The Role of Quality, Promotion, and Product Uniqueness in the Decision-Making to Purchase Batik Gayatri

Original Article

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Abstract

Batik is a valued cultural heritage of Indonesia, loved by both domestic and foreign tourists. The batik industry is growing, leading to tough competition. Producers need to enhance quality, promotion, and appeal to attract customers. New players are entering the market, so Batik Gayatri must innovate to stay successful in the fashion industry. This research aims to determine the influence of product quality, promotion, and uniqueness on Batik Gayatri's purchasing decisions. Product quality is one of the factors that shows durability, reliability, and other valuable attributes of a product. Promotion is a marketing tool that every business actor must have. Promotion can be done in various ways, including using social media and digital technology to carry out promotions. The product's unique features need to be consistently emphasized to both current and potential customers. The uniqueness of the product gives an idea of the various innovations made by Batik Gayatri in the fashion sector. This research uses quantitative methods, which are analyzed using SEM-PLS to determine the influence of quality, promotion, and product uniqueness on purchasing decisions for Batik Gayatri. Research respondents are consumers who buy and use Batik Gayatri products. Data and information collection for research purposes was carried out through interviews and distributing questionnaires. The research results show that only product uniqueness significantly affects purchasing decisions, while product quality and promotion do not directly influence purchasing decisions. Apart from that, the uniqueness of the product and quality through product promotion is also insignificant in consumer purchasing decisions.

Keywords: Innovation, Uniqueness, Purchasing Decision, Promotion, Quality.

1. Introduction

Batik is one of Indonesia's cultural heritages that is recognized worldwide. Batik has a high value in both art and economics. The batik industry in Indonesia continues to grow because local and international tourists like batik. The increasing demand for batik from local and foreign tourists impacts increasing competition in this industry. Batik can be created in various media or forms, not only in cloth media but also in wood, ceramic, and other media (Ardhi & Purnama, 2020). When batik is created on cloth, the fashion industry continues to grow, which impacts increasing competition in the batik fashion industry in Indonesia.

The increasing competition in the batik industry in Indonesia encourages batik producers to continue to improve their businesses. Batik entrepreneurs need to identify customer needs by identifying urgent needs, creating better products, running more effective advertising, and delivering products more efficiently so that consumers can quickly get them (Ardhi & Purnama, 2020; Lestari, 2019). The increasingly fierce spirit of competition is caused by the emergence of new players who dominate the batik market. As one of the business players in the fashion sector, Batik Gayatri must utilize the resources it already has and

continue to innovate so that this business continues to run and be sustainable. This opinion is in line with research conducted by (Nurhayati, 2021; Suharto et al., 2018).

Based on this background, this research aims to find out whether product quality, promotion, and uniqueness influence consumer purchasing decisions for Batik Gayatri. The product quality used as a variable in this research uses indicators that show the durability, reliability, and attributes of Gayatri batik products. Promotion as a variable used in research is a variety of efforts made by Gayatri Batik to communicate with consumers and potential consumers of Gayatri Batik. In the promotion variable, one of the indicators used is whatever media is used to communicate. The product used in this research is unique because it provides an overview of the various innovations carried out by Batik Gayatri in the fashion industry (Putri & Sahbana, 2021; Wijaya, 2020). Innovation is a variable used as a solution for batik artisans so they can develop and compete in the broader market. Innovation can be in the form of renewing, changing, or producing other products (Dhewanto et al., 2015).

2. Methods

This research was conducted from February to March 2024; data collection was carried out by distributing questionnaires to Gayatri Batik customers. The definition of variables used in this research is as follows:

Table 1. Previous Research

Variable	Indicator	Question/Statement
Product Quality (Amara et al., 2008)	Level of consumer satisfaction with product quality. Consumer perceptions of product reliability, performance, and superiority. Rate of consumer returns or complaints regarding product quality. Product ratings or reviews by consumers.	1. Gayatri Batik/Weaving products are long-lasting batik, meaning they can be used throughout the age. 2. Gayatri Batik/Weaving products have stitching quality different from similar products. 3. Gayatri Batik/Weaving products have a unique embroidery quality and are different from other similar products 4. Gayatri Batik products use hand-written batik cloth from various regions, which have premium quality 5. Gayatri Woven products use woven fabrics from various regions, which have premium quality 6. Gayatri embroidered Batik/Weaving products do not quickly fade in color even though they are often used
Product Uniqueness (Carpenter & Nakamoto, 1989)	Consumer perceptions about the uniqueness or specialness of a product compared to similar products on the market. The product's ability to meet consumer needs or desires that other products meet. The level of product differentiation from competitors. The level of consumer preference for products that are considered unique or different.	1. Gayatri Batik/Weaving products are unique and always vary in color and embroidery according to the primary color of the fabric. 2. Gayatri Batik/Weaving products have unique embroidery designs according to the characteristics of each region. 3. Gayatri Batik/Weaving products use manual embroidery tools, not machines.

