

The Influence of Brand Equity, Celebrity Endorsements, and Sales Promotions on Purchasing Decisions Through Purchase Intention

Peran Minat Beli Sebagai Variabel Intervening Brand Equity, Celebrity Endorser, dan Sales Promotions terhadap Keputusan Pembelian

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ABSTRACT

Modern business developments, particularly those related to batik, are changing extremely quickly. A greater degree of rivalry amongst businesses in their battle for customers was brought about by the rise of different types of Batik businesses, both big and small. As a result, businesses need to be able to employ strategy and approach as a weapon to defeat rivals. In the context of consumers acting as decision makers, competition such as this will stimulate consumer buying interest. The data analysis used in this study was quantitative, using questionnaires and surveys as a tool. Standard deviation was also used, along with inferential statistics from structural equity analysis of the model (SEM) using partial least squares (SEM-PLS) to examine the relationship between variables. There were 150 respondents total in the research sample, all of them were Bandung locals who had purchased Ganasan Subang Batik. The review's aftereffects demonstrated that there was no discernible negative difference in the influence of variable X1 on factor Y when variable Z was involved. It was recognized that the intervention of variable Z would significantly and critically reduce the impact of variable X2 on factor Y.

Keywords: Brand Equity, Celebrity Endorser, Sales Promotion, Buying Interest, Purchase Decision

ABSTRAK

Dunia bisnis saat ini, terutama batik, mengalami perkembangan yang sangat cepat. Dengan munculnya berbagai perusahaan batik, baik besar maupun kecil, persaingan antar bisnis meningkat. Oleh karena itu, organisasi harus memiliki kemampuan untuk menerapkan taktik dan pendekatan yang dapat memenangkan persaingan. Persaingan seperti ini akan mendorong konsumen untuk membeli sesuatu, mengingat bagaimana konsumen bertindak sebagai pengambil keputusan. Analisis data penelitian ini adalah kuantitatif, menggunakan survei dan kuesioner sebagai alat bantu. Analisis model ekuitas struktural (SEM), yang dilakukan menggunakan parsial kuadrat terkecil (SEM-PLS), digunakan untuk menganalisis pengaruh antara variabel. Sebanyak 150 responden yang termasuk dalam sampel penelitian adalah semua orang Bandung yang pernah membeli Batik Danar Hadi. Hasil penelitian menunjukkan bahwa pengaruh variabel X1 terhadap faktor Y dengan intervensi variabel Z yang sudah diketahui tidak menyebabkan perbedaan negatif yang signifikan, dan pengaruh variabel X2 terhadap faktor Y dengan intervensi variabel Z yang sudah diketahui menyebabkan perbedaan negatif yang signifikan.

Kata kunci: Ekuitas Merek, Selebriti Pendukung, Promosi Penjualan, Minat Beli, Keputusan Pembelian

1. Introduction

A great nation values its culture, and Indonesia does so with many of its cultural heritage, one of which is the batik, which has long been recognized as the cultural legacy of Nusantara. Culture, or art, is not fixed. Over the years, it developed by acquiring innovation and absorbing various influences from the outside world, before eventually being processed to adapt to the local culture. Besides, culture evolved naturally according to its personality according to the demands of the times. It is not the complexity of the painting itself, but more in its step-by-step and layered process, in which unique knowledge derived from memory is embedded, with the high artistic value inherited from its ancestors, batik is the identity of Indonesia. Every work of art has an extraordinary philosophy and meaning.

Brand value is one of the characteristics that influence purchasing decisions. The decision to buy made by the buyer is actually a combination of multiple decisions (Philip Kotler, 2016). Companies that own better brand value will undoubtedly yield unique advantages such as increased bargaining power, brand awareness, and customer loyalty. A high-quality brand is one that possesses significant brand equity, effectively demonstrating the brand's overall market strength. Clow and Baack (Kenneth E. Clow, 2014) define brand value as a set of exceptional characteristics that a brand possesses, indicating that the brand's goods and services are distinctive and superior to those of its competitors.

