in this study is the users of Grab in Manado. Samples to be taken are as many as 240 people and 240 people will be taken based on age which is classified as the Generation Z. The sampling technique is purposive sampling because the research did not choose the respondents randomly but the respondent should be the people who have the intention to using Grab services in Manado.

Data Collection Method

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The primary data sources in this study were obtained from the results of distributing questionnaires to predetermined samples, regarding the indicators proposed in the variables of Guerilla Marketing, Brand Awareness and Consumer Purchase Decision. Secondary data collected for some purpose other than the problem at hand taken from books, journals, articles, and relevant literature from library and internet. These secondary data were used in the background, literature review research method, and discussions.

Operational Definition of Research Variable

1. Guerilla Marketing. An advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.
   (Indicators: Novelty, Relevance, Aesthetics, and Clarity)
2. Consumer Purchase Intention. Some point in the buying process, when the consumer must stop searching for and evaluating information about alternative brands in the evoked set and do the purchase.
   (Indicators: Explorative Interest, Transactional Interest, Referencial Interest, and Preferencial Interest)
3. Brand Awareness. As consumer's ability to recognize or recall the brand in sufficient detail to make a purchase.
   (Indicators: Brand Recognition, Brand Recall, Top of Mind Brand, and Dominant Brand)

Validity and Reliability

Validity is a degree of accuracy/appropriateness of instruments used to measure what will be measured. Meanwhile, Reliability is an instrument which, if used several times to measure the same object, will produce the same data.

Path Analysis

Path analysis is a statistical analysis technique which is development of multiple regression analysis. According to Ghozali, (2013), Path analysis aims to explain the direct effects and indirectly a set variable, as a causal variable, against a set other variables which are is an effect variable. The form of a structural equation, namely the regression equation shows the hypothesized relationship (Ghozali, 2013) as follows:

$$Z = b1X + e\,1 \qquad (1)$$
$$Y = b1X + b2\,Z + e\,2 \qquad (2)$$

Standardize the coefficient for Guerilla Marketing (X) in equation (1) will give the value P1. While the coefficient for Guerilla Marketing (X) and Brand Awareness (Z) in equation (2) will give P2 and P3 values.

Direct effect of X to Y = P2

The indirect effect of X to Z to Y = P1 x P3
Total Effect (correlation) X to Y = P2 + (P1 x P3)

RESULT AND DISCUSSION

Result
Validity Test

The purpose of validity test is to know whether the instrument is valid or not. According to Azwar (2014) that validity refers to the extent of the accuracy of a test or scale in carrying out its measurement function to do the validity this used Confirmatory Factor Analysis (CFA).

Table 1. Validity Test

Variable	Item	R_{value}	$R_{product}$	Status
	X_1	0.716	0.126	Valid
Guerilla Marketing	X_2	0.704	0.126	Valid
(X)	X_3	0.713	0.126	Valid
	X_4	0.765	0.126	Valid
	Y_1	0.815	0.126	Valid
Consumer Purchase Intention	Y_2	0.626	0.126	Valid
(Y)	Y_3	0.680	0.126	Valid
	Y_4	0.765	0.126	Valid
	M_1	0.847	0.126	Valid
Brand Awareness	M_2	0.749	0.126	Valid
(M)	M_3	0.665	0.126	Valid
	M_4	0.822	0.126	Valid

Source: Data Processed, 2021

All the total values for each indicator for independent variables (guerilla marketing), dependent variables (consumer purchase intention) and mediating variable (brand awareness) the value of r product moment, which obtained from each of these indicators, is rather than the critical value of 0,126. It means all the indicators are valid and can be used on this research.

Reliability Test

The reliability test is used to measure the extent to which an instrument and information can be trusted and in this study, the Cronbach Alpha formula or value is used where if the value is > 0.6, the questionnaire data is declared reliable or consistent, and the higher the value, the status of the questionnaire is declared the more consistent or stronger.

Table 2. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Guerilla Marketing	0.60	0.693
2	Consumer Purchase Intention	0.60	0.698
3	Brand Awareness	0.60	0.773

Source: Data Processed, 2021

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (Guerilla Marketing, Consumer Purchase Intention, and Brand Awareness) in this research is considered reliable and can be used to retrieve data.

