VIEWING MARKETING 4.O : ROLE OF INFLUENCER MARKETING, BRAND EQUITY, AND BRAND PREFERENCE ON PURCHASE INTENTION OF ENDEK CLOTH

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ABSTRCT

Viewing marketing 4.O: the role of influencer marketing, brand equity, and brand preference on the purchase intention of endek cloth. Endek cloth is one of the cultural heritages that has grown rapidly since 1985. Endek ambassadors is an association of young people formed by the Denpasar City government through the Denpasar City Industry and Trade Office. Through the Endek Ambassador, the Denpasar City government is aggressively promoting endek cloths through offline and online activities through social media. This study aims to determine the effect of endek ambassadors as a marketing influencer and the effect of brand equity on purchase intention. This study also aims to explore the role of brand preference as a mediation on the relationship between influencer marketing, brand equity, and purchase intention. The sample in this study is the people who live in the city of Denpasar. The sample used in this study was the people of Denpasar city, which amounted to 100 respondents with a simple random sampling technique for collecting samples. This research uses PLS (Partial Least Square) analysis technique. The results of this study found that: The influencer marketing variable on brand preference did not have a significant effect. The brand equity variable has a significant positive effect on brand preference. The brand preference variable has a significant positive effect on the purchase intention variable. The influencer marketing variable has a significant positive effect on purchase intention. The brand equity variable has a significant positive effect on the purchase intention variable. The brand preference variable does not have a role as a mediator of the relationship between influencer marketing and purchase intention. The brand preference variable has a role as a partial mediation of the relationship between brand equity and purchase intention, meaning that brand equity is able to influence purchase intention directly without going through the brand preference variable.

Keyword : social exchange theory, influencer marketing, brand equity, brand preference, purchase intention

FOREWORD

Denpasar is the capital of the province of Bali. As the capital of the province of Bali, Denpasar is known as the municipality. Denpasar is the center of various government activities, the center of industry, the center of trade activities, the center of culture and also as the center of tourism. As the capital of the province of Bali, of course, Denpasar City offers a variety of attractions, cultural destinations, nature, and various superior products produced by SME Denpasar City which are able to attract foreign and domestic tourists. With the advancement of the tourism sector in Denpasar City, it has had an impact on other sectors, one of which is the creative fashion industry sector.

The development of the creative industry in the fashion sector can help IKM/UKM actors in Denpasar City, especially in the fashion sector, to expand the marketing range of their products. One of the superior products of the creative industry in the fashion sector in Denpasar is endek cloth. Endek cloth is a cultural heritage which is a form of human work using non-machine looms (ATBM). Endek cloth, which is a Balinese ikat weaving, has a variety of patterns and history, and currently endek cloth is used as a uniform by government and private agencies in the province of Bali. Denpasar City as a pioneer in the preservation of endek cloth in Bali, is very aggressively promoting this endek cloth through various events, such as by holding exhibitions and forming endek ambassadors. The establishment of endek ambassadors for Denpasar City aims to introduce and promote endek cloth to the public, especially the people of Denpasar. The formation of this endek ambassador also aims to change the mindset of the younger generation and the people of Denpasar City that endek cloth has a high selling value, is not old-fashioned, and can become a fashion trend, and can even be used as daily clothing.

In this 4.0 era, the formation of endek ambassadors as endek influencers formed by the Denpasar city government through the Denpasar city industry and trade office is expected to be able to promote endek cloth to be better known to the wider community and be able to attract people's buying intentions either directly or through social media. In the 4.0 era, all activities were carried out by the system and required the whole community to be able to use technology and the internet (internet of things). In marketing 4.O, the marketing approach taken is to combine online and offline interactions that occur between sellers and consumers. In the 4.0 era to get information and make decisions in purchasing a product based on reviews or testimonials from people who have bought the product through social media. This causes the role of an influencer to be very large, because an influencer can build strong trust in consumers in making a decision to buy a product.

Purchase intention is a tendency or desire of consumers to buy a product. Purchase intention can also be interpreted as the extent to which users or consumers intend to buy a product and increase its use in the future. Purchase intention is a consumer preference in buying a product, in other words, purchase intention has another aspect that consumers will buy a product after conducting an evaluation (Younus, Rasheed and Zia 2015). The increasing public purchase intention of endek cloth in Denpasar City through promotions implemented by the Denpasar City government through the Denpasar City endek ambassador activity is expected to be able to have an impact on increasing the income of endek cloth industry players in Denpasar City.

Marketing through influencers (influencer marketing) is a promotional activity that is able to influence consumer decisions in buying a product. Influencer marketing is a new marketing approach. Influencers are able to influence consumer decisions. Influencer marketing is about how someone is able to influence the decision-making process for a product (Brown and Hayes 2008). Trivedi and Sama's research (2020) says that influencers are able to provide an advantage, where in this study researchers compared expert

influencers with attractive celebrity influencers, and expert influencers provide definite advantages in promoting electronic products to consumers.

Based on the results of interviews and observations to several people in Denpasar City, it was found that the public's purchase intention of endek cloth was influenced by several things, one of which was brand equity. Brand equity is the strength of a brand. Brand equity consists of marketing effects that are uniquely associated with a brand, this provides an explanation why brand equity is able to provide different results from product marketing activities that have a brand product and those without a brand product. Brand equity is able to strengthen how important the brand is in the product marketing strategy (Keller, Parameswaran and Jacob 2015). In the research of Poturak and Softic (2019), the results show that brand equity has a rather significant positive effect on consumers' purchase intentions. Foroudi et al in 2018 in their research stated that the combination of various elements of brand equity perception has a strong impact on brand loyalty and brand purchase intention. Based on some of the studies above, it can be said that brand equity can affect consumers' purchase intentions.

The influence of influencer marketing and brand equity on purchase intention is also due to the influence of the brand preference variable. Brand preference can be defined as the tendency of consumers to a particular brand by assessing their cognitive processes to stimuli in a particular brand (Dam 2020). In the research by Gomez et al (2020) that consuming digital content can create new scenarios in children's relationship with brands, in this study the results obtained that the creation of new digital content by children has a significant effect on brand preference. Research by Alamro and Rowley (2011) states that advertising (controlled communication), positive sentences, and positive publicity have a positive effect on brand preference. Dam (2020) in his research stated that brand preference has a positive effect on purchase intention. Purwita and Tripopsakul's research in 2021 found that brand preference had a positive effect on purchase intention.