Celebrities are frequently employed in advertisements to boost product sales. Celebrities such as movie stars, models, actors, and athletes are commonly featured in print and electronic advertisements to enhance the product's market appeal. An advertising star, also known as a celebrity endorser, is a someone who promotes a product, impacting consumers' views and behaviors towards the endorsed product (Terence A. Shimp, 2013). Celebrity endorsers strongly affect purchasing decisions. The study conducted by I Gusti Ayu Uthami Febriati and colleagues (Ayu et al., 2020) reveals that celebrity endorsers have a significant impact on purchasing decisions. Contrary to popular belief, a study by (Ramadhani & Nadya, 2020) found that prominent celebrity endorsers do not influence consumer purchasing decisions.

(Amir Adam & Nasir Akber, 2016a) defines consumer buying interest as the likelihood of customers switching from one brand to another. Strong brand value increases consumer confidence and encourages them to purchase the item, leading to continued profits for the company. Research by (Wiguna & Listiani, 2021) demonstrates that brand equity significantly influences purchasing intention. This link demonstrates that brand equity can influence customer purchasing interest, leading shoppers to make buying decisions. This suggests that brand value indirectly impacts purchasing decisions through consumer interest. Celebrity endorsers, like brand equity, can impact purchasing intention.

2. Literature Review

Brand Equity

According to (Aydin & Ulengin, 2015) Brand Value is a bunch of brand resources and liabilities connected with a brand, its name and image, which increment or reduction the worth given by a decent or administration to an organization or organization's customers. We can talk about the brand value according to 3 alternate points of view; financial based, client based and representative based points of view. Brand value assumes a significant part in bringing down apparent risk for new item reception, even in circumstances overwhelmed by utilitarian buying choices (Farjam & Hongyi, 2015). There is exact proof which shows that store Brand Value impacts the buying choices of customer. Various scientists have shown that Brand Value builds the likelihood of brand decision, buy goal and readiness to follow through on premium costs. All the more explicitly, they note a positive critical connection between aspects of Brand Value, brand inclination and buy goal (Calvo-Porrall et al., 2015).

Celebrity Endorser

(Terence A. Shimp, 2013) argues that VIP endorsers are involving craftsmen as promoting stars in the media, beginning from print media, online entertainment, and TV media. It's not only an opportunity that big name support is the farreaching application in promoting suite. Research shows that superstar endorsers ended up being more proficient in effect than other sort of endorsers like organization representative, normal client and the expert skilled (Ahmed et al., 2015). These investigations offer great bits of knowledge, yet existing underwriting models can't represent the whole arrangement of impact related with VIP supports. In a new meta-examination, detail the blended effects distinguished in VIP underwriting models on customer discernments, mentalities, and conduct. These differing results could mirror a typical constraint of traditional underwriting models: They will generally incorporate purchasers as uninvolved onlookers of the VIP brand affiliation and just measure those customers' definitive perspectives and ways of behaving toward the embraced objects (brands, items, administrations). Notwithstanding superstar brand congruency, VIP buyer and brand-customer congruencies could impact brand mentalities and connections (Albert et al., 2017).

Sales Promotion

According to (Agus Hermawan & Maulana, 2012), Deals Advancement are different sorts of transient motivations to urge individuals to attempt or purchase an item or administration. Deals advancements are partitioned into two kinds: money related advancements and non-financial advancements. Financial advancements are viewed as the best option for momentary expanded deals, and these advancements assume a key part in customer decisions (Santini et al., 2015). The buyer market would change with inconsistent ways of life and continually present unmistakable advancement strategies, for example, gift for a couple of sports shoes, cash discount, markdown and coupon, prize, what's more, money or gift for brought endorsement back. It is what an advertiser wants to be familiar with which sort of advancement having the option to upgrade buyer assessment on the brand of sports shoes and to seem inclination and Buy Aim on unambiguous advancements (Chang, 2017).

Purchase Intention

According to (Naufan S. Febrianni, 2018) Consumer buying interest is the intention that appears in a person before making a acquisition of an item or administration that is considered before the buying process takes place. Buy interest is the inclination of shoppers to purchase a brand or make a move connected with buys as estimated by the level of shoppers' probability of making a buy. purchasing interest is gotten from the presence of an educational experience and a perspective that shapes an insight (Maurencia et al., 2021). Buy interest is customer conduct that shows the degree of obligation to make a buy. The necessities and wants of buyers for labor and products create occasionally and impact their conduct in buying items. Shopper conduct in pursuing purchasing choices thinks about what labor and products to purchase, where, when, how, in what amount, and for what reason to purchase the item (Ahidin, 2020).

