

Increasing Purchase Intention through Storytelling Marketing and Experiential Marketing with Brand Equity as an Intervening Variable

(Study of Rangrang Weaving Craftsmen at IKM Ngurah Gallery, Tanglad Village, Nusa Penida, Klungkung Regency, Bali Province)

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Abstract

Purpose – Rangrang weaving is a traditional craft product inherited from the ancestors of Nusa Penida, Bali. IKM Ngurah Gallery as a rangrang weaving company, understands the importance of implementing marketing strategies. Proper storytelling and experiential marketing will have a positive impact on increasing consumer purchasing intentions.

Methodology – This research used descriptive quantitative methods, the sample size was 114 respondents, data collection techniques used questionnaires and data were analyzed using SEM-PLS.

Findings – The result of the research show that storytelling marketing influences purchase intention and experiential marketing influences purchase intention. Storytelling marketing influences brand equity and experiential marketing influences brand equity. Brand equity influences purchase intention. The brand equity variable has a mediating role between the storytelling marketing variable and purchase intention. The brand equity variable has a mediating role between the experiential marketing variable and purchase intention.

1. Introduction

You are what you wear. This statement emphasizes that what we wear is a reflection of the cultural values we adhere to. The world of fashion cannot be separated from cultural diversity.

Fashion is also a characteristic of a nation's identity. Indonesia, nicknamed "a thousand islands," certainly has a variety of fashion and clothing, one of which is weaving.

Rangrang weaving is an Indonesian traditional craft made by local craftsmen with an exotic appeal originating from Nusa Penida. Rangrang weaving is an asset to the local wisdom of the people of Nusa Penida, where every strand of thread and woven motif contains noble values and the philosophy of life of the cultured Balinese people. Rangrang cloth is woven with zig-zag and perforated motifs that are distinctive and unique. Rangrang is the ancestral woven of the Nusa Penida people, which was once sacred and only used for religious ceremonies. The existence of rangrang weaving is thought to have originated during the time of the Majapahit kingdom. As time passed, this sacred rangrang weaving began to be mass-produced by local people and became one of the ethnic fashions in Indonesia. Apart from being an ancestral heritage, the use of rangrang weaving as a fashion product has been increasingly popular among the public.

IKM Ngurah Gallery is one of the rangrang weaving craftsmen who focus on weaving rangrang using natural dyes. The use of natural dyes in rangrang weaving has been a long-standing tradition because they not only enhance the beauty of the weave but also symbolize the harmonious relationship between nature as a provider of resources and humans as creators of works. In 2015, sales of rangrang woven fabric experienced a drastic decline, and the existence of rangrang woven fabric is starting to fade. This is because the traditional marketing of rangrang weaving is only through word of mouth. The declining existence of rangrang weaving can be seen from the decrease in consumer requests, resulting in minimal transactions in the market. It is becoming increasingly rare for someone to share or refer to rangrang weaving to others, and fewer consumers are seeking information related to rangrang weaving. In 2015, Ngurah Gallery experienced a drastic decline in sales of -91.13% due to the emergence of various imitation products and the lack of marketing strategies to counter competitors' products. In 2020, Ngurah Gallery again experienced a decline in sales of more than half due to the arrival of the Covid-19 pandemic in Bali.

Research observations show that the increase and decrease in sales of rangrang weaving are influenced by the purchase intention factor. Purchase intention is the behavior that reflects the customer's desire to make a purchase. Implementing certain marketing strategies can increase sales and consumer purchasing intentions. Marketing strategies have evolved with technological advances, reaching a form of marketing that creates experiences and emotions for consumers when they see a brand or product branding. Storytelling marketing can evoke feelings or emotions from the audience, making them more likely to remember the product. Experiential marketing involves consumers in experiencing a brand, focusing on creating pleasant experiences not only at the time of purchase but also afterward. Further research is needed to explore how storytelling marketing and experiential marketing can increase purchase intention with brand equity as an intervening variable, focusing on the case study of rangrang weaving craftsmen at IKM Ngurah Gallery in Bali.