From the description of the research above, it is known that influencer marketing and brand equity are able to influence brand preference and several other literatures which state that brand preference is also able to influence purchase intention, on the other hand influencer marketing and brand preference are also able to influence purchase intention. This shows that brand preference is a mediating variable between the relationship of influencer marketing, brand equity, and purchase intention.

This study aims to determine the effect of influencer marketing and brand equity on purchase intention. This study also aims to explore the role of brand preference as a mediation on the relationship between influencer marketing, brand equity, and purchase intention. This research was conducted in Denpasar City because there are still several problems related to people's buying intentions for endek cloth. The sample in this study is the people who live in the city of Denpasar.

LITERATURE REVIEW

Social Exchange Theory

The theory of exchange of questions can be defined as an exchange of tangible or intangible activities, either useful or less useful, between two or more people. Behavior is a form of reward either given by the community or by the environment that is not human (Cook, et al. 2013). Cook et al. also said that social exchange is different from other important sectors of the economy. An important difference in social exchange is that social exchange requires an unspecified obligation. The establishment of social exchanges, whether ceremonial or not, will involve assistance that creates dispersed future obligations, not obligations that are precisely defined, and cannot be offered but must be left to the discretion of the party making them (Blau 2017). The main concern of participants in social exchanges is that the specific benefits exchanged are valued as symbols of the support and friendliness they express and the mutual exchange of underlying support which is of primary concern. Thus it can be concluded that social exchange theory is a social science theory based on an idea or activity of the relationship between two or more people through the process of analyzing costs and benefits.

Influencer Marketing

Influencers are third parties who can significantly shape consumer decisions to buy an item. Influencers can influence consumers in many different ways, it can be by using an emotional approach, by complying with regulations, or at a strategic level (Brown and Hayes 2008). Influencer marketing is the art and science of influencing people online by sharing brand messages with audiences in the form of sponsored content (Sammis, Lincoln and Pomponi 2015). Sammis et al. (2015) in his book also says that advertising a product using the help of celebrities can increase brand awareness and perception, because celebrities tend to be trusted by the public, even sometimes people want to be like them. There are three groupings of influencers, namely (Backaler 2018):

1. Celebrity influencers: celebrity influencers are someone who has a fairly wide fame and is able to influence his fans. Actors, athletes and musicians can be grouped into celebrity influencers, but back again that celebrity influencers also include many followers. Someone who is famous without having a special ability to influence society is just a celebrity, not a celebrity influencer.
2. Category influencers: category influencers are people who have interests, expertise, or enthusiasm in certain things. Category influencers may not be very well known in the wider community, but they have quite a large influence.
3. Micro-influencers: micro-influencers are people who don't have a wide online reach, but they are passionate about a particular product category.

Influencer marketing consists of three dimensions, namely Attractiveness, Trustworthiness, and Expertise (Alfarraj, et al. 2020).

Brand Equity

Brand equity is a set of brand assets and liabilities related to the name and symbol of the brand that can increase or decrease the value provided by the product to the company and/or customers of the company (Aaker 1991). The basic principles of branding and brand equity are as follows (Keller, Parameswaran and Jacob 2015):

1. The existence of brand marketing activities in the past added value to the product.
2. The creation of added value from a brand can be done in various ways.

3. Brand equity can provide a common denominator in interpreting marketing strategies and valuing a brand.
4. There are various ways of exploiting brand value to gain corporate advantage.

Brand equity is generally able to add or reduce the value of a product, so that the presence of brand equity is able to help consumers to interpret, process, and store all information about the product (Aaker 1991). This indicates that brand equity is able to influence customer confidence in purchasing decisions. Brand equity is able to add value to customers and is also able to add value to the company which has an impact on marginal cash flow in several ways such as (Aaker 1991):

1. By increasing programs (such as promotions) aimed at attracting new customers or attracting old customers.
2. Dimensions of brand equity that can increase brand loyalty. Brand association, brand awareness, perceived quality can provide reasons for consumers to buy a product and can also affect user satisfaction. Increasing brand loyalty is very important in getting consumers time to respond to our products when there are competitors providing new innovations and having product advantages.
3. The existence of brand equity allows companies to obtain higher margins and is able to provide premium prices and can also reduce dependence on promotional activities, because brand equity can support a company in setting premium prices.
4. Brand equity can provide a platform for growth through brand extension.
5. Brand equity is able to give influence in distribution channels. The existence of brand equity can minimize brand uncertainty because companies that have good brand equity will get recognition and association by consumers.
6. Brand equity assets can provide a competitive advantage that is often a real barrier to competitors.

Brand equity consists of four dimensions, namely: brand association, brand loyalty, brand awareness, and perceived quality (Ngam, et al. 2019).

Brand Preference

Brand preference can be explained as a consumer attitude consisting of perceptions and values of a product (Bass and Talarzyk 1972). The question that often arises when discussing brand preferences is "how do my prospective buyers develop their preferences for my product?" In brand preference, there are six models that are able to build brand preference for a product, namely (Alreck and Settle 1999):

1. Need association

   A product or brand is linked to a single need through continuously recurring association activities.

2. Mood association

   Create a mood association attached to a product or brand that can be repeated.

3. Subconscious motivation

   Suggestive symbols are used to evoke the subconscious motives of consumers.

4. Behavior modification

   Consumers are conditioned to buy a product or brand by manipulating cues and rewards

5. Cognitive processing

Barriers in consumer perception and cognitive are penetrated in order to create favorable consumer attitudes

6. Emulation models

The ideal social lifestyle model is presented to be imitated by consumers.

Purchase Intention

Intention to buy is a decision that studies why a customer buys a certain product (Shah, et al. 2012). Purchase intention is a form of consumer preference to buy a product, in the word purchase intention means that consumers will buy a product after conducting an evaluation (Younus, Rasheed and Zia 2015). Younus, et al (2015) also said that there are many factors that can influence consumer buying intentions such as customer knowledge of products, consumer perceptions of products, product packaging or product orders, celebrity endorsements and so on. Purchase intention is something that can represent consumers in having the possibility, willingness, plans related to consumer mental statements that can reflect purchasing plans for certain product brands or in other words consumers are willing to buy a product in the future (Pandjaitan 2018). Buying interest consists of four dimensions, namely: transactional interest, referential interest, preferential interest, and exploration interest.