Purchase Decision

According to (Dr. dr. Agustinus Johanes Djohan, MM, 2016) Buying choice is an idea wherein the individual assesses different choices and pursues a decision on an item from numerous decisions. This is the fourth phase of buyer purchasing dynamic cycle. The shopper has chosen to purchase an item in the wake of gathering data from a few sources, assess it and chose for the where to buy and what to buy. Customer buy the brand or item which he/she gives the most noteworthy position in the assessment stage. The buy choice additionally affected by the general climate (Sheikh Qazzafi, 2019). Buy choice additionally alluded as purchasing esteem, in this stage customers settle on from whom to purchase, where to purchase the brand or item from or straightforward whether not to purchase the item or brand in the primary spot (Amir Adam & Nasir Akber, 2016b)

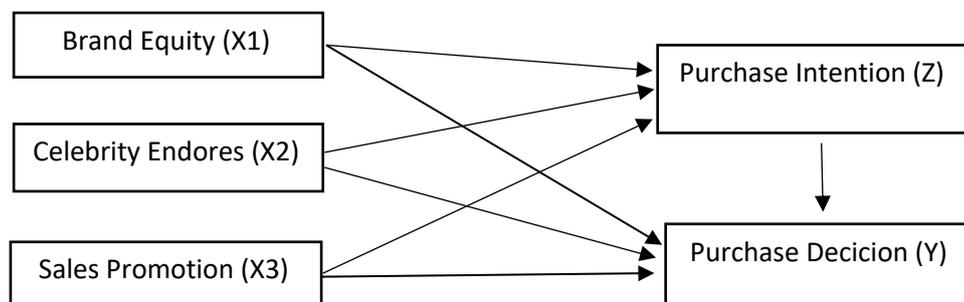


Figure 1. The research framework

Research Hypothesis

- H1: There is a positive impact of brand value on buying choices.
- H2: There is a positive impact of brand value on buying choices through buy aim.
- H3: There is a positive impact and VIP endorser on buying choices.
- H4: There is a positive impact of superstar endorser on buying choices through purchasing interest.

H5: There is a positive impact of deals advancement on buying choices.

H6: There is a positive impact of deals advancement on buying choices through purchasing interest.

H7: There is a positive impact of purchasing interest on buying choices.

3. Research Methods

Population and Sample Size

(Malhotra, 2020) says a "population" is a group of things with specific traits researchers study. They randomly picked some members from this group without considering the different groups. They used a simple random method to know the exact population size. To decide how many samples to use, they followed a suggestion by (Hult et al., 2021) that recommends having 5-10 times the number of indicators. So, for a total of 150 samples in their study.

Measurement

The present study employs a quantitative research approach, which involves the collection and examination of numerical data, according to the survey conducted by (Hair et al., 2019). Quantitative analysis aims to objectively understand the correlation between variables, specifically focusing on their properties or attributes. According to (Malhotra, 2020), In this study, we used a method to figure out how one thing causes another. We used SmartPLS 3 to analyze the data, which is suitable for this analysis. We did this to test our ideas. PLS-SEM is helpful because it helps us check our models and measurements, and it can fix any measurement errors. It also gives reliable results, even with a small sample size (Hair et al., 2017). In this study, we are looking into how online food delivery, knowing about halal, how good a product is, making customers happy, and keeping customers loyal all connect. We used questions with specific answers in our survey because they gave good results. To analyze our data and make predictions, we used Partial Least Squares Structural Equation Modeling (PLS-SEM). We used a Likert scale, similar to what (Hair et al., 2019) used, to rate the answers to our questions. The scale had five choices. A high score meant agreeing a lot, while a low score meant disagreeing. The Likert scale helps measure how much someone likes or dislikes a statement.

4. Results and Discussions

Results

External Model Assessment

In the evaluation of the outer model, there are a couple of tests to test the authenticity and relentless nature of a survey, including joined authenticity, which requires an outside stacking worth of > 0.70 , Typical Variety Isolated (AVE) > 0.50 , composite constancy > 0.60 , and Cronbach alpha > 0.70 , which shows the assessment is in the extraordinary class.

