

FAKTOR-FAKTOR YANG MEMPENGARUHI EKUITAS MEREK DAN IDENTIFIKASI MEREK SECARA KESELURUHAN PRODUK WARISAN BUDAYA LOKAL: STUDI KASUS TERHADAP GENERASI MILENIAL DAN GEN Z DI INDONESIA.

FACTORS INFLUENCING OVERALL BRAND EQUITY AND IDENTIFICATION IN LOCAL CULTURAL HERITAGE PRODUCTS: A CASE STUDY ON INDONESIAN MILLENNIAL AND GEN Z GENERATIONS.

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ABSTRACT

Purpose: The purpose of this study is to look into the variables affecting overall brand equity and identification in locally produced cultural heritage goods among Indonesian millennials and Gen Z. While overall brand equity serves as a moderator variable, the study focuses on brand awareness, perceived quality, brand associations, brand loyalty, and perceived brand localness (PBL) as independent factors and the dependent variable is intention to purchase. **Design/methodology/approach:** A sample of 300 respondents from the Jabodetabek neighborhood, Indonesia, were used in a quantitative manner. Questionnaires that were circulated electronically were used to collect data. Regression analysis, factor analysis, and reliability tests were all used to examine the correlations between the different variables. **Findings:** The data show that brand associations, brand loyalty, and perceived brand localness (PBL) all have a big impact on overall brand equity. Brand equity, however, is not greatly influenced by brand awareness and perceived quality. In addition, overall brand equity significantly influences purchase intention in a favorable way. **Research limitations/implications:** The study is restricted to a certain geographic area and an age range, which may prevent it from being generalized. Furthermore, the study ignores influences from outside the specified setting and only looks at context-specific characteristics. **Originality/value:** This study advances our knowledge of how perceptions of brand localness, brand loyalty, and brand associations affect total brand equity in the context of locally produced goods with a rich cultural heritage. Additionally, it emphasizes how important total brand equity is in influencing millennial and Gen Z consumers in Indonesia's purchasing decisions.

Keywords: Brand Awareness; Perceived Quality; Brand Association; Brand Loyalty; Brand equity; Perceived Localness; Purchase Intention; Local Fashion Heritage.

INTRODUCTION

Local cultural heritage products have suffered significant difficulties due to market homogenization and expanding globalization in traditional fashion. Preservation is crucial in the context of Indonesia, a nation renowned for its extensive local cultural legacy. Tenun, Anyaman, Batik, and other aspects of Indonesia's cultural legacy serve as both aesthetic manifestations and markers of the country's history and culture. However, this priceless cultural wealth is in danger of disappearing due to a number of factors, including shifting

consumer preferences, the rise of global fashion, which is eradicating traditional tenun techniques and knowledge, and the likelihood that this product will become scarce when more expensive alternatives pique consumer interest (Sung, Hatton-Jones, Teah, Cheah, & Phau, 2021), understanding how to manage the local culture industry is crucial for the long-term growth of urban culture as well as for preserving cultural resources (Pourzakarya & Fadaei Nezhad Bahramjerdi, 2022). Furthermore, the cultural legacy of a brand's image, quality, and worth has a positive value and a big impact on the

purchase intentions of customers (Mohammed, Mahmoud, & Hinson, 2022). Local brand's ability to develop brand connections is aided by cultural heritage, which also shapes consumer perception, a strong emotional bond with their target audience. To leverage cultural heritage and develop brand connections with consumers, Brands can incorporate elements of both global and local cultures to create a unique and appealing brand identity (Nie, C., & Wang, T., 2019). This cultural mixing can help local brands differentiate themselves and stand out in the market, while still maintaining a connection to their cultural heritage. Furthermore, perhaps building a strong community around a brand can help consumers establish a feeling of belonging and loyalty among consumers (Steenkamp, J. B. E. M., 2019).

Numerous academics have looked into how perceived locality and globalness affect purchase choices and brand equity. For instance, Han(2022) investigates how consumer purchase intentions are influenced by the perception of a brand's localization or globality. Following that, (Appiah-Nimo, Muthambi, & Devey, 2023) looks at consumer-based brand equity (CBBE) of South African luxury fashion businesses and how it affects consumer purchase intention/repurchase. Despite the fact that numerous studies have examined how brand equity and perceived locality and globalness affect purchasing decisions, they only discuss common local products. The possibility for local cultural heritage items to compete with imports has not been fully addressed in the literature.