2. Research Method

This research is quantitative, explanatory research, using primary data from distributing questionnaires and secondary data obtained from IKM Ngurah Gallery. This research uses a non-probability sampling method, determining the sample using Ferdinand's theory in (Donny, 2012) which states the minimum sample is 100 – 200 respondents. For each parameter estimate, the minimum sample size is 5 and the maximum is 10. The ideal and representative sample size is

obtained from the number of research indicators multiplied by 5 - 10. Thus, the number of samples in this research is 114 respondents with the criteria of being at least 17 years old, having heard or known about Ngurah Gallery rangrang weaving and willing to fill out the questionnaire. This research uses descriptive analysis methods to analyze data (Wahyuni, 2016:2). The research data processing process uses the Partial Least Square statistical method (Ghozali, 2016:417).

3. Results and Discussions

The characteristics of respondents can be explained based on their categories as follows. According to age, respondents aged 30 – 55 years dominate the most. Respondents were dominated by women as much as 54.9% and men 45.1%, located in Denpasar as much as 36.8%. Also 63.9% of respondents admitted to having purchased IKM Ngurah Gallery rangrang woven products at the exhibition stand, 19.5% of respondents admitted to having purchased rangrang woven products online and 16.5% of respondents admitted to having purchased rangrang weaving at the IKM Ngurah Gallery offline store Nusa Penida.

Table 1. Assessment of Storytelling Marketing in Rangrang Weaving Ngurah Gallery in Nusa Penida

| No | Statement | Number of Respondents' Answers | | | | | Total score | Average | Assessment Category |
|----------------------|-----------|--------------------------------|-----|-----|----|----|-------------|---------|---------------------|
| | | STS | T.S | K.S | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | ST 1 | - | - | 2 | 52 | 60 | 514 | 4.51 | Very high |
| 2 | ST 2 | - | - | 6 | 61 | 47 | 471 | 4.36 | Very high |
| 3 | ST 3 | - | - | 2 | 60 | 52 | 506 | 4.44 | Very high |
| 4 | ST 4 | - | - | 4 | 59 | 51 | 503 | 4.41 | Very high |
| 5 | ST 5 | - | - | 5 | 58 | 51 | 502 | 4.40 | Very high |
| Total score | | | | | | | 2479 | 22.12 | |
| Average Score | | | | | | | | 4.42 | Very high |

Source: Data processed, 2023

Based on the description of the answers from respondents, it shows that through this storytelling marketing strategy, it is able to help consumers remember rangrang woven products more easily.

Table 2. Assessment Experiential Marketing on Rangrang Weaving Ngurah Gallery in Nusa Penida

| No | Statement | Number of Respondents' Answers | | | | | Total score | Average | Assessment Category |
|----------------------|-----------|--------------------------------|-----|-----|----|----|-------------|---------|---------------------|
| | | STS | T.S | K.S | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | EM 1 | 1 | - | 11 | 60 | 42 | 484 | 4.25 | Very high |
| 2 | EM 2 | 1 | - | 7 | 54 | 52 | 498 | 4.37 | Very high |
| 3 | EM 3 | 1 | 1 | 4 | 56 | 52 | 499 | 4.38 | Very high |
| 4 | EM 4 | 1 | - | 6 | 50 | 57 | 504 | 4.42 | Very high |
| 5 | EM 5 | 1 | 2 | 8 | 64 | 38 | 476 | 4.19 | High |
| Total score | | | | | | | 2912 | 26.01 | |
| Average Score | | | | | | | | 4.33 | Very high |

Source: Processed data, 2023

Based on the answers from respondents, it was illustrated that experiential marketing can be applied to provide a greater experience or impression, both physically and emotionally, so that

consumers want to own rangrang weaving. Apart from that, experiential marketing is also able to provide evaluations for companies in increasing product value.

Table 3. Assessment of Brand EquityRangrang Weaving Ngurah Gallery in Nusa Penida

| No | Statement | Number of Respondents' Answers | | | | | Total score | Average | Assessment Category |
|----------------------|-----------|--------------------------------|-----|-----|----|----|-------------|---------|---------------------|
| | | STS | T.S | K.S | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | BE 1 | - | 2 | 6 | 55 | 51 | 497 | 4.36 | Very high |
| 2 | BE 2 | - | 1 | 9 | 59 | 45 | 490 | 4.30 | Very high |
| 3 | BE 3 | - | - | 5 | 57 | 52 | 503 | 4.41 | Very high |
| 4 | BE 4 | - | 1 | 4 | 67 | 42 | 492 | 4.32 | Very high |
| 5 | BE 5 | 1 | 4 | 6 | 58 | 45 | 484 | 4.25 | Very high |
| Total score | | | | | | | 2466 | 21.64 | |
| Average Score | | | | | | | | 4.33 | Very high |

Source: Processed data, 2023

Based on the respondents' answers, it can be described that brand equity in a product is able to increase or decrease the value of a product or company. Consumers believe that high brand equity for a product will stick in consumers' memories, giving rise to consumers' desire, interest, loyalty, closeness and attachment to rangrang woven products.