Table 1. Outer Model Evaluation

Construct / item	Loadings	Alpha	CR	AVE
Brand Equity (X1)		0,952	0,960	0,776
BE1	0,891			
BE2	0,878			
BE3	0,891			
BE4	0,818			
BE5	0,886			
BE6	0,913			
BE7	0,886			
Celebrity Endores (X2)		0,976	0,979	0,841
CE1	0,949			

CE2	0,949			
CE3	0,911			
CE4	0,949			
CE5	0,925			
CE6	0,949			
CE7	0,862			
CE8	0,843			
CE9	0,908			
Sales Promotion (X3)		0,966	0,972	0,831
SP1	0,953			
SP2	0,913			
SP3	0,953			
SP4	0,912			
SP5	0,919			
SP6	0,919			
SP7	0,803			
Purchase Intention (Z)		0,944	0,952	0,691
PI1	0,888			
PI2	0,857			
PI3	0,849			
PI4	0,737			
PI5	0,809			
PI6	0,852			
PI7	0,844			
PI8	0,798			
PI9	0,835			
Purchase Decicion (Y)		0,881	0,910	0,629
PD1	0,785			
PD2	0,846			
PD3	0,827			
PD4	0,775			
PD5	0,710			
PD6	0,808			

Source: The aftereffect of information handling utilizing SmartPLS 3.0

Considering Table 1 regarding the results of the appraisal of the outside model, the results show that the brand association factors, quality impression, and buy interest have joined authenticity values > 0.50 , AVE > 0.50 , composite steadfastness > 0.60 , and Cronbach alpha > 0.70 . These results are in the extraordinary class while suggesting the stretch standards, so it will in general be contemplated that all elements have a great level of authenticity and trustworthiness (F. Hair Jr et al., 2014).

Inward model Assessment

The inward model test is utilized to decide if the underlying model fits in the exploration, along with the consequences of the inner model test.

Table 2. Coefficient of Determination (R^2)

Variable	R Square	R Square Adjusted
Purchase Decicion (Y)	0,966	0,965
Purchase Intention (Z)	0,623	0,615

Source: The aftereffect of information handling utilizing SmartPLS 3.0

R^2 reveals that the variables Purchase Intention (Z), Sales Promotion (X3), Celebrity Endores (X2), and Brand Equity (X1) together account for 0.623, or 62.3%, of the explanation of Purchase Decicion (Y), with other factors outside the scope of the study accounting for the remaining 37.7%. R^2 demonstrates that the variables Purchase Intention (Z) can be explained by the variables Brand Equity (X1), Celebrity Endores (X2), and Sales Promotion (X3), with an R^2 of 0.966 or 96.6%. Comparatively, additional factors not included in the study account for the remaining 3.4%.

Table 3. F Square (Effect Size)

Variable	Purchase Decicion (Y)	Purchase Intention (Z)
Brand Equity (X1)	0,015	0,194
Celebrity Endores (X2)	2,970	0,329
Purchase Decicion (Y)		
Purchase Intention (Z)	0,242	
Sales Promotion (X3)	4,901	0,033

Source: The aftereffect of information handling utilizing SmartPLS 3.0

The value of the f-square variable Brand Equity (X1) against Purchase Decicion (Y) is 0.015, thus the effect of the exogenous variable on the endogeneous is small. The f-square variant Brand Equity (X1) versus Purchase Intention (Z) is 0.194 so that the effect is medium from the exogenic variable to the endogenic. The Celebrity Endores (X2) against Purchase Decicion (Y) is 2.970, thus the effect of the exogenous variable on the endogenous is high. The f-square variant Celebrity Endores (X2) versus Purchase Intention (Z) is 0.329 so that the effect is high from the exogenic variable to the endogenic. Sales Promotion (X3) versus Purchase Decicion (Y) is 4.901 thus that the effects are high from an exogen variable versus an endogen. The f-square variant Sales Promotion (X3) versus Purchase Intention (Z) is 0.033 so that the effect is small from the exogenic variable to the endogenic.