This study aims to investigate the factors that influence overall brand equity and identification in local cultural heritage products among Indonesian millennials and Gen Z generations. The study focuses on five independent variables, namely brand awareness, perceived quality, brand associations, and brand loyalty, perceived brand

localness (PBL), one moderator variable, overall brand equity and dependent variable is purchase intention. The study is important because it can provide insights into the factors that influence the perception of local cultural heritage products among these generations, which can help businesses and marketers to develop effective marketing strategies.

REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

Brand Equity

To measure brand equity, Customer Based Brand Equity (CBBE) models by Keller (1997) and Aaker (1991) are commonly used. Aaker (1991) explained that a range of brand assets and liabilities associated with a brand including its name and symbol, that makes up the value of a company's products/services for its customers is called brand equity. Keller (1993) refers to customer based brand equity as how customers react differently to a brand marketing activities with the impact of brand knowledge.

According to Aaker (1991), brand equity provided values for both customers and company. For customers, brand equity helps manage information about products and brands, customer's satisfaction in their usage experience can be elevated with perceived quality and brand associations. For a company, brand equity boosts programs/promotions, brand loyalty, premium pricing, brand extensions, distribution channels, and competitive advantage.

Brand equity's assets and liabilities can be divided into five categories, which are brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets (Aaker, 1991).

This study referenced another study conducted by Appiah-Nimo, Muthambi, and Devey (2023) in using brand equity measurement scale by Aaker (1991), that was developed by Yoo and Donthu (2001), with an additional variable Perceived Brand Localness (PBL).

Brand Awareness and Brand Equity

Brand awareness measures potential customer's ability to quickly recognize and associate a brand with its product category (Aaker, 1991). Brand Awareness shows brand salience. Perception and attitude of a customer can be influenced by awareness, sometimes brand choice and loyalty can also be guided by awareness (Aaker, 1996). Consumer choice can significantly be influenced by brand awareness, it may be used as criterion in decision making (Hoyer and Brown, 1990). This study by Switala et al. (2018) supports that brand awareness has a positive impact on brand equity. The following hypothesis portrays this connection:

H1. Brand awareness of local cultural heritage products has a direct and significant influence on brand equity.

Perceived Quality and Brand Equity

Perceived quality reflects a customer's subjective assessment of a product/service's overall quality and superiority in its designed use, taking into account other alternatives (Aaker, 1991). All quality is subjectively perceived, so perceived quality differs from objective quality (Zeithaml, 1988). It is a dimension that is applicable to various product categories (Aaker, 1996). A study by Sanyal and Datta (2011) shows that mediating variables intrinsic and extrinsic cues bridges the connection between perceived quality and brand equity, with intrinsic cues having a bigger impact. This connection is represented in the following hypothesis:

H2. The perceived quality of local cultural heritage products has a direct and significant influence on brand equity.

Brand Association and Brand Equity

Everything connected to memory of a brand is brand association (Aaker, 1991). There are three perspectives in

measuring associations to show differentiations of a brand which are brand-as-product(value), brand-as-person (brand personality), and brand-as-organization (organizational association) (Aaker, 1996). Comprehending the situations in which customers experience the brands is important to explore brand associations (Supphellen, 2000). Study by Jayswal and Vora (2019) shows there is positive relationship between brand association and brand equity. Thus, the following hypothesis

H3. Brand association of local cultural heritage products has a direct and significant influence on brand equity.

Brand Loyalty and Brand Equity

Customers' connection with a brand is measured with brand loyalty. When there are changes in prices/product features, brand loyalty indicates the possibility of a customer switching to another brand. Other dimensions in brand equity also partly affect brand loyalty. Unlike the other dimensions, use experience is needed for customers to have loyalty for a brand. (Aaker, 1991). Study by Chen and Tseng (2010) on the airline industry in Taiwan shows that brand loyalty has a significant effect and is the only dimension with direct effect on brand equity. The following hypothesis describes this connection:

H4. Brand loyalty of local cultural heritage products has a direct and significant influence on brand equity.