The Effect of Influencer Marketing on Brand Preference

The suitability of influencers in marketing a product is an important criterion for consumers because consumers follow certain influencer categories for certain product categories (Chopra, Avhad and Jaju 2020). In his research, it was found that influencer posts have an effect on increasing brand awareness, subject matter expertise for the product, brand preferences, and preferences. The results show that the average sales promotion does not affect post-promotional brand preference, but depending on the characteristics of the promotion and the characteristics of the product offered, promotions can decrease or increase brand preference (DelVecchio, Henard and Freling 2006).

Gomez, et al. (2020) states that children's relationship with digital content consumption provides a new scenario, in their research the results show that children's interaction with social media or digital media has a very important influence in increasing and generating brand preference and loyalty. Research by Alamro and Rowley (2011) states that advertising (controlled communication), positive sentences, and positive publicity have a positive effect on brand preference. The uniqueness of price and celebrity endorsement are some of the determining factors that can influence customer preferences in making a decision (Amer, et al. 2019). Due to differences in findings, the researcher will re-examine influencer marketing and brand preference by formulating a hypothesis that influencer marketing has an effect significant positive on brand preference.

H1: Influencer marketing has a significant positive effect on brand preference.

The Effect of Brand Equity on Brand Preference

Research Pool et al. (2018) regarding empirical testing of the behavioral model of consumer perceptions of the country of origin, brand equity, brand preferences, and purchase intentions in the context of the fashion industry in Iran, the study obtained the results that brand equity had a significant effect on consumer brand preferences. Bashir et al. (2019) in his research, he found that brand equity had a significant effect on brand preference. Research entitled the media role of brand equity between the relationship of experience and brand preference conducted by Alvin et al. in 2019 obtained the results that brand equity has a positive and significant influence on brand preference. In the service industry, brand equity

has a significant positive effect on brand preference. (Chang and Liu 2009). Brand equity has a significant positive effect on brand preference for Bhumi Tea products (Riznal and Syafrizal 2020). In this study, we will examine brand equity and brand preference by formulating a hypothesis that brand equity has a significant positive effect on brand preference.

H_2 : brand equity has a significant positive effect on brand preference.

Effect of Brand Preference on Purchase Intention

Brand preference has a positive effect on purchase intention on branded cellphones in Vietnam (Dam 2020). An empirical quantitative study conducted by Puriwat and Tripopsakul in 2021 with the Structural Equation Modeling (SEM) technique obtained the result that brand preference has a positive and direct impact on consumer purchase intentions. Yasri et al. in 2020 conducted a study on the effect of price perception and price appearance on Gen Y's repurchase intention of SME snack products as well as the mediating role of brand experience and consumer preferences. significant influence on purchase intention of dairy products in the Laayoune_Sakia El Hamra region in Morocco (Boubker and Douayri 2020).

Perceptions of the value of regional products and consumer preferences for these products are full mediating variables on the relationship between consumers' perceptions of a region and consumers' intentions to buy products from that region (Vachet, Lombart and Louis 2020). In shaping brand preference, it is influenced by the interests of buyers from consumer perceptions of different brand knowledge factors, this shows the importance of consumer experience responses to a brand in developing their brand preferences which in turn affects repurchase intentions (Ebrahim, et al. 2016) This study will re-examine brand preference and purchase intention by formulating the hypothesis that brand preference has a significant positive effect on purchase intention.

H_3 : brand preference has a significant positive effect on purchase intention.

Effect of Influencer Marketing on Purchase Intention

In Isyanto et al (2020) who examined the influence of micro influencer marketing and brand image on purchase intentions for Focalluer cosmetic products, they found that micro-inluencer marketing had a significant effect on purchase intentions for Focalluer cosmetic products. Research Masuda et al. (2022) who tested a research model based on persuasion theory how influencer attributes and perceived characteristics influence consumer behavior to buy products after watching video marketing gave the results that consumer trust in influencers, expertise, and social influencers have a very strong influence on consumers' buying intentions. induced by influencers through video ads. Trust, influencer quality, and entertainment value have significant direct and indirect effects on credibility in influencing consumer purchase intentions, besides that consumer purchase intentions are directly influenced by influencer trust and credibility (Saima and Khan 2020). Information on content provided by influencers, trust in influencers, attractiveness to influencers, and similarity with followers positively affects followers' trust in posts provided by influencers which then affects brand awareness and consumer purchase intentions of the products offered (Lou and Yuan 2018).). In this study, researchers will examine influencer marketing and purchase intention by formulating the hypothesis that influencer marketing has a significant positive effect on purchase intention.

H_4 : Influencer marketing has a significant positive effect on purchase intention.

Effect of Brand Equity on Purchase Intention

In Verma's 2020 research, it was found that overall brand equity is positively related to consumer purchase intentions for a product. The dimensions of brand equity, namely: brand association, brand loyalty, and brand perceived quality have a significant positive effect on purchase intention, but brand awareness has no significant effect on consumer purchase intention (Koliby and Rahman 2018). Brand equity mediates the relationship between E-WOM and consumer purchase intentions (Poturak and Softic 2019). The combination of various elements of brand equity perception has a strong influence on brand loyalty and brand purchase intention, these results indicate that brand perception is so important for a more interactive fashion industry to increase brand loyalty and brand purchase intention to their customers (Foroudi, et al. . 2018). Three dimensions of brand equity namely brand personality, organizational association, and perceived quality have no mediating effect between credible online review sources on consumer purchase intentions (Chakraborty 2019). The brand equity attribute is very important in influencing consumer purchase intentions because it can help in making the right choice (Arshad and Victor 2020). Due to differences in findings, the researcher will re-examine brand equity and purchase intention by formulating the hypothesis that brand equity has a significant positive effect on purchase intention.

H_5 : brand equity has a significant positive effect on purchase intention.