Table 4. Q-Square Predictive Relevance (Q^2)

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Equity (X1)	1050,000	1050,000	
Celebrity Endores (X2)	1350,000	1350,000	
Purchase Decicion (Y)	900,000	368,475	0,591
Purchase Intention (Z)	1350,000	787,276	0,417
Sales Promotion (X3)	1050,000	1050,000	

Source: The aftereffect of information handling utilizing SmartPLS 3.0

Brand Equity (X1), Celebrity Endores (X2), and Sales Promotion (X3), and Purchase Intention (Z) variables' effects on Purchase Decicion (Y) can be explained by the observation value, according to the value of $0.417 > 0$ for Purchase Decicion (Y) in the excellent category and $0.591 > 0$ for Purchase Decicion (Z) in good condition.

Hypothesis Test Results

Understanding the significance of the estimated parameters helps determine the correlations between the 38 indicators in this study. A hypothesis is tested by looking at the hypothesis's probability value and t-statistic. The p-value at a 5% significance level for probability values is 0.05. The t-table for 5% has a value of 1.960. The standard for accepting the hypothesis is the ratio of t-statistical values to t-tables. The Smart PLS 3.0 technique was utilized to test ideas using bootstrapping, and the results revealed the following link between the impact of exogenous factors and 38 endogenous indicators:

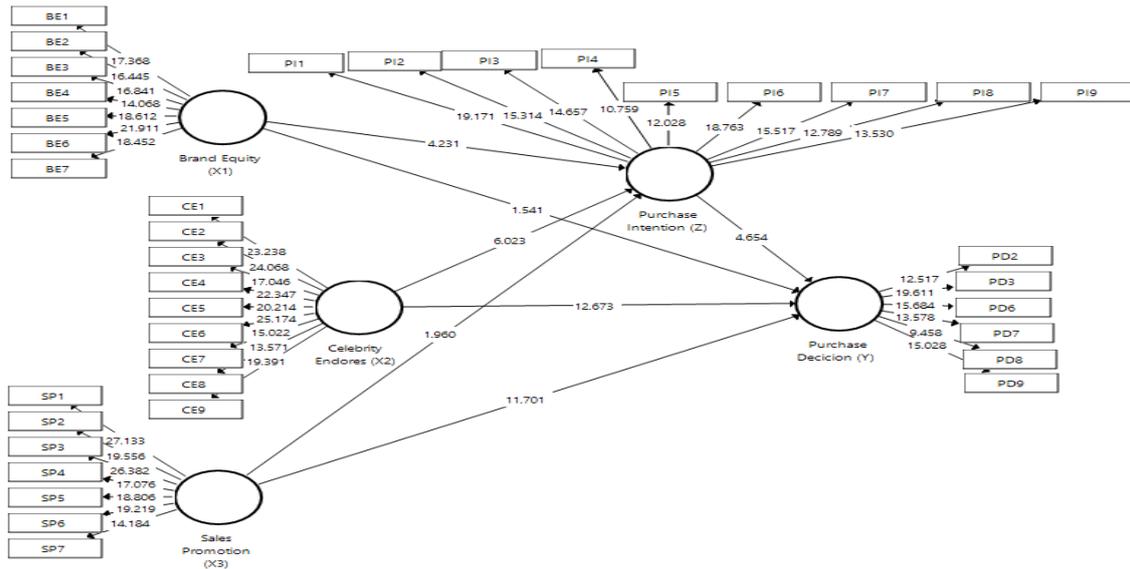


Figure 2. Bootstrapping Results

Source: The aftereffect of information handling utilizing SmartPLS 3.0

Table 5. Bootstrapping Effect Results (Hypothesis)

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Equity (X1) -> Purchase Decision (Y)	-0,031	1,541	0,124
Brand Equity (X1) -> Purchase Intention (Z)	0,343	4,231	0,000
Celebrity Endores (X2) -> Purchase Decicion (Y)	0,460	12,673	0,000
Celebrity Endores (X2) -> Purchase Intention (Z)	0,443	6,023	0,000
Sales Promotion (X3) -> Purchase Decicion (Y)	0,547	11,701	0,000
Sales Promotion (X3) -> Purchase Intention (Z)	0,148	1,960	0,051
Purchase Intention (Z) -> Purchase Decicion (Y)	0,147	4,654	0,000

Source: The aftereffect of information handling utilizing SmartPLS 3.0

The known hypothesis testing for structural equations is illustrated using the output results in Table 5 as follows:

Brand Equity (X1) to Purchase Decision (Y)

The t-measurement for the relationship between Brand Equity (X1) and Purchase Decision (Y), which was determined at 1.541, surpassed the necessary t-table worth (1.970). The p-esteem (0.124) is more noteworthy than 0.05, and the underlying example result is negative. As a result, we concur that Brand Equity (X1) has no significant on Purchase Decision (Y).