Perceived Brand Localness and Brand Equity

Perceived Brand Localness (PBL) refers to the degree to which a brand is acknowledged as a local participant and representative of the local culture. Localness matters to people who value local flavors, heritage, and customs. These individuals have a wish to uphold their local markets and goods. Moreover, recent research has shown that an approach to marketing that emphasizes the local nature of a brand has a significant impact on consumers' choices to

buy (Han, 2022). According to study based on consumer data of Chinese brands by Swoboda et al. (2011), there are cultural values in both brands with western appeal and domestic brands that directly influence brand equity effectively and are only partially influenced by quality value. In the study, it was found that PBL navigated brand equity of the Chinese(local) brands. This connection is presented in the following hypothesis:

H5. Perceived brand localness has a significant influence on brand equity.

Purchase Intention and Brand Equity

The intention to make a purchase is a crucial element of a consumer's motivation and choice when selecting a particular product brand (Shah et al., 2012). It encompasses the perceptual and attitudinal aspects of consumer behavior (Mirabi et al., 2015). This intention to buy holds significant importance as an indicator within the purchasing process (Fishbein and Ajzen, 1975). The emergence of the COVID-19 pandemic has had a substantial impact on consumers' inclination to shop online (Nguyen et al., 2020). Due to government-imposed restrictions leading to the closure of physical stores and concerns about product availability, consumers adopted a "stock up" mentality for essential items through online shopping (Zwanka and Buff, 2021). Additionally, in the context of online retail, consumers' trust in the virtual retailer plays a pivotal role in shaping their purchase intent. Study by Appiah-Nimo, Muthambi, and Devey (2023) proves that there is a positive and significant connection between (re)purchase intention and brand equity. In the end, this hypothesis is proposed:

H6. Brand equity of local cultural heritage products has a direct and significant influence on the purchase/repurchase intention of consumers.

RESEARCH METHOD

Research Design

This study used a quantitative approach. Malhotra (2004) defines research design as the structural framework for executing a research endeavour, detailing the procedures necessary to acquire pertinent information essential for addressing research issues. They are used to collect data using research devices in order to examine particular populations or samples. Quantitative and statistical in nature, data analysis is used to test established hypotheses. Quantitative research, according to Saunders et al. (2016), entails the gathering, examination, and interpretation of statistical data; this research takes samples from the population. In general, population refers to things or subjects that have a connection to particular amounts and qualities that are used by researchers to study and form conclusions. In order to produce numerical data in the form of descriptive and inferential statistics, this quantitative study uses data gathering methods such as questionnaires. Due to the goal of the research questions, which is to establish a cause-and-effect link between the variables under consideration, the quantitative method was chosen for this research.

Sampling and Size

The study's research sample consists of individuals from the millennial and Generation Z demographics who have recently purchased and utilized traditional clothing, particularly batik, within the Jabodetabek area of Jakarta, Indonesia. As suggested by Hair et al. (2014), the ideal sample size should be 100 or more. Generally, it is recommended that the sample size be at least five times larger than the number of items being analyzed, with a preferable ratio of 10:1. With 27 questionnaire items included in this study, the minimum required sample size is determined to be $27 \times 10 = 270$ samples.

Instrument

The questionnaire utilized to measure a total of 5 independent variables, one moderator variable, and one dependent variable consists of a total of 27 measurement items (Table 1). The measurement items were adopted from prior research, encompassing 6 variables from Aaker (1996). Meanwhile, the Perceived Brand Localness (PBL) variable was adapted from Steenkamp (2003), and the purchase intention variable was adapted from Paharia et al. (2011). All items were assessed using a 5-point Likert scale (1=strongly disagree to 5=strongly agree).

Data Source and selection of variables

This data was collected using electronically distributed questionnaires. Out of the 335 respondents who were gathered, 300 completed the questionnaire in total. These questionnaires yielded replies that are typical of the population in the context of the investigation. A total of 7 variables were considered for this study, which were collected from previous research. The conceptual framework employed in this study was derived from two previous research studies. The initial study conducted by Appiah-Nimo, Muthambi, and Devey (2023) delved into the consumer-based brand equity (CBBE) of South African luxury fashion brands and its influence on consumers' intentions to purchase or repurchase. This research examined various variables including brand awareness, perceived quality, brand associations, overall brand equity, and purchase intention.

and purchase/repurchase intention. The second study, carried out by Han (2022), investigated the correlation between perceived brand globalness/localness and purchase intention, with a particular focus on the dynamics of consumer-brand identification within an underdog positioning context. This study tested the variables of perceived brand localness/globalness in relation to purchase intention. Drawing from these two previous studies, the conceptual model for the current research is illustrated in Figure 1.