Test of Classical Assumption
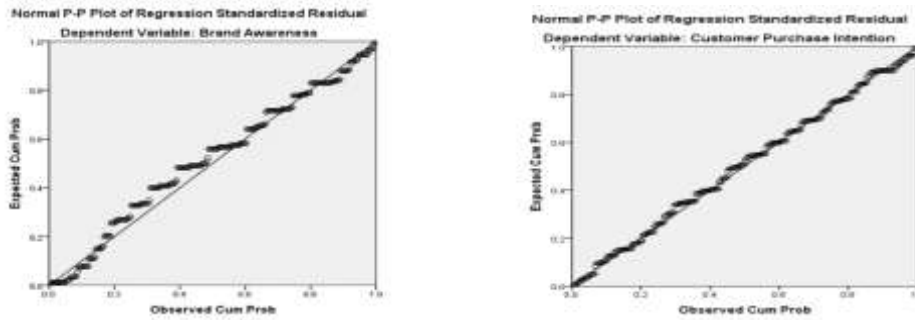**Normality Test**

Figure 2. Normality Test
Source: Data Processed (2021)

Figure 2 shows that the graphs above it can be seen that the data distribution has followed the diagonal line between 0 (zero) with the meeting of the Y axis (Expected Cum. Prob.) and the X axis (Observed Cum Prob.). This shows that the data in this study have normally distributed can be used in research.

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Guerilla Marketing	1.000	1.000
Brand Awareness	1.839	1.191

Source: Data Processed, 2021

Table 3 shows the value of the Variance Influence Factor (VIF) of the test results has been carried out on the Guerilla Marketing and Brand Awareness variables less than 10, and the Tolerance value is more than 0,100. This result indicates that there is no correlation between the two variables. Thus, it can be concluded that the two independent variables are free from Multicollinearity.
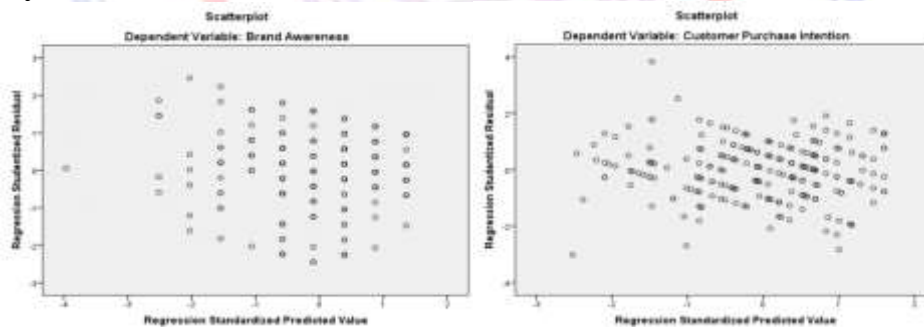
Heteroscedasticity

Figure 3. Scatterplot
Source: Data Processed, 2021

Figure 3 shows the distribution of the dots on the scatterplot graph above and below the Y axis and do not form a clear pattern. Thus, can conclude that the analytical model used in the study did not occur heteroscedasticity.

Table 4. Linear Regression Model I

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	7.135	1.348	
Guerilla Marketing	.525	.078	.401

Source: Data Processed, 2021

Based on Table 4, the equation of Model I are obtained as follows: Confidence = 7,135 + 0,525 (X). Based on the regression equation model I, it can then be interpreted as follows:

1. The constant (a) is the regression line intercept with Y if X = 0. The value of constant (a) is 7.135, indicating that if the independent variable of Guerilla Marketing is 0 or there is no change, then the confidence will be 7.135.
2. The results of the tests that have been carried out have obtained the Guerilla Marketing regression coefficient value of 0,525 and it's positive and significant. These results show that there is a unidirectional relationship between the Guerilla Marketing variable and Brand Awareness.

Table 5. Linear Regression Model II

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2.759	1.126	
Guerilla Marketing	.230	.067	.187
Brand Awareness	.507	.051	.540

Source: Data Processed, 2021

Based on Table 5, the equation of Model II are obtained as follows: Y = 2,759 +0,230 (X) + 0,507 (M). Based on the regression equation model II, it can then be interpreted as follows:

1. The value of the constant (a) is 2,759 indicating that if the independent variable Guerilla Marketing and Brand Awareness is 0 or there is no change, then Consumer Purchase Intention at PT. Solusi Transportasi Indonesia (GRAB) will be 2,759.
2. The results of the tests that have been carried out have obtained the Guerilla Marketing regression coefficient value of 0,230 and it's positive and significant. These results show that there is a unidirectional relationship between the Guerilla Marketing variable and Purchase Intention.
3. The results of the tests that have been carried out have obtained the Brand Awareness regression coefficient value of 0,507 and it's positive. These results show that there is a unidirectional relationship between Brand Awareness and Consumer Purchase Intention variables.