The Role of Brand Preference in Mediating Influencer Marketing on Purchase Intention

The results of the previous literature state that there is an influence between influencer marketing on brand preference (Chopra, et al., 2020; DelVecchio, et al., 2006; Gomez, et al., 2020; Alamro & Rowley, 2011; and Amer, et al. , 2019). Other literature states that influencer marketing has an effect on purchase intention (Isyanto, et al., 2020; Masuda, et al., 2022; Saima & Khan, 2020; and Lou & Yuan, 2018). Furthermore, previous literature also states that brand preference has an influence on purchase intention (Dam, 2020; Yasri, et al., 2020; Boubker & Douayri, 2020; Vachet, et al., 2020; Ebrahim, et al., 2016; and Puriwat & Tripopsakul, 2021).

From some of the literature above which states that influencer marketing is able to influence brand preference and some other literature which states that brand preference is also able to influence purchase intention, on the other hand other literature states that influencer marketing is also able to influence purchase intention. This shows that brand preference is a variable mediating the relationship between influencer marketing and purchase intention. Due to the limitations of previous research regarding the influence of influencer marketing on purchase intention mediated by brand preference and the differences in findings, the researcher will examine the influence of influencer marketing on purchase intention mediated by brand preference by formulating the following hypothesis:

H_6 : brand preference mediates influencer marketing on purchase intention.

The Role of Brand Preference in Mediating Brand Equity on Purchase Intention

The results of the previous literature state that there is an influence between brand equity on brand preference (Pool, et al., 2018; Bashir, et al., 2019; Alvin, et al., 2019; Chang & Liu, 2009; and Riznal & Syafrizal, 2020). Other literature states that brand equity has an effect on purchase intention (Verma, 2020; Koliby & Rahman, 2018; Poturak & Softic, 2019; Foroudi, et al., 2018; Chakraborty, 2019; and Arshad & Victor, 2020). Furthermore, previous literature also states that brand preference has an influence on purchase intention (Dam,

2020; Yasri, et al., 2020; Boubker & Douayri, 2020; Vachet, et al., 2020; Ebrahim, et al., 2016; and Puriwat & Tripopsakul, 2021).

From some of the literature above which states that brand equity is able to influence brand preference and some other literature which states that brand preference is also able to influence purchase intention, on the other hand other literature states that brand equity is also able to influence purchase intention. This shows that brand preference is a variable mediating the relationship between brand equity and purchase intention. Due to the limitations of previous studies regarding the effect of brand equity on purchase intention mediated by brand preference and the differences in findings, the researcher will examine the effect of brand equity on purchase intention mediated by brand preference by formulating the following hypothesis:

H_7 : brand preference mediates brand equity on purchase intention.
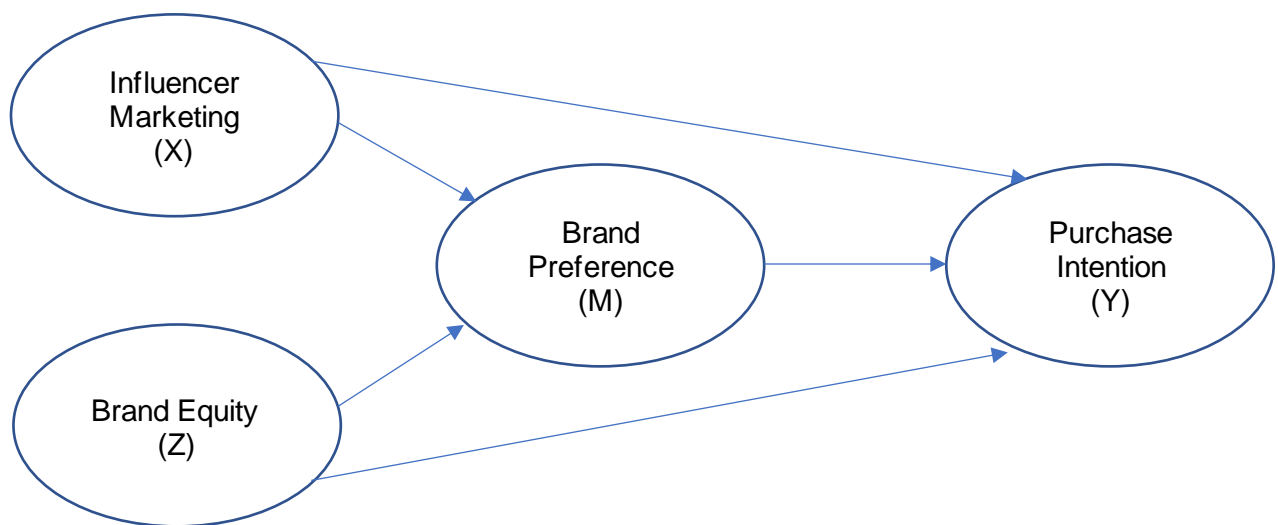
Figure 1: Conceptual Framework

METHOD

The scope of this research was carried out on people living in Denpasar City as respondents. The choice of location as the scope of research is due to the fact that there are still several problems related to people's buying intentions for endek cloths and the effectiveness of endek ambassadors as influencers in marketing endek cloths in Denpasar City.

The research instrument used in this study is a questionnaire, it is necessary to test the validity and reliability so that the questionnaire is feasible to be used as a data source. The questionnaire used is a closed questionnaire, where the answer choices have been provided by researchers using a Likert scale to measure the attitudes, opinions and perceptions of respondents towards the intention to buy endek cloth in Denpasar City, the role of Ambassadors Endek in influencer marketing, brand equity and brand preference. Data was collected by providing digital-based questionnaires through social media to respondents. The population is the total of all elements in a study. The population used in this study is the people who live in Denpasar City. The sampling method in this study used a simple random sampling

method with a sample size of 100 people, where the determination of the minimum sample size was based on the formula (Riduwan 2019):

$$n = \left(\frac{\frac{z\alpha}{2} \times \sigma}{e}\right)^2 = \left(\frac{(1,96) \times (0,25)}{0,05}\right)^2 = 96,04 \approx 97$$

Hypothesis testing was carried out with SEM PLM analysis, namely by conducting a t-test on the inner model with the condition that the p-value 0.05 (Alpha 5%) which indicated that the test had a significant influence on the latent variables, namely the influencer marketing and brand equity variables offered. to other latent variables, namely brand preference and purchase intention variables.

RESULTS AND DISCUSSION

Validity test

Table 1.