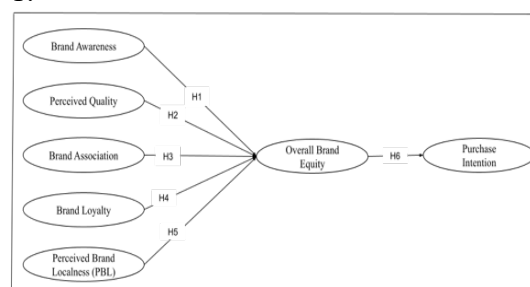


Figure 1. Theoretical Framework
Source : Author's own elaboration

RESULT AND DISCUSSION

Demographic characteristics of the respondents

Among the total 300 respondents 68.7% were between the ages of 27 and 43, 56.7% were female, 72.3% of the educational background are undergraduate/bachelor degree, 64.3% were employees, 39.3% were in the income group between IDR 5,000,000 and IDR 15,000,000, and 45.7% lived in Jakarta. (Table I) contains a breakdown of the respondents' demographic details.

Table 1. Demographic characteristic of the respondent

	Frequency	%	Cumulative %
<i>Age group</i>			
15 - 26 year	206	68,7	68,7
27 - 43 year	69	23	91,7
44 - 70 year	25	8,3	100
Total	300	100	
<i>Gender</i>			
Male	130	43,3	43,3
Female	170	56,7	100
Total	300	100	

<i>Education</i>			
Associate's	14	4,7	4,7
Undergraduate	217	72,3	77
Graduate	27	9	86
Postgraduate	2	0,7	86,7
High School	38	12,7	99,3
Middle School	2	0,7	100
Total	300	100	
<i>Occupation</i>			
Housewife	10	3,3	3,3
Employee	193	64,3	67,7
University student	57	19	86,7
Student	6	2	88,7
Entrepreneur	34	11,3	100
Total	300	100	
<i>Income group</i>			
Below Rp 2,000,000	40	13,3	13,3
Above Rp 25,000,000	25	8,3	21,7
Rp 15,000,000 - Rp 25,000,000	30	10	31,7
Rp 2,000,000 - Rp 5,000,000	87	29	60,7
Rp 5,000,000 - Rp 15,000,000	118	39,3	100
Total	300	100	
<i>Residence</i>			
Bekasi	74	24,7	24,7
Bogor	29	9,7	34,3
Depok	11	3,7	38
Jakarta	137	45,7	83,7
Tangerang	49	16,3	100
Total	300	100	

Source : Data Processed

Analysis results

Factor analysis- Data reduction techniques were used to analyze the data which consisted of responses to 27 questions. The data analyzed in SPSS revealed Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) values for variables such as Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Perceived Brand Localness (PBL), Overall Brand Equity, and Purchase Intention, all surpassing the recommended threshold of 0.5. These results indicate satisfactory sample adequacy for the study. Additionally, the Barlett's Test yielded highly significant p-values (all variables < 0.000),

underscoring the presence of significant correlations among the variables, validating their appropriateness for factor analysis. These preliminary steps lay a robust foundation for subsequent factor analysis, promising insights into the underlying relationships among the studied variables. These findings collectively support the viability of conducting factor analysis on the dataset.

Reliability- Based on the conducted analysis, the results of the reliability test analysis have been obtained. The reliability test data processing in this study utilized the SPSS (Statistical Product and Service Solution) version 27 software. An

underlying assumption in this analysis is that if the Cronbach's alpha value exceeds the coefficient of reliability, which is 0.7, then the instrument can be deemed reliable or acceptable, with a lower threshold of 0.6. This is illustrated in (Table 2) the findings suggest strong internal consistency for Brand Awareness $\alpha = 0.796 > 0.7$, Perceived Quality $\alpha = 0.855 > 0.7$, Brand Associations $\alpha = 0.895 > 0.7$, and Perceived Brand Localness (PBL) $\alpha =$

$0.822 < 0.7$. While Overall Brand Equity $\alpha = 0.793 > 0.7$ demonstrates acceptable reliability, the Brand Loyalty variable $\alpha = 0.606 < 0.7$ indicates relatively moderate internal consistency, warranting further scrutiny. These results affirm the reliability of most scales for subsequent analysis, emphasizing the need for potential refinement in the Brand Associations construct.