Table 4. Assessment of Purchase Intention onRangrang Weaving Ngurah Gallery in Nusa Penida

| No | Statement | Number of Respondents' Answers | | | | | Total score | Average | Assessment Category |
|----------------------|-----------|--------------------------------|-----|-----|----|----|-------------|---------|---------------------|
| | | STS | T.S | K.S | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | PI 1 | 1 | - | 6 | 58 | 49 | 496 | 4.35 | Very high |
| 2 | PI 2 | - | - | 9 | 65 | 40 | 487 | 4.27 | Very high |
| 3 | PI 3 | - | - | 10 | 61 | 43 | 489 | 4.29 | Very high |
| 4 | PI 4 | 2 | 1 | 12 | 62 | 37 | 473 | 4.15 | High |
| Total score | | | | | | | 1945 | 17.06 | |
| Average Score | | | | | | | | 4.27 | Very high |

Source: Processed data, 2023

Based on the answers from respondents, it can be described that consumers have high purchasing intentions for products produced by IKM Ngurah Gallery. In this case, a good and appropriate marketing strategy can arouse consumers' desire to buy the product.

Table 5.Outer Loading Research Indicators

| | Original Sample (O) | T Statistics (O/STDEV) |
|---------------------------------|---------------------|--------------------------|
| Brand Equity 1 | 0.856 | 25,126 |
| Brand Equity 2 | 0.785 | 11,439 |
| Brand Equity 3 | 0.877 | 38,172 |
| Brand Equity 4 | 0.847 | 22,067 |
| Brand Equity 5 | 0.797 | 15,842 |
| Experiential Marketing 1 | 0.886 | 25,704 |
| Experiential Marketing 2 | 0.932 | 46,500 |
| Experiential Marketing 3 | 0.911 | 33,728 |

| | | |
|--------------------------|-------|--------|
| Experiential Marketing 4 | 0.817 | 12,588 |
| Experiential Marketing 5 | 0.826 | 16,439 |
| Purchase Intention 1 | 0.856 | 25,800 |
| Purchase Intention 2 | 0.880 | 37,673 |
| Purchase Intention 3 | 0.888 | 26,730 |
| Purchase Intention 4 | 0.711 | 6,792 |
| Storytelling Marketing 1 | 0.790 | 15,513 |
| Storytelling Marketing 2 | 0.869 | 26,850 |
| Storytelling Marketing 3 | 0.902 | 38,940 |
| Storytelling Marketing 4 | 0.883 | 31,120 |
| Storytelling Marketing 5 | 0.784 | 15,972 |

Source: Processed data, 2023

Because the outer loading value is > 0.5 , all statement items are declared valid for measuring the purchase intention variable (Haryono, 2016: 382).