Instrument Validity Test Results

Variable	Indicator	Item	r Count	Description
Influencer Marketing (X)	Atractiveness (X1)	X11	0,912	Valid
		X12	0,910	Valid
		X13	0,927	Valid
		X14	0,929	Valid
	Trusworthiness (X2)	X21	0,919	Valid
		X22	0,933	Valid
		X23	0,930	Valid
	Expertise (X3)	X31	0,921	Valid
		X32	0,932	Valid
		X33	0,909	Valid
		X34	0,905	Valid
Brand Equity (Z)	Brand Association (Z1)	Z11	0,914	Valid
		Z12	0,911	Valid
		Z13	0,920	Valid
		Z14	0,895	Valid
	Brand Loyalty (Z2)	Z21	0,907	Valid
		Z22	0,943	Valid
		Z23	0,936	Valid
		Z24	0,913	Valid
	Brand Awareness (Z3)	Z31	0,872	Valid
		Z32	0,924	Valid
		Z33	0,933	Valid
	Brand Quality (Z4)	Z41	0,916	Valid
		Z42	0,949	Valid
		Z43	0,914	Valid
		Z44	0,879	Valid

		Z45	0,893	Valid
Brand Peference (M)		M1	0,866	Valid
		M2	0,956	Valid
		M3	0,926	Valid
		M4	0,932	Valid
		M5	0,920	Valid
Purchase Intention (Y)	Transactional Interest (Y1)	Y11	0,896	Valid
		Y12	0,878	Valid
		Y13	0,894	Valid
	Referential Interest (Y2)	Y21	0,951	Valid
		Y22	0,941	Valid
		Y23	0,953	Valid
		Y24	0,956	Valid
	Preference Interest (Y3)	Y31	0,959	Valid
		Y32	0,957	Valid
		Y33	0,957	Valid
	Exploration Interest (Y4)	Y41	0,947	Valid
		Y42	0,959	Valid
		Y43	0,934	Valid
		Y44	0,901	Valid

Validity is measured by looking at the value of the person product moment correlation. The item is said to be valid if the correlation coefficient value is greater than 0.30 or r> 0.30. The value of used is 0.05. It can be seen from Table 1 that each item on the indicator has a correlation value above 0.30. So it can be concluded that the results of the validity test that has been carried out using the questionnaire in this study can be said to be valid.

Reliability Test

The reliability test can be measured using the Cronbach Alpha (α) technique which is processed using SPSS. An instrument is said to be reliable if the reliability coefficient (α) Cronbach Alpha > 0.60 (Hair, et al. 2010). The results of the reliability test can be seen in Table 2.

Table 2.

Reliability Test Results

Variable	Indicator	*Cronbach Alpha*	Description
Influencer Marketing (X)	Atractiveness (X1)	0,939	Reliable
	Trustworthiness (X2)	0,917	Reliable
	Expertise (X3)	0,935	Reliable
Brand Equity (Z)	Brand Association (Z1)	0,931	Reliable
	Brand Loyalty (Z2)	0,943	Reliable
	Brand Awareness (Z3)	0,896	Reliable
	Percieved Quality (Z4)	0,948	Reliable
Brand Perefence (M)		0,954	Reliable
Purchase Intention (Y)	Transactional Interest (Y1)	0,865	Reliable
	Referential Interest (Y2)	0,964	Reliable

Preference Interest (Y3)	0,954	Reliable
Exploration Interest (Y4)	0,952	Reliable

The test results in Table 2 show that all variables have a Cronbach Alpha correlation coefficient value greater than 0.60 so that all variables are said to be reliable, so the research can be continued to the next stage.

Research Model Analysis with PLS Method

The analytical technique used in this research is Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach.

Convergent Validity

The following are the results of testing the convergent validity of the indicators of influencer marketing, brand equity, brand preference, and purchase intention which are presented in Table 3. The results of processing using PLS can be seen in Table 3. The value of the outer model or the correlation between variables has met convergent validity. because all indicators have a loading factor value above 0.70 and a p-value smaller than Alpha ($\alpha=0.05$). So it can be concluded that all indicators used are valid indicators to measure variables.

Table 3.

Outer Loading Research Indicator

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Atractiveness (X1)	0,9753	86,6177	0,000
Trustworthiness (X2)	0,9676	83,7369	0,000
Expertise (X3)	0,94116	74,6400	0,000
Brand Association (Z1)	0,9475	45,4878	0,000
Brand Loyalty (Z2)	0,9475	50,9512	0,000
Brand Awareness (Z3)	0,9234	36,9745	0,000
Percieved Quality (Z4)	0,9557	56,4477	0,000
Motive (M1)	0,8641	21,7181	0,000
Prefer to use the product (M2)	0,9568	81,6093	0,000
Use more than other product (M3)	0,9269	35,3100	0,000
Prefer to buy product (M4)	0,9285	46,9240	0,000
Strong preference (M5)	0,9342	37,9899	0,000
Transactional Interest (Y1)	0,9242	33,3406	0,000
Referential Interest (Y2)	0,9530	48,8707	0,000
Preference Interest (Y3)	0,9626	84,3013	0,000
Exploration Interest (Y4)	0,9574	62,5518	0,000

Discriminant Validity

Evaluation of the measurement model based on cross loading is used to assess whether the construct has good discriminant validity. Discriminant validity is considered valid if it has a cross loading of each indicator on the relevant variable which has the largest value compared to the cross loading of other latent variables. The results of the cross loading of the three variables are presented in Table 4.

Table 4.