Table 2. Measurement of Scale and Exploratory Factor Analysis

Construct	Items	Reference	Factor Loadings	KMO
Brand Awareness (Cronbach's $\alpha = 0.796$)	Whenever I contemplate a Batik brand, the first thing that comes to mind is that particular Batik brand.	Aaker (1996)	0.870	0.678
	Every time I require the use of Batik, I instinctively associate it with that specific Batik brand.		0.879	
	I am well acquainted and familiar with the said Batik brand.		0.776	
Perceived Quality (Cronbach's $\alpha = 0.855$)	The Batik brand maintains a high standard of quality.		0.888	0.722
	The Batik brand stands as one of the finest in the realm of Batik brands.		0.905	
	Consistency in quality characterizes the Batik brand.		0.854	
Brand Associations (Cronbach's $\alpha = 0.895$)	The Batik brand offers commensurate value for the money spent.		0.711	0.889
	I hold strong reasons for preferring the acquisition of the mentioned Batik brand over its competitors.		0.754	
	Distinctive characteristics define the Batik brand's identity.		0.730	
	The Batik brand possesses an appealing allure.		0.764	
	I hold a favorable opinion of individuals who choose to wear the Batik brand.		0.763	
	The Batik brand is crafted by a company I place my trust in.		0.789	
	I hold admiration for the enterprise behind the Batik brand.		0.790	
The Batik company is reputable and trustworthy.	0.788			

	I might consider switching from the Batik brand only if there is a 20% reduction in price.		0.781	0.705
Brand Loyalty (Cronbach's α = 0.606)	My recent purchase of the Batik brand left me entirely content.		0.691	
	In future opportunities, I intend to make further purchases of the Batik brand.		0.728	
	I would willingly recommend the Batik brand to others.		0.730	
Perceived Brand Localness (PBL) (Cronbach's α = 0.822)	I associate the Batik brand closely with Indonesian culture.	Steenkamp (2003)	0.811	0.688
	The Batik brand serves as a representation of Indonesia as a whole.		0.867	
	To me, the Batik brand symbolizes an exceptionally positive image of Indonesia.		0.902	
Overall Brand Equity (Cronbach's α = 0.793)	Even if other Batik brands offer similar features, my preference would still lean towards the aforementioned brand.	Aaker (1996)	0.816	0.689
	In the event that other Batik brands lack differentiation from the said brand, choosing to invest in the Batik brand would be a prudent purchasing decision.		0.879	
	For me, the Batik brand transcends mere product status.		0.829	
Purchase Intention (Cronbach's α = 0.813)	It is highly probable that I will make future purchases of the Batik brand.	Paharia et al. (2011)	0.893	0.682
	I am inclined to try out the Batik brand.		0.896	
	There is a strong likelihood that I will consider purchasing the Batik brand in the future.		0.789	

Source : Data Processed

Regression analysis - investigates connections between variables also to understand how changes in one variable are associated with changes in another variable. The Model Summary of the regression test done in SPSS involving the independent variables brand awareness, perceived quality, brand associations, brand loyalty, and perceived brand localness (PBL) reveals that the dependent variable, overall brand

equity, can be explained by an R square of 0.581 or approximately 58.1% through the combination of predictors in the model. The ANOVA results demonstrate a significant overall impact on the variability of the dependent variable, with a low significance value (0.000), indicating a noteworthy contribution from the predictors in explaining this variability. Furthermore, concerning the dependent variable, overall brand equity, it explains approximately

30.4% of the variation in the dependent variable, purchase intention, by the predictors. As before, the ANOVA signifies a significant overall impact, with a low significance value (0.000), affirming the meaningful contribution of the predictors in elucidating the

variability of the dependent variable. From the results (table 3), in this study, tolerance values ranging from 0.332 to 0.600 and VIF values ranging from 1.665 to 3.014 were obtained, indicating that there is no issue of multicollinearity.

Table 3. Multicollinearity Statistics

	Collinearity Statistics	
	Tolerance	VIF
Brand Awareness	0.600	1.665
Perceived Quality	0.471	2.123
Brand Associations	0.332	3.014
Brand Loyalty	0.560	1.785
Perceived Brand Localness (PBL)	0.518	1.932

Notes: Dependent Variable: Overall Brand Equity

Source : Data Processed

Furthermore, the data indicates that there is no significant issue of collinearity among the variable overall brand equity and purchase intention. The Tolerance value is 1.000, indicating that no variable has a perfect correlation with another variable. The Variance Inflation Factor (VIF) value is also 1.000,

suggesting that there is no indication of multicollinearity, meaning that no variable is highly influenced by a combination of other variables. Therefore, in the context of this analysis, there are no serious concerns regarding high correlation among variables that could impact the interpretation results.(Table 4)