Table 6. Cross Loading Discriminant Validity Test

| | Brand Equity(Y1) | Experiential Marketing(X2) | Purchase Intention (Y2) | Storytelling (X1) |
|--------------------------|------------------|----------------------------|-------------------------|-------------------|
| Brand Equity 1 | 0.856 | 0.753 | 0.783 | 0.669 |
| Brand Equity 2 | 0.785 | 0.627 | 0.555 | 0.394 |
| Brand Equity 3 | 0.877 | 0.717 | 0.704 | 0.607 |
| Brand Equity 4 | 0.847 | 0.719 | 0.659 | 0.498 |
| Brand Equity 5 | 0.797 | 0.650 | 0.587 | 0.527 |
| Experiential Marketing 1 | 0.724 | 0.886 | 0.699 | 0.619 |
| Experiential Marketing 2 | 0.805 | 0.932 | 0.749 | 0.692 |
| Experiential Marketing 3 | 0.753 | 0.911 | 0.728 | 0.635 |
| Experiential Marketing 4 | 0.703 | 0.817 | 0.650 | 0.585 |
| Experiential Marketing 5 | 0.662 | 0.826 | 0.649 | 0.617 |
| Purchase Intention 1 | 0.699 | 0.750 | 0.856 | 0.640 |
| Purchase Intention 2 | 0.734 | 0.687 | 0.880 | 0.646 |
| Purchase Intention 3 | 0.691 | 0.659 | 0.888 | 0.667 |
| Purchase Intention 4 | 0.519 | 0.552 | 0.711 | 0.383 |
| Storytelling Marketing 1 | 0.423 | 0.459 | 0.491 | 0.790 |
| Storytelling Marketing 2 | 0.569 | 0.641 | 0.610 | 0.869 |
| Storytelling Marketing 3 | 0.573 | 0.646 | 0.692 | 0.902 |
| Storytelling Marketing 4 | 0.616 | 0.682 | 0.610 | 0.883 |
| Storytelling Marketing 5 | 0.569 | 0.591 | 0.583 | 0.784 |

Source: Processed data, 2023

If the correlation value between the indicator and its construct is $>$ correlation with the other block constructs, then all of the statement items above are declared discriminant valid (Budhiasa, 2016: 31; Haryono, 2016: 383).

Table 7. Comparison of the Square Root of Average Variance Extracted with Latent Variable Correlations

| Research variable | AVE | $\sqrt{\text{AVE}}$ | Correlation | | | |
|-------------------|-------|---------------------|-------------------|-----------------------------|-------------------------|------------------------------|
| | | | Brand Equity (Y1) | Experiential Marketing (X2) | Purchase Intention (Y2) | Story Telling Marketing (X1) |
| BE | 0.699 | 0.836 | 1,000 | 0.835 | 0.797 | 0.655 |
| EM | 0.766 | 0.875 | 0.835 | 1,000 | 0.796 | 0.720 |
| PI | 0.700 | 0.837 | 0.797 | 0.796 | 1,000 | 0.711 |
| SM | 0.717 | 0.847 | 0.655 | 0.720 | 0.711 | 1,000 |

Source: Processed data, 2023

The AVE value is > 0.50 and the $\sqrt{\text{AVE}}$ value is compared with the correlation between variables, so all items have good discriminant validity (Haryono, 2016: 383).

Table 8. Composite Reliability

| No. | Variable | Composite Reliability | Cronbach's Alpha | Information |
|----------|-----------------------------------|-----------------------|------------------|-------------|
| 1 | Brand Equity(Y1) | 0.919 | 0.890 | Reliable |
| 2 | Experiential Marketing(X2) | 0.942 | 0.923 | Reliable |
| 3 | Purchase Intention(Y2) | 0.903 | 0.856 | Reliable |
| 4 | Storytelling Marketing(X1) | 0.934 | 0.901 | Reliable |

Source: Processed data, 2023

The composite reliability value and Cronbach's alpha value for all constructs are > 0.7 , so each research construct meets good reliability (Wiyono, 2011:403; Haryono, 2016:383; Hamid and Anwar, 2019:42; Savitri et al. , 2021:34 – 35).

Table 9. R-Square

| Construct | R-square |
|-------------------------------|----------|
| Brand Equity(Y1) | 0.703 |
| Purchase Intention(Y2) | 0.718 |

Source: Processed data, 2023

The R-square value of the Purchase intention variable is 0.718, this indicates that 71,8% of the variability of the Purchase intention construct can be explained by the storytelling marketing, experiential marketing and brand equity variables, while 28,2% of the Purchase intention variable is explained by variables outside the model. Likewise with the brand equity variable, 70,3% of the variability is explained by storytelling marketing and experiential marketing while 29,7% of the brand equity variable is explained by variables outside the model (Hamid and Anwar, 2019:43; Savitri et al., 2021:35).