Cross Loading Value

	Influencer Marketing	Brand Equity	Brand Preference	Purchase Intention
Atractiveness (X1)	**0,9753**	0,8077	0,7813	0,8277
Trustworthiness (X2)	**0,9676**	0,7679	0,7571	0,8053
Expertise (X3)	**0,9626**	0,8623	0,8342	0,8833
Brand Association (Z1)	0,8254	**0,9416**	0,8950	00,8668
Brand Loyalty (Z2)	0,8172	**0,9475**	0,8432	0,8384
Brand Awareness (Z3)	0,6967	**0,9234**	0,8055	0,7895
Percieved Quality (Z4)	0,8221	**0,9557**	0,8511	0,9140
Motive (M1)	0,7406	0,8155	**0,8641**	0,7815
Prefer to use the product (M2)	0,7628	0,8660	**0,9568**	0,8369
Use more than other product (M3)	0,7523	0,8479	**0,9269**	0,7977
Prefer to buy product (M4)	0,7191	0,7883	**0,9285**	0,7682
Strong preference (M5)	0,7867	0,8293	**0,9242**	0,8659
Transactional Interest (Y1)	0,7939	0,8456	0,8082	**0,9242**
Referential Interest (Y2)	0,7989	0,8514	0,8433	**0,9530**
Preference Interest (Y3)	0,8402	0,8927	0,8735	**0,9626**
Exploration Interest (Y4)	0,8601	0,8501	0,8202	**0,9574**

Based on Table 4 it can be seen that the cross loading obtained by each latent variable is higher than the other latent variables so it can be said that the latent variable has met discriminant validity, it can be seen that the correlation of the Purchase Intention (Y) construct with its indicators is higher than the correlation with Influencer Marketing (X) indicator; indicator Brand Equity (Z); and the Brand Preference (M) indicator.

The correlation of the influencer marketing construct (X) with the indicator is higher than the correlation with the purchase intention indicator (Y); brand equity (Z); and brand preference (M). Brand equity construct correlation (Z); with the indicator being higher than the correlation with the Purchase Intention (Y) indicator; Influencer Marketing (X); and the Brand Preference (M) indicator. Furthermore, the correlation of brand preference (M) with the indicator is higher than the correlation with the Purchase Intention indicator (Y); Influencer Marketing (X); and brand equity (Z).

Table 5.

Comparison of the Square Root of Average Variance Extracted with Latent Variable Correlations

Variabel Penelitian	AVE	$\sqrt{AVE}$	Korelasi			
			Influencer Marketing (X)	Brand Equity (Z)	Brand Preference (M)	Purchase Intention (Y)
Influencer Marketing (X)	0,9380	0,9685	1			
Brand Equity (Z)	0,8876	0,9421	0,8406	1		
Brand Preference (M)	0,8475	0,9206	0,8180	0,9020	1	
Purchase Intention (Y)	0,9014	0,9492	0,8672	0,9056	0,8814	1

Another way to assess discriminant validity is to compare the square root of the average variance extracted for each construct with other constructs in the model. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and other constructs. The results of the discriminant validity test are presented in the model as shown in Table 5

In Table 5 it can be explained that all variables have an AVE value above 0.50; and the AVE value for each variable is higher than the correlation between variables. These results indicate that the latent variable indicator itself is better than the other latent variable indicators. Based on the results of this analysis, it can be said that the data has good discriminant validity

Composite Reliability

The construct reliability of the measurement model with reflective indicators can be measured by looking at the composite reliability value and strengthened by the Cronbach's Alpha value. A good Composite Reliability and Cronbach's Alpha value must have a value of 0.70. The following are the results of the instrument reliability research which are presented in Table 6.

Table 6.

Composite Reliability

No.	Variable	Composite Reliability	Cronbachs Alpha	Description
1	Influencer Marketing (X)	0,9785	0,9670	Reliable
2	Brand Equity (Z)	0,9693	0,9578	Reliable
3	Brand Preference (M)	0,9652	0,9547	Reliable
4.	Purchase Intention (Y)	0,9734	0,9635	Reliable

Based on Table 6 shows that the Composite Reliability value and the Cronbachs Alpha value for all constructs have a value of more than 0.70. Thus, in the research model, each research construct meets good reliability

Evaluation of the Structural Model or Inner Model
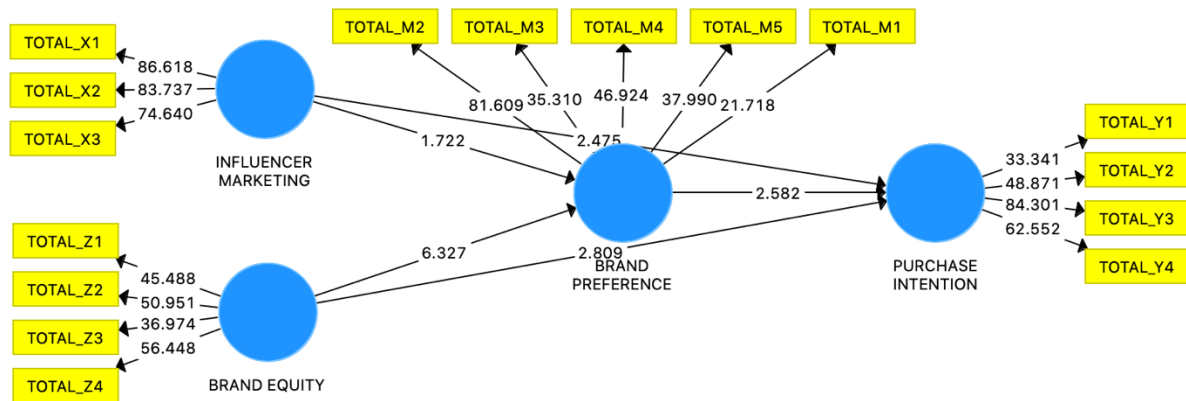
Figure 2. Structural Model

Table 7.

R-square

Construct	R Square
Brand Preference (M)	0,8254
Purchase Intention (Y)	0,8694

In table 7 it can be seen that the R-square value of the purchase intention variable is 0.8694. It can be interpreted that 86.94% of the variability of the purchase intention construct is explained by the variables of influencer marketing, brand equity, and brand preference, while 13.06% of the purchase intention variables are explained by variables outside the model. Likewise with the brand preference variable, 82.54% of the variability is explained by influencer marketing and brand equity, while 17.46% of the brand preference variable is explained by variables outside the model.

In addition to using the R-square, goodness of fit, the model is also measured using the Q-Square predicate relevance for the structural model, measuring how well the observations made by the model and also the estimated parameters. The Q-Squre value > 0 indicates the model has predicate relevance, on the other hand if the Q-Square value 0 indicates the model has no predicate relevance. Based on Table 7, the predicate relevance value (Q^2) can be calculated, namely:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$
$$= 1 - (1 - 0,8694^2)(1 - 0,8254^2)$$
$$= 1 - (1 - 0,7559)(1 - 0,6813)$$

$$= 1 - (0,2441)(0,3187)$$
$$= 1 - (0,0778)$$
$$= 0,9222$$

The results of this calculation indicate that the value of Q^2 is greater than 0 (0.9222), so it can be interpreted that the model is good because it has a relevant predictive value, which is 92.22%. This shows that the variation in the purchase intention variable can be explained by the variables used, namely the influencer marketing variable, brand equity, and purchase intention, while the remaining 7.78% is explained by other variables that have not been included in the model.