Table 4. Multicollinearity Statistics

	Collinearity Statistics	
	Tolerance	VIF
Overall Brand Equity	1.000	1.000

Notes: Dependent Variable: Purchase Intention

Source : Data Processed

In summary, the result of Brand Awareness and Perceived Quality on Overall Brand Equity is not statistically significant ($p > 0.05$). However, noteworthy outcomes emerged for the other relationships. Notably, the stronger brand associations and brand loyalty

have, then the result of overall brand equity will be higher ($p < 0.001$ and $p < 0.05$, respectively). Likewise, Perceived Brand Localness (PBL) strongly impacts Overall Brand Equity significantly ($p < 0.001$). Additionally, Overall Brand Equity strongly drives Purchase Intention with

significant results ($p < 0.001$) (Tabel 5).

Tabel 5. Multiple Regression Coefficient and Hypothesis Testing

<i>Hypothesis</i>	<i>Path</i>	<i>Standardized coefficients (β)</i>	<i>t-values</i>	<i>p-values</i>	<i>Result</i>
H1	Brand Awareness -> Overall Brand Equity	0.081	1.672	0.096*	Support
H2	Perceived Quality-> Overall Brand Equity	-0.089	-1.623	0.106	Not Support
H3	Brand Associations -> Overall Brand Equity	0.383	5,849	0.000***	Support
H4	Brand Loyalty -> Overall Brand Equity	0.115	2.280	0.023**	Support
H5	Perceived Brand Localness (PBL) -> Overall Brand Equity	0.377	7.180	0.000***	Support
H6	Overall Brand Equity ->Purchase Intention	0.551	11.402	0.000***	Support

Notes : Significant levels *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

Source : Data Processed

Drawing on the findings, it can be further stated that H1: with a coefficient beta (β) of 0.081, Brand Awareness has a positive influence on Overall Brand Equity. Even so, the t-value of 1.672 has a p-value of 0.096 which is larger than the established significance level ($p < 0.10$). Therefore, this hypothesis is supported. H2: with a coefficient beta (β) of -0.089, Perceived Quality has a negative influence on Overall Brand Equity. Although the t-value of -1.623 has a p-value of 0.106, which is greater than the established significance level ($p < 0.01$, $p < 0.05$, $p < 0.10$). Therefore, this hypothesis is not supported. H3: with a coefficient beta (β) of 0.383. Brand Associations have a strong positive influence on Overall Brand Equity. The t-value of 5.849 has a p-value of 0.000, which is smaller than the established significance level. Therefore, this hypothesis is supported. H4: with a coefficient beta (β) of 0.115, Brand Loyalty has a positive influence on Overall Brand Equity. The t-value of 2.280 has a p-value of 0.023, which is smaller than the established significance level. Therefore, this hypothesis is supported. H5: with a coefficient beta (β)

of 0.377, Perceived Brand Localness (PBL) has a strong positive influence on Overall Brand Equity. The t-value of 7.180 has a p-value of 0.000, which is smaller than the established significance level. Therefore, this hypothesis is supported. H6: with a coefficient beta (β) of 0.377, Overall Brand Equity has a strong positive influence on Purchase Intention C. The t-value of 11.402 has a p-value of 0.000, which is smaller than the established significance level. Therefore, this hypothesis is supported.

Discussion

In the backdrop of Indonesia's rich cultural legacy, this study examined the world of locally produced cultural heritage goods, concentrating especially on Batik. The preservation and marketing of these cultural assets are challenged by the globalizing fashion industry and changing customer preferences. It has been determined that products derived from the local cultural heritage, such as batik, have both aesthetic and historical significance. The long-term sustainability of urban culture and the preservation of cultural resources depend on an understanding of how this cultural industry is managed. According to research, products derived

from local cultural heritage have both aesthetic and historical significance (Mohammed & Hinson, 2021). Cultural heritage affects brand image, quality, and value, which have a significant impact on customers' inclinations to make purchases (Safeer & Luo, 2022). Cultural legacy engenders emotional connections between brands and their target audience and gives a distinctive value proposition.