Table 10. Path Coefficients

| Construct | Path Coefficient | t statistics | Information |
|-------------------------------------------------------|------------------|--------------|-------------|
| Storytelling Marketing-> Purchase Intention | 0.242 | 2,741 | Accepted |
| Experiential Marketing-> Purchase Intention | 0.292 | 2,028 | Accepted |
| Storytelling Marketing-> Brand Equity | 0.112 | 2,271 | Accepted |
| Experiential Marketing-> Brand Equity | 0.755 | 9,802 | Accepted |
| Brand Equity-> Purchase Intention | 0.394 | 3,169 | Accepted |

Source: Processed data, 2023

The explanation is as follows:

a. H1: SM -> PI

The storytelling marketing (SM) variable obtained a t-statistic value of $2.741 > 1.96$, so H1 was accepted, namely storytelling marketing influences purchase intention. Storytelling marketing is a powerful way to communicate and move someone to act on a product (McKee, 2003). The better the storytelling is designed, the easier it will be to capture the hearts or arouse emotions of consumers and raises consumer intentions to own or buy IKM Ngurah Gallery's rangrang woven products. This is in line with previous research that storytelling marketing has a significant positive effect in shaping consumer purchase intention (Hapsari et al., 2022; Yeh et al., 2020; Krakow et al., 2018).

b. H2: EM -> PI

The experiential marketing (EM) variable obtained a t-statistic value of $2.028 > 1.96$, so H2 was accepted, namely that experiential marketing influences purchase intention. According to Rini (2009), experiential marketing is more than just providing information and opportunities to consumers but also arousing consumer emotions and feelings which have an impact on sales.

Experiential marketing not only seen when consumers wear rangrang weaving, but can be obtained through various activities such as IKM Ngurah Gallery participating in product exhibitions, collaborating with designers to create fashion trends, taking part in fashion shows both runway and street style so that people or customers can see and experiencing rangrang woven products which will ultimately arouse customers' emotions to own rangrang woven products. The better the experience received by consumers, the greater the consumer's purchase intention towards IKM Ngurah Gallery's rangrang weaving. This is in line with previous research that a consumer's experience of a product influences a person's emotions in owning the product and intending to buy it (Yang and He, 2011; Srivasta, 2008).

c. H3: SM -> BE

The storytelling marketing (SM) variable obtained a t-statistic value of $2.271 > 1.96$, so H3 was accepted, namely storytelling marketing has an effect on brand equity. Story telling Marketing is a promotional tool used to make consumers' feelings, five senses, thoughts and actions work. Bryan (2011); Lowe (2012); Walter & Gioglio (2018) said that storytelling marketing is a marketing strategy that is starting to develop where the power of storytelling can have an influence and help consumers in the process of recall and recognition, thus helping to form consumer brand equity towards a brand. The stronger and better the story narrative or storytelling that is created, the better the brand equity that will be formed for IKM Ngurah Gallery's rangrang weaving. The results of this research also agree with the research of Pravitaswari et al., (2018); Chang et al., (2020) that storytelling marketing is an effective strategy for building brand equity.

d. H4: EM -> BE

The experiential marketing (SM) variable obtained a t-statistic value of $9.802 > 1.96$, so H4 was accepted, namely that experiential marketing has an effect on brand equity. Brand equity closely related to customer experience. So, the strategy for building good brand equity is to build customer relationships and trust. Building customer relationships and trust can be done using experiential marketing strategies. According to Schmitt (1999) in Andreani (2007) that experiential marketing is an effort used to package products so that they are able to offer an emotional experience that touches the hearts and feelings of consumers. The most important thing is to create loyal customers, customers look for certain companies and brands to make part of their lives.

According to Kartajaya (2004), experiential marketing can be done by building sensorial interactions, namely emphasizing the sensation of the products and services provided, such as the use of natural dyes in yarn, simple and elegant packaging, then by limiting product availability so that consumers get The impression is that IKM Ngurah Gallery's rangrang woven products are limited edition products, in collaboration with designers and fashion events so that from this IKM Ngurah Gallery's rangrang woven products can become people's preferences and favorites and they can even recommend rangrang woven products to other people. surrounding. The results of this study are also in line with the research results Moradi & Zarei (2011) show that experiential marketing positively influences brand equity. Apart from that, Fransisca Andreani (2007) also explained that experiential marketing is very effective for marketers to increase brand equity, brand awareness, brand perception and brand loyalty. Cobb-Walgren in Kurniaputri & Usman (2020) states that the stronger and higher the brand equity value of a product, the greater the consumer's purchase intention.

e. H5: BE -> PI

The brand equity (BE) variable obtained a t-statistic value of $3.169 > 1.96$, so H5 was accepted, namely that brand equity influences purchase intention. Literally, brand equity is a company's value that exceeds the value of its competitors' brands. This value arises because the brand is more easily recognized than other brands. In other words, brands with high brand equity tend to be more easily recognized and remembered by customers. Not only that, generally the products offered are also superior in terms of quality. Brand equity as a brand value it will produce high brand awareness and a strong, well-liked, unique brand so that it is easy for consumers to remember. If a brand in the minds of consumers has positive perceptions and values, consumers will perceive the brand as a quality brand with good quality.