Model Testing
Table 6. F-Test Model I

		ANOVA[a]				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281.049	1	281.049	45.515	.000[b]
	Residual	1469.613	237	6.175		
	Total	1750.663	239			

Source: Data Processed, 2021

Table 6 shows the calculated F value of 45,515 while the F table with df1 = 1 and df2 = 240 - 1 – 1 = 238. Because the calculated F value is greater than the F table, thus the regression model between Guerilla Marketing (X) on Brand Awareness (M) is declared fit or feasible. It can be stated that the variable Guerilla Marketing (X) have a positive and significant effect on Brand Awareness (M).

Table 7. F-Test Model II

		ANOVA[a]				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627.850	2	313.925	81.432	.000[b]
	Residual	913.750	237	3.855		
	Total	1541.600	239			

Source: Data Processed, 2021

Table 7 shows the calculated F value of 81.432 while the F table with df1 = 1 and df2 = 240 - 1 – 1 = 238. Because the calculated F value is greater than the F table, thus the regression model between Guerilla Marketing (X) and Brand Awareness (M) on Customer Purchase Intention (Y) is declared fit or feasible. It can be stated that

the variable Guerilla Marketing (X) and Brand Awareness (M) have a positive and significant effect on Customer Purchase Intention (Y).

Coefficient of Determination (R2) and Correlation (R)
Table 8. Coefficient of Determination of Linear Regression Model I

Model Summary^b

Model	R	R Square	Ajusted R Square	F
1	.401^a	.161	.157	81.432

Source: Data Processed, 2021

Table 8 shows the resulting R square (R^2) value of 0,161. These results show the contribution of the Guerilla Marketing variables given to the Brand Awareness on PT. Solusi Transportasi Indonesia (GRAB) 16,1%. While the rest (100% - 16,1% = 83,9%) was contributed by other factors outside this research.

Table 9. Coefficient of Determination of Linear Regression Model II

Model Summary^b

Model	R	R Square	Ajusted R Square	F
1	.638^a	.407	.402	1.964

Source: Data Processed, 2021

Table 9 shows the resulting R square (R^2) value of 0,407. These results show the contribution of the Guerilla Marketing variables given and Brand Awareness on Consumer Purchase Intention at PT. Solusi Transportasi Indonesia (GRAB) 40,7%. While the rest (100% - 40,7% = 59,3%) was contributed by other factors outside this research.

Model Testing
Table 10. T-Test

Coefficients^a

Variables	t	Sig.
Guerilla Marketing (X)	6.746	.000

Source: Data Processed, 2021

Based on the table above by observing rows and columns t and sig, it can be explained as follows:
- H1: There is a significant effect of Guerilla Marketing (X) on Brand Awareness (Y) in PT. Solusi Transportasi Indonesia (GRAB). The effect of Guerilla Marketing on Brand Awareness got t count = 6,746 with the significant 0,000, because the significant value that author got it greater than the significant level, which is 0.05. It can also be seen from the t table value, namely t (α / 2; nk-1) = (0.05 / 2; 240-2-1) = (0.25; 236) = 1.970067 so the t table is 1.970067 so that it can be seen that t count is greater than t table (6,746 > 1.98472). The variable Guerilla Marketing (X) has a positive and significant effect on Brand Awareness (M) in PT. Solusi Transportasi Indonesia (GRAB).

Table 11. T-Test

Coefficients^a

Variables	t	Sig.
Guerilla Marketing	3.427	.001
Brand Awareness	9.890	.000

Source: Data Processed, 2021

- H2: There is a significant effect of Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB). The effect of Guerilla Marketing on Consumer Purchase Intention got t count = 3,427 with the significant 0,001, because the significant value that author got its greater than the significant level, which is 0,05. It can also be seen from the t table value, namely t (α / 2; nk-1) = (0,05 / 2; 240-2-1) = (0,25; 236) = 1,970067 so the t table is 1,970067 so that it can be seen that t count is greater than t table (3,427

> 1,98472). The variable Guerilla Marketing (X) has a positive and significant effect on Consumer Purchase Intention (Y) in PT. Solusi Transportasi Indonesia (GRAB).

- H3: There is a significant effect of Brand Awareness on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB). The effect of Brand Awareness on Consumer Purchase Intention got t count = 9,890 with the significant 0,000, because the significant value that author got its greater than the significant level, which is 0,0 and it can also be seen from the t table value, namely t (α / 2; nk-1) = (0,05 / 2; 240-2-1) = (0,25; 236) = 1,970067 so the t table is 1,970067 so that it can be seen that t count is greater than t table (9,890 > 1,98472). The variable Brand Awareness (M) has a positive and significant effect on Consumer Purchase Intention (Y) in PT. Solusi Transportasi Indonesia (GRAB).