Brand Equity (X1) to Purchase Intention (Z)

The t-measurement for the relationship between Brand Equity (X1) and Purchase Intention (Z), which was determined at 4.231, outperformed the edge t-table worth (1.970). Even if the p-value (0.000) is less than 0.05, the initial sample result is positive. Hence, we agree that Brand Equity (X1) decidedly yet just marginally influences Purchase Intention (Z).

Celebrity Endorse (X2) to Purchase Decision (Y)

The t-measurement for the relationship between Celebrity Endorse (X2) and Purchase Decision (Y), which was determined at 12.673, surpassed the necessary t-table worth (1.970). The p-esteem (0.000) is less than 0.05, and the underlying example result is

positive. As a result, we concur that Celebrity Endorse (X2) has significant impact on Purchase Decision (Y).

Celebrity Endorse (X2) to Purchase Intention (Z)

The t-measurement for the relationship between Celebrity Endorse (X2) and Purchase Intention (Z), which was determined at 6.023, surpassed the necessary t-table worth (1.970). The p-esteem (0.000) is less than 0.05, and the underlying example result is positive. As a result, we concur that Celebrity Endorse (X2) has significant impact on Purchase Intention (Z).

Sales Promotion (X3) to Purchase Decision (Y)

The t-measurement for the effect of Sales Promotion (X3) on Purchase Decision (Y), which was figured at 11.701, surpasses the basic t-table worth (1.970). The p-esteem (0.000) is under 0.05, and the underlying example result was positive. In this manner, we concur that Sales Promotion (X3) decidedly and altogether impacts Purchase Decision (Y).

Sales Promotion (X3) to Purchase Intention (Z)

The t-statistic for the relationship between Sales Promotion (X3) and Purchase Intention (Z) was calculated at 1.960, which was greater than the critical t-table value of 1.970. Besides, the p-esteem (0.051) is more noteworthy than 0.05. The result of the underlying example, however, was positive. Accordingly, we acknowledge the speculation that Purchase Intention (Z) is no significant by Sales Promotion (X3).

Purchase Intention (Z) to Purchase Decision (Y)

The basic t-table worth (1.970) was surpassed by the t-measurement for the connection between Purchase Intention (Z) and Purchase Decision (Y), which was figured at 4.654. Besides, the p-esteem (0.000) is underneath 0.05. The result of the underlying example, however, was positive. Therefore, we accept the hypothesis that Purchase Intention (Z) has a positive and significant impact on Purchase Decision (Y).

The Customer Satisfaction (Z) variable mediates the association between Customer Relationship Management (X1), Company Image (X2), and Customer Perceived Value (X3), and Customer Loyalty (Y) in the following manner:

Table 6. Specific Indirect Effects

Construct	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Equity (X1) -> Purchase Intention (Z) -> Purchase Decicion (Y)	0,051	3,187	0,002
Celebrity Endores (X2) -> Purchase Intention (Z) -> Purchase Decicion (Y)	0,065	3,927	0,000
Sales Promotion (X3) -> Purchase Intention (Z) -> Purchase Decicion (Y)	0,022	1,796	0,073

Source: The aftereffect of information handling utilizing SmartPLS 3.0

The computed t value for the Purchase Intention (Z) variable, which acts as a mediator between Brand Equity (X1), Celebrity Endores (X2), and Sales Promotion (X3), and Purchase Decision (Y) variables, is found to be as follows based on the table:

The impact of the Purchase Decision (Y) on Purchase Intention (Z) through mediation by the Brand Equity (X1)

The t-factual incentive for the relationship between Brand Equity (X1) and Purchase Decision (Y) with the intervention of Purchase Intention (Z) was $3.187 > t\text{-table (1.970)}$, with a p-worth of $0.002 < 0.05$, and the first example esteem was positive. Subsequently, the review's hypothesis is upheld. In other words, the variable Purchase Intention (Z)

significantly and favorably modifies the relationship between Purchase Decision (Y) and Brand Equity (X1).