Hypothesis test

Table 8.

Path Coefficients

Construct	Path Coefficient	T Statistics	P Value	Description
Influencer Marketing (X) -> Brand Preference (M)	0,2042	1,7216	0,0858	Rejected
Brand Equity (Z) -> Brand Preference (M)	0,7301	6,3269	0,0000	Accepted
Brand Preference (M) -> Purchase Intention (Y)	0,2441	2,5817	0,0101	Accepted
Influencer Marketing (X) -> Purchase Intention (Y)	0,3108	2,4749	0,0137	Accepted
Brand Equity (Z) -> Purchase Intention (Y)	0,4246	2,8089	0,0052	Accepted

Hypothesis testing can be done by using t-statistics or by looking at the p-value with an Alpha used of 0.05. If the t-statistics value t-table value (1.99346) or p-value <0.05, the research hypothesis is accepted. In the table --- it can be seen that influencer marketing on brand preference has a correlation coefficient value of 0.2042; with a t-statistics value of 1.7216 and a p-value of 0.0858 (0.0858> 0.05), the research hypothesis is rejected. This shows that the influencer marketing variable carried out by the Denpasar City Endek ambassador does not have a direct effect on the Denpasar City community's intention to buy endek cloth. This is in accordance with the research of DelVeccohio et al. in 2006 where in his research the results showed that the average sales promotion did not affect post-promotional brand preferences, but depending on the characteristics of the promotion and the characteristics of the products offered, promotions could decrease or increase brand preference (DelVecchio, Henard and Freling 2006). Brand preference is the power of the brand in the hearts and minds of customers, brand preference is related to which brand is preferred by the customer which will lead to the consumer's choice to buy the product. To grow the customer's purchase intention on a product requires something that is able to influence the minds and hearts of customers towards the product. In this study, it can be concluded that the promotion carried out by the endek ambassador as a marketing influencer

for endek cloth in Denpasar has not been able to grow endek cloth brand preference in the community in the city of Denpasar. This is due to the lack of public awareness about cultural heritage and the lack of public interest in preserving endek cloth where endek cloth is one of the cultural heritages. In addition, the formation of endek ambassadors has not been able to influence the endek cloth brand preference in the city of Denpasar due to the less optimal use of endek ambassadors as endek cloth influencers in promoting endek cloths.

The brand equity variable on brand preference has a correlation coefficient of 0.7301 with a p-value of 0.000 (0.000 <0.05), so the research hypothesis is accepted. This is in accordance with research conducted by (Pool, et al., 2018; Bashir, et al., 2019; Alvin, et al., 2019; Chang & Liu, 2009; and Riznal & Syafrizal, 2020) which states that there is an influence between brand equity on brand preference. Brand equity consists of four elements, namely: brand association, brand loyalty, brand awareness, and perceived quality. When a product has the advantages of these four elements, it will be able to influence the hearts and minds of customers to choose the product compared to other products, where basically a customer chooses to consume a product because of a need or desire and also because of the advantages of the product. the product. The higher the brand equity of a product, the higher the brand preference of the product.

Furthermore, the brand preference variable on purchase intention has a correlation coefficient of 0.2441 and a p-value of 0.0101(0.0101<0.05). This indicates that brand perception has an influence on the purchase intent of endek cloths in the people of Denpasar. The higher the brand preference you have, the higher the intention to buy endek cloth in the people of Denpasar. This is in accordance with research conducted by (Dam, 2020; Yasri, et al., 2020; Boubker & Douayri, 2020; Vachet, et al., 2020; Ebrahim, et al., 2016; and Puriwat & Tripopsakul, 2021).) which states that brand preference has an influence on purchase intention. It has been explained previously that brand preference is a consumer tendency to choose a product compared to other products. When a product has a high brand preference, it shows that the tendency of customers to choose and buy the product is also high. In this study, it can be concluded that the higher the brand preference of endek cloth, the higher the interest of the people of Denpasar towards endek cloth.

The influencer marketing variable on purchase intention has a path coefficient value of 0.3108 and a p-value of 0.0137 (0.0137 <0.05), so the research hypothesis is accepted. This indicates that the marketing carried out by the Denpasar city endek ambassador as an influencer has a significant positive effect on the purchase intention of the Denpasar city community for endek cloth. This is in accordance with research conducted by (Isyanto, et al., 2020; Masuda, et al., 2022; Saima & Khan, 2020; and Lou & Yuan, 2018) where influencer marketing has an effect on purchase intention. An influencer is someone who can significantly influence consumers in different ways, using an emotional approach, with regulatory compliance, or with a strategic level that is able to shape consumer decisions to buy an item. In this 4.0 era, the influence of influencers is very large in influencing consumer decisions to buy a product, this is due to consumer confidence in the expertise of influencers in marketing a product. In this study, the influencer marketing variable carried out by the Denpasar City Endek Ambassador had a significant positive effect on the purchase intention of endek cloth in the Denpasar city community. This indicates that the higher the attractiveness, trustworthiness, and expertise of the Denpasar endek ambassador, the higher the Denpasar community's purchase intention for endek cloths.

Furthermore, the brand equity variable on purchase intention has a path coefficient value of 0.4246 with a p-value of 0.0052 (0.052 <0.05), so the research hypothesis is accepted. This means that brand equity has a significant positive effect on the purchase intention of endek cloths in the people of Denpasar. The higher the brand equity of a product, the higher the purchase intention of the people of Denpasar for endek cloths. This shows that the higher the brand equity which consists of brand association, brand loyalty, brand awareness, and

perceived quality elements of endek cloth products in Denpasar, the higher the intention to buy endek cloths in the Denpasar city community. When a product has the advantages of these four elements, it will be able to influence the customer's decision to buy the product in the context of this research is endek cloth.