Mediation Test
Table 12. Path Analysis

Variable	Standardized Coefficients Beta	Sig.	Status
Guerilla Marketing-Brand Awareness	0,401	0,000	Significant
Guerilla Marketing-Consumer Purchase Intention	0,187	0,001	Significant
Brand Awareness-Consumer Purchase Intention	0,540	0,000	Significant

Source: Data Processed, 2021

Table 12 shows the influence of Guerilla Marketing showing the significant influence of Brand Awareness and Consumer Purchase Intention on PT. Solusi Transportasi Indonesia (GRAB). The test results also show that Brand Awareness has a significant effect on Consumer Purchase Intention on PT. Solusi Transportasi Indonesia (GRAB). This condition it can be concluded that Guerilla Marketing can have a direct or indirect effect on Consumer Purchase Intention on PT. Solusi Transportasi Indonesia (GRAB) through Brand Awareness.

The total influence of the direct or indirect Guerilla Marketing variable on Consumer Purchase Intention in PT. Indonesian Transportation Solutions (GRAB) through Brand Awareness as follows:

1. The amount of direct influence between Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB) of $P_2 = 0,187$. While the indirect effect is calculated by multiplying P_1 x $P_3 = 0,401$ x $0,540 = 0,216$.

2. The total influence of Guerilla Marketing directly or when mediated by Brand Awareness on Consumer Purchase Intention is as follows:
   The total influence of Guerilla Marketing = $(P_2) + [(P_1)$ x $(P_3)]$
   - Direct Influence   =   0,187
   - Indirect Influence (0,401 x 0,540)   =   0,216
   Total influence Guerilla Marketing   =   0,403

From the calculations the influence of Guerilla Marketing either directly or indirectly on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB) mediated by Brand Awareness can be seen in the following figure:
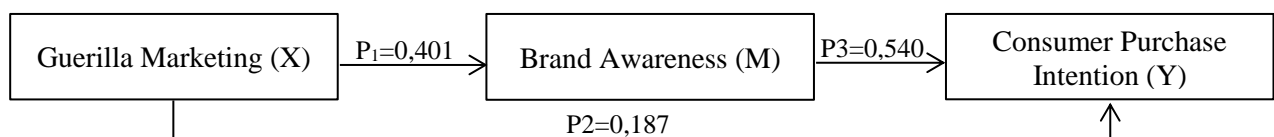

Figure 4. Path Analysis
Source: Data Processed, 2021

The figure in above shows that Guerilla Marketing can have a direct or indirect effect on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB). Its shows the direct influence of Guerilla Marketing on Consumer Purchase Intention 0.187. While indirect influence through Brand Awareness is 0.401 X 0.540 = 0.216. From the calculation results, the results obtained indicate that the value of the indirect influence through Brand Awareness is greater than the value of the direct influence of Guerilla Marketing on Consumer Purchase Intention. With these results, it can be concluded that Brand Awareness is able to be a variable that

mediates the influence of Guerilla Marketing on Consumer Purchase Intention, and the total influence of Guerilla Marketing on Consumer Purchase Intention in PT. mediating by Brand Awareness is 0.403.

Discussion
The Effects of Guerilla Marketing on Brand Awareness
From the results of the questionnaire, it can be seen that the Guerilla Marketing do by Grab in Manado has a good image in the eyes of consumers, this can be seen from the score chosen by respondents from five statements that support the four indicators, the majority of respondents chose a score of four (Agree) on four questions, The test results show that Guerilla Marketing has a positive and significant effect on Brand Awareness. This condition shows that Guerilla Marketing is getting better and better by PT. Solusi Transportasi Indonesia (GRAB) will further increase their Brand Awareness. So, in my opinion it can be seen that Guerilla Marketing do by Grab are make the consumers feel the effects for themselves. This result is agreeable and related or similar to the previous research by Fitriyani (2016) which is based on the results of the research tested by statistical calculations and then concluded by testing the research hypothesis that, there is a significant and positive effect between Guerilla Marketing on Brand Awareness from Tokopedia with consumer perception. It is related also with the research by Mughari (2011) that there was a positive and significant relationship between Guerilla Marketing and Brand Awareness in Iran's SME.