The influence of the Purchase Decision (Y) on Purchase Intention (Z) through mediation by the Celebrity Endorse (X2)

The t-factual incentive for the relationship between Celebrity Endorse (X2) and Purchase Decision (Y) with the intervention of Purchase Intention (Z) was $3.927 > t\text{-table}$ (1.970), with a p-worth of $0.000 < 0.05$, and the first example esteem was positive. Subsequently, the review's hypothesis is upheld. In other words, the variable Purchase Intention (Z) significantly and favorably modifies the relationship between Purchase Decision (Y) and Celebrity Endorse (X2).

The relationship between the Purchase Decision (Y) and Sales Promotion (X3), through the mediation of Purchase Intention (Z)

The t-factual incentive for the connection between Sales Promotion (X3) and Purchase Decision (Y), with the intercession variable Purchase Intention (Z) is $1.796 > t\text{-table}$ (1.970), with a p-worth of $0.073 > 0.05$. As such, the impact between Sales Promotion (X3) and Purchase Decision (Y) is interceded not fundamentally however emphatically by Purchase Intention (Z).

Discussions

The study delves into the dynamic landscape of the batik industry, highlighting the importance of brand equity, celebrity endorsements, and sales promotions in influencing consumer purchasing decisions through purchase intention. The findings shed light on key factors that businesses in the batik sector need to consider to stay competitive and attract customers in a rapidly evolving market. Brand equity emerges as a crucial element in shaping consumer perceptions and preferences within the batik industry. The research underscores the significance of establishing a strong brand identity and reputation to enhance consumer trust and loyalty. By investing in building brand equity, businesses can differentiate themselves from competitors and create a lasting impact on consumer buying behavior.

Moreover, the study emphasizes the role of celebrity endorsements in influencing consumer decision-making processes. Leveraging the popularity and credibility of celebrities can enhance brand visibility and appeal to target audiences. The findings suggest that strategic partnerships with well-known personalities can positively impact consumer perceptions and drive purchase intention, especially in a competitive market like the batik industry. In addition, the research highlights the effectiveness of sales promotions in stimulating consumer interest and encouraging purchase behavior. By offering attractive deals and promotions, businesses can create a sense of urgency and incentivize consumers to make buying decisions. The study underscores the importance of aligning sales promotions with consumer preferences and market trends to maximize their impact on purchase intention. Overall, the findings of this study provide valuable insights for businesses operating in the batik industry, emphasizing the importance of brand equity, celebrity endorsements, and sales promotions in influencing consumer purchasing decisions. By understanding and leveraging these key factors, businesses can effectively engage with customers, drive sales, and maintain a competitive edge in the dynamic business environment.

5. Conclusion

The findings highlight the importance of building a strong brand identity, leveraging celebrity partnerships, and implementing effective sales promotion strategies to attract and retain customers in a competitive market environment. Advantages of the study include providing valuable insights for businesses in the batik industry to enhance their marketing strategies and improve consumer engagement. By understanding the impact of brand

equity, celebrity endorsements, and sales promotions on purchase intention, businesses can tailor their approaches to better meet consumer preferences and drive sales growth.

However, it is essential to acknowledge some limitations of the study, such as the focus on a specific industry (batik) and a particular geographical location (Bandung). Future research could benefit from exploring these factors in different industries and regions to provide a more comprehensive understanding of consumer behavior and purchasing decisions. Moving forward, a follow-up study could delve deeper into the specific mechanisms through which brand equity, celebrity endorsements, and sales promotions influence consumer behavior in the batik industry. Additionally, investigating the long-term effects of these marketing strategies on brand loyalty and customer retention would provide valuable insights for businesses seeking to build sustainable relationships with their target audience. By addressing these areas for further research, future studies can refine the results obtained in this study and contribute to the development of more efficient and targeted marketing strategies for businesses operating in the batik industry and beyond.

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