Direct Effects, Indirect Effects and Total Variable Effects and VAF Calculations

VAF is a measure of how much the mediating variable is able to absorb the previously significant direct effect of the unmediated model. VAF is calculated by calculating the direct effect of the independent variable on the dependent variable before the mediating variable is entered into the model.

If the VAF value is above 80%, it indicates the role of the brand preference variable (M) as a full mediation. If the VAF is between 20% - 80%, it can be categorized as partial mediation, if it is less than 20%, the researcher can conclude that there is almost no mediating effect. The VAF formula can be seen as follows:

$$VAF = \frac{\text{Indirect Influence}}{\text{Total Influence}} \times 100\%$$

Table 9.
Direct Effects, Indirect Effects, and Total Effects of Variables and VAF Calculations

Variable	Coefficient	T Statistik (|O/STDEV|)	P Value
Direct Influence With Mediation Variables			
Brand Preference (M) -> Purchase Intention (Y)	0,2441	2,5817	0,0101
Influencer Marketing (X) -> Brand Preference (M)	0,2042	1,7216	0,0858
Influencer Marketing (X) -> Purchase Intention (Y)	0,3108	2,4749	0,0137
Brand Equity (Z) -> Brand Preference (M)	0,7301	6,3269	0,000
Brand Equity (Z) -> Purchase Intention (Y)	0,4246	2,8089	0,0052
Indirect Influence			
Influencer Marketing (X) -> Purchase Intention (Y)	0,0498	1,4662	0,1432
Brand Equity (Z) -> Purchase Intention (Y)	0,1782	2,0031	0,0457
Total Influence			
Brand Preference (M) -> Purchase Intention (Y)	0,2441	2,5817	0,0101
Influencer Marketing (X) -> Brand Preference (M)	0,2041	1,7216	0,0858
Influencer Marketing (X) -> Purchase Intention (Y)	0,3606	3,1080	0,0020

Brand Equity (Z) -> Brand Preference (M)	0.7301	6,3269	0,000
Brand Equity (Z) -> Purchase Intention (Y)	0,6028	4,6742	0,0000
VAF X $= \dfrac{\text{Indirect Influence }(X)}{\text{Total Influence }(X)}$ $= \dfrac{0,0498}{0,3606}$	**0,1381**		
VAF Z $= \dfrac{\text{Indirect Influence }(Z)}{\text{Total Influence }(Z)}$ $= \dfrac{0,1782}{0,6028}$	**0,2956**		

From the results of the calculations in Table 9, it can be seen that the role of brand preference as a mediator on the influencer marketing and purchase intention variables has a VAF value of 0.1381 (13.81%). These results indicate that the brand preference of a product does not have a mediating role between influencer marketing and purchase intention. Furthermore, the role of brand preference as a mediator in the brand equity variable on purchase intention obtained a VAF value of 0.2956 (29.56%). This indicates that the higher the brand equity of a product, the higher the brand preference for the product and will be able to increase the purchase intention of endek cloth in the people of Denpasar. The VAF value of 29.56% indicates that brand preference has the nature of being a partial mediator, which means that brand equity is able to influence purchase intention directly without going through the brand preference variable. When a product in the context of this research is endek cloth that has an inherent brand equity, it will be able to increase the brand preference of the endek cloth itself, and then the higher the brand preference of a product, it means that the tendency of consumers to choose the product is also higher and ultimately the intention Consumer buying in this study is the Denpasar city community towards the endek cloth will also increase. So that the hypothesis which states that brand preference acts as a mediator of the relationship between brand equity and purchase intention of endek cloths in the people of Denpasar is proven.

CONCLUSION

The results of this study provide theoretical implications for the development of business management management science, especially regarding social exchange theory, influencer marketing, brand equity, brand preference, and purchase intention.

1. This research shows that the influencer marketing variable on brand preference does not have a significant effect. This indicates that the promotion carried out by endek ambassadors as influencers is not able to influence the brand preference of endek cloths in the city of Denpasar.

2. Brand equity variable has a significant positive effect on brand preference. This shows that the higher the brand equity of endek cloth in Denpasar, the higher the brand preference of endek cloth in Denpasar.

3. The brand preference variable has a significant positive effect on the purchase intention variable. This shows that the higher the brand preference owned by the more endek in the city of Denpasar, the higher the purchase intention of the people of Denpasar for endek cloths.

4. The influencer marketing variable has a significant positive effect on purchase intention. This indicates that promotions carried out through endek ambassadors as influencers have a significant positive effect on the purchase intention of endek cloths in the people of Denpasar.

5. The brand equity variable has a significant positive effect on the purchase intention variable. This shows that the higher the brand equity of Denpasar endek cloth, the higher the Denpasar people's purchase intention for endek cloth.

6. Variable brand preference does not have a mediating role between influencer marketing and purchase intention.

7. The brand preference variable has a role as a partial mediation (partia; mediation) of the relationship between brand equity and purchase intention, meaning that brand equity is able to influence purchase intention directly without going through the brand preference variable.

Thus, it is hoped that this research can be empirical evidence for future research with related variables. The practical implication in this research is that in this study, influencer acting does not directly affect brand preference, with this finding, it is hoped that the Denpasar city government can evaluate the effectiveness of promotional performance through the Denpasar City Endek Ambassador and review the evaluation periodically and then be able to create good strategies in utilizing endek ambassador in promoting endek cloth.

Furthermore, this study gives the result that brand equity has a significant positive effect on brand preference, it is hoped that the Denpasar city government will be able to increase the brand equity of endek cloths produced by IKM/UKM Denpasar city in order to increase brand preference for endek cloths. Furthermore, influencer marketing, brand equity, and brand preference have a significant positive effect on consumers' purchase intentions. it is hoped that the endek ambassador as a marketing influencer for endek cloth is able to continue to provide positive and relevant information about endek cloth in order to increase the intention to buy endek cloth in the people of Denpasar city. In addition, brand equity and brand preference also have a significant positive influence on purchase intention, this shows that brand equity and brand preference for endek cloths will be able to increase endek cloth purchase intentions in Denpasar residents.

Suggestions that can be given are that in future research, other variables can be used to increase consumer buying intentions. It is hoped that further research will be able to explain the dynamics of social change more specifically and accurately. Further research can also add other categories as research objects, besides that future research can also use a larger number of samples.

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