Brand equity often influences a consumer so that it will be an encouragement for consumers to be interested in the products or services offered which ultimately influences which brands they will choose in purchasing decisions and even in the long term will affect customer loyalty.. The better the brand equity that is formed in IKM Ngurah Gallery's rangrang woven products, the greater the consumer's purchase intention towards the product. This is also in line with the opinion of Aaker (2012); Shimp (2013); Rangkuti (2014), that high brand equity provides many advantages for companies, such as the brand of a product will be better recognized, customer loyalty will increase, and consumers' desire to own or buy the product will also be greater.

Table 11. Indirect effects

| | Original Sample (O) | T Statistics (O/STDEV) |
|---------------------------------------------------------------------------|---------------------|-------------------------|
| Storytelling marketing -> Brand equity -> Purchase intention | 0.044 | 2,238 |

Source: Processed data, 2023

Brand equity variable has an indirect influence on purchase intention of 0.044. These results indicate that the brand equity variable has a mediating role between the storytelling marketing variable and purchase intention. This can be interpreted that with the existence of brand equity, the influence of storytelling marketing on purchase intention will increase, because one way to communicate the best value for a brand is through the storytelling method. This is because everyone is interested in a story. So, brands that can tell their stories to customers well will be able to build authentic relationships. This relationship is the basis of brand equity. By ensuring that everything is conveyed well in the storytelling narrative, it will make consumers interested in owning and buying IKM Ngurah Gallery's rangrang woven products. The results of this research

are also in line with research by Rizkia and Oktafani (2020) which states that Gojek's brand equity positively mediates the influence of storytelling marketing on consumer purchase intention.

Table 12. Indirect effects

| | Original Sample (O) | T Statistics (O/STDEV) |
|--------------------------------------------------------------------------|---------------------|--------------------------|
| Experiential marketing-> Brand equity -> Purchase intention | 0.298 | 2.926 |

Source: Processed data, 2023

Brand equity variable has an indirect influence on purchase intention of 0.298. These results indicate that the brand equity variable has a mediating role between the experiential marketing variables and purchase intention. This can be interpreted that with the existence of brand equity, the influence of experiential marketing on purchase intention will increase, because companies in increasing experiential marketing need good product value so that it stimulates consumer purchase intention or buying intention. Basically, consumer purchase intention in determining or choosing IKM Ngurah Gallery rangrang weaving is not something that just happens. A person's desire to own or buy something requires stimulation and stimulation that arises which will be used as a consideration for consumers to buy IKM Ngurah Gallery's rangrang woven products. In line with research by Asfina (2023) which states that brand equity indirectly has a positive effect on intention to purchase MS Glow products through experiential marketing.

4. Conclusions

Based on the research that has been carried out, it can be concluded that storytelling marketing and experiential marketing are able to increase purchase intention of IKM Ngurah Gallery's rangrang weaving and brand equity can be a mediating variable. IKM Ngurah Gallery needs to further sort out the right concept of conflict in its marketing storytelling, such as raising the issue of synthetic coloring on thread, the use of embroidery and printing machines. Apart from that, IKM Ngurah Gallery also needs to design its marketing act by participating in fashion shows in collaboration with designers, influencers, fashion bloggers and celebrities to start new fashion trends, as well as increasing customer loyalty by providing incentives to customers in the form of discounts, points and offers. special. Considering that the R-square value of the purchase intention variable is 71,8% which can be explained by storytelling marketing, experiential marketing and brand equity variables, and the remaining 28,2% is explained by variables outside the model, IKM Ngurah Gallery needs to pay attention to other factors such as price and product quality so that able to increase consumer purchase intention towards rangrang weaving.

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