It was underlined how cultural heritage affects brand image, quality, and value. According to the study, these elements have a significant impact on customers' inclinations to make purchases. Cultural legacy engenders emotional connections between brands and their target audience and gives a distinctive value proposition. To investigate the connections between brand equity and its drivers, including brand awareness, perceived quality, brand associations, and brand loyalty, a number of hypotheses were developed. The study used a wide range of measuring items to capture these dimensions and drew inspiration from well-known models including Customer-Based Brand Equity (CBBE) by Aaker (1991) and Keller (1997). According to the analysis, certain hypotheses were supported while others weren't. For instance, the study could not discover strong evidence to support the idea that brand equity is directly impacted by brand awareness and perceived quality. Jeon and Yoo (2021) investigated how applying brand experience and CBBE models could help identify key drivers of brand loyalty in the fast-growing "groceran" food service industry. Then, research on "The impact of local and global brand perception on brand trust to predict customer response to retail banks: the case of Trinidad and Tobago" conducted by (Rambocas & Narsingh, 2022), Another research by Severi & Ling (2013) further explored the indirect influence of various brand equity dimensions on overall brand equity. However, there is strong proof that brand associations, brand loyalty, and

perceived brand localness (PBL) have an impact on brand equity. The importance of these elements emphasizes their crucial influence on how customers perceive and assess goods rooted in local cultural history. The close ties between these factors and brand equity highlight the need of managing brand associations strategically, cultivating customer loyalty, and emphasizing local uniqueness. On the other hand, the study found strong support for the hypotheses that brand associations, brand loyalty, and perceived brand localness (PBL) have a significant impact on overall brand equity. Brand associations, which refer to the mental connections that consumers make between a brand and its attributes or values, were found to have a particularly strong influence on brand equity. The results are in line with previous research by Xie and Peng (2015), who emphasized the significant impact of brand associations on how consumers perceive and feel about brands. Brand loyalty, which refers to the degree of commitment and repeat purchase behavior towards a brand, was also found to have a significant positive impact on overall brand equity. This finding aligns with previous research that has shown the strong influence of brand loyalty on brand equity and consumer behavior (Le-Hoang et al., 2020).

The study also shed light on the vital connection between total brand equity and purchase intention. It was shown that consumer views of total brand equity had a considerable impact on their inclinations to buy. This result supports the idea that a strong brand equity can encourage customer loyalty and influence consumer behavior.

CONCLUSION

Conclusion

In conclusion, this research adds to our current knowledge of brand equity in the context of Indonesian Batik and other locally produced cultural heritage goods. It clarifies the complex interrelationships between brand equity as a whole, which is composed of perceived quality,

associations, brand loyalty, perceived localness, and purchase intention. The study highlights how important brand associations, brand loyalty, and perceived brand localness are in affecting how people perceive brand equity. The results imply that in order to maximize their brand equity, companies involved in the local cultural heritage sector should give priority to initiatives that strengthen brand associations, foster brand loyalty, and emphasize their local character. The study also emphasizes how crucial overall brand equity is for motivating customer purchase intentions. Overall, the knowledge gained from this study provides marketers, companies, and policymakers with invaluable advice on how to plan strategies to build brand equity that will increase customer's purchase intention.

In the future, other studies can elaborate further some of the limitations encountered in this study. The sample in this study was only conducted in a limited area, Jabodetabek which comprises major cities. The age range can also be expanded to understand the perspectives of even younger or older generations. Going forward, research can be conducted in other regions that may yield different results. This study focuses on the overall brand equity perspective, future studies can explore from different angles, such as external influences. Alternatively, a more in-depth exploration of overall brand equity can be conducted through qualitative research to gain a deeper and more detailed understanding of customer perspectives. Thus, the managerial implications stemming from this study on Indonesian Batik and locally produced cultural heritage goods emphasize the critical significance of strategic brand management within the global fashion industry. It is essential for companies operating in this sector to prioritize initiatives that enhance brand associations, foster brand loyalty, and emphasize their local identity to maximize brand equity and stimulate

consumer purchase intentions. Given the substantial impact of brand associations, loyalty, and perceived localness on overall brand equity, practitioners should invest in strategies that cultivate emotional connections with consumers, encourage repeat purchases, and differentiate their products based on cultural heritage. Furthermore, the study underscores the necessity for future research to address limitations such as sample size and geographic scope while exploring alternative perspectives and employing qualitative methods to gain deeper insights into customer perceptions and behaviors. As a result, marketers, companies, and policymakers are provided with actionable insights to inform strategic planning and brand development efforts in the local cultural heritage sector.

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