The Effects of Guerilla Marketing on Consumer Purchase Intention
From the results of the questionnaire, it can be seen that the most of respondents shows attitude agrees with the service that is done by Grab and they are paying intention in that. The test results show that Guerilla Marketing has a positive and significant effect on Consumer Purchase Intention. This condition shows that Guerilla Marketing is getting better and better by PT. Solusi Transportasi Indonesia (GRAB) will further increase Consumer Purchase Intention, which means in my opinion the Guerilla Marketing do by Grab can attracts consumer purchase intention in a different way through this marketing techniques. It is agreeable and similar with the previous research by Nunthipatprueksa (2017) that the result showed a positive relationship between novelty, relevance, aesthetics, surprise, humor, emotional arousal and clarity with purchase intention, where this research used novelty, aesthetics, relevance, clarity as the indicator for measure the Guerilla Marketing toward Consumer Purchase Intention. It is related also with the previous research by Tam and Khoung (2016), the research result showed that clarity, novelty, aesthetics had positive and significant effect on purchase intention.

The Effects of Brand Awareness on Consumer Purchase Intention
From the results of the questionnaire, it can be seen that the most of respondent's shows they are agrees about the brand of Grab. The result shows significant level of Brand Awareness on Consumer Purchase Intention are has a positive and significant effect on Consumer Purchase Intention from Brand Awareness as a mediating variable, which means in my opinion the brand of Grab can attracts consumer purchase intention because most of respondents recognize Grab base on the basic things like the color of Grab. This is similar to the previous research by Noorlitaria et al. (2020) that the results showed Brand Awareness has a positive and significant effect on purchase intentions, the higher awareness of the Samarinda City fast-food restaurant, the consumer's intention to buy Samarinda City fast-food restaurant increase. Research by Petahiang (2015) showed the testing, and the author found that brand awareness has significant and positive impact on purchase intention on olx.co.id consumer in Manado.

The Effects of Guerilla Marketing on Consumer Purchase Intention with Brand Awareness as a Mediating Variable
This is the final discussion on this research. The test results show that Guerilla Marketing has a positive and significant effect on Brand Awareness, then Guerilla Marketing has a positive and significant effect on Consumer Purchase Intention, and Brand Awareness has a positive and significant effect to the Consumer Purchase Intention. This condition shows that Brand Awareness can be used as a mediating variable for the influence of Guerilla Marketing on Consumer Purchase Intention in PT. Indonesian Transport Solutions (GRAB). It can be seen from the result that the indirect effect is 0.216, while the direct effect is 0.187. So that the total effects of Guerilla Marketing on Consumer Purchase Intention with Brand Awareness as a Mediating Variable in PT. Indonesian Transport Solutions (GRAB) of 0.403. This is similar to the previous research from Yildiz (2017) that Clarity is the second of most effective factor on Brand Awareness and Purchase Intention, and also relevance,

aesthetics, novelty has positive and significant effects on Brand Awareness Purchase Intention, and effects of Brand Awareness on Purchase Intention is examined and it is found that Brand Awareness has positive effect.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and dicussing, the conclusion are:

1. The results of this study have shown that the Guerilla Marketing has a positive and significant effect on Brand Awareness in PT. Solusi Transportasi Indonesia (GRAB). It can be said that Guerilla Marketing has an important role in influencing the Brand Awareness in PT. Solusi Transportasi Indonesia (GRAB).
2. The results of this study have shown that the Guerilla Marketing has a positive and significant effect on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB). It can be said that Guerilla Marketing has an important role in influencing the Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB).
3. The results of this study have shown that the Brand Awareness has a positive and significant effect on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB). It can be said that Brand Awareness has an important role in influencing the Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB).
4. The results of this study have also shown that the Brand Awareness can be used as a mediating variable for the effects of Guerilla Marketing on Consumer Purchase Intention in PT. Solusi Transportasi Indonesia (GRAB).

Recommendation

Based on the conclusions obtained in this study, suggestions made as a complement to the research results that can be given are as follows:

1. PT. Solusi Transportasi Indonesia (GRAB) in the future, can develop more ideas in making Guerilla Marketing, which can surprise people or also attract attention at a glance, basically PT. Solusi Transportasi Indonesia (GRAB) can try other Guerilla techniques based on the seven Guerilla Marketing indicators, to recreated again brand awareness on consumer about GRAB, in the midst of online transportation competition which is increasing day by day.
2. For business people from micro, small, medium, large and even giant companies can apply Guerilla Marketing in your business, by developing extraordinary ideas based on the seven indicators of Guerilla Marketing in this study.
3. For further researchers, the topic under this study is very interesting so that it can be further developed in relation to other Guerilla Marketing activities, especially with consumer purchase intentions. This is because Guerilla Marketing is able to get the attention of consumers, making it easier to convey messages to consumers.
4. For students, especially those studying in the field of marketing, this study can help you in making assignments and even ideas for creating something new in the world of marketing.

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