		4. Gayatri Batik/Weaving products can be worn at formal or informal events 5. Gayatri Batik/Weaving products are not easy to imitate, both in motif and model
Promotion (Keller, 2013)	Level of consumer awareness of products through promotions. Effectiveness of promotions in increasing product sales. Level of consumer participation in promotional programs. The level of consumer trust in promotional information.	1. I often get information about Gayatri Batik/Weaving products on social media. 2. Batik/Weaving Gayatri often sends information about promotions and discounts 3. Information on Gayatri Batik/Weaving products is easy to find on social media, electronic media, and print media. 4. Gayatri always informs customers when new products are produced 5. Gayatri has information about special promos for loyal customers
Buying Decision (Kotler & Keller, 2016)	The level of intensity of product purchases by consumers. The level of consumer satisfaction with the purchasing decisions they have made. The level of consumer loyalty to a particular brand or product. Retention rate or repeat product purchases by consumers.	1. I always buy Gayatri products because the service provided is friendly. 2. I always buy Gayatri products because I know the products are limited edition. 3. I always buy Gayatri products because the price depends on the quality of the product produced. 4. I always buy Gayatri products because the products are easy to maintain.

The data used in this analysis was obtained from 100 respondents who completed a questionnaire via a form distributed to Batik Gayatri customers. SEM analysis is used in this research to describe and analyze cause-and-effect relationships between variables in path diagrams. Partial least squares structural equation modeling (SEM-PLS) is a variation of the structural equation modeling (SEM) technique. SEM analysis carries out three main tasks together, starting with confirmatory factor analysis to confirm the validity and reliability of the instrument, using path analysis to test the relationship model between variables, the last is carrying out calculations to obtain a model that is suitable for prediction purposes related to regression analysis and models. Structural. Through SEM techniques, patterns of interrelationships and causal relationships between many indicator variables and latent variables can be determined and formulated into a pattern (Porter, 2008).

3. Results and Discussion

The first step in SEM PLS analysis is to evaluate the measurement model. A measurement model is a model that shows how observed variables can be used to represent latent variables to be measured. The measurement model is evaluated based on the constructs reflected by the indicators used in the research. The image below shows the results of SEM PLS analysis based on data collected from 55 respondents who filled out the questionnaire.
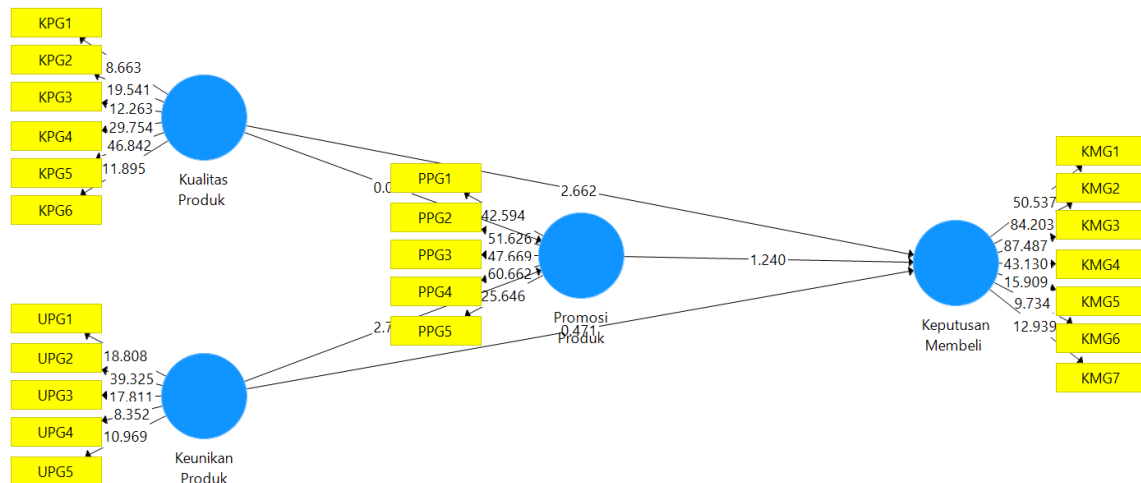
Figure 1. Results of the Measurement Model Using SMARTPLS

3.1. Measurement model results

Before carrying out hypothesis testing to predict the relationship between latent variables in the structural model, the first step in PLS is to evaluate the measurement model to verify the indicators so that the latent variables can later be tested. This research uses a conceptual framework where the entire measurement model is built using a reflective indicator model. Therefore, the criteria used to evaluate the measurement model use index reliability, composite reliability, convergent validity, and discriminant validity. The reliability indicator shows how much of the indicator variance can be explained by the latent variable. The factor loading values used for all variables in this study have values greater than 0.700, which shows promising results for correlation coefficient statistics (Nenkov et al., 2008). The calculation results show that the elements selected for each component meet the required reliability with a value greater than 0.700 (0.733 to 0.968).

Reliability and validity check for construct coefficient values are also carried out in the measurement model. These two tests are carried out to show the tool's accuracy, consistency, and correctness in measuring a structure. The table below summarizes the measurement model evaluation results, including factor loadings, composite reliability, and average variance extracted (AVE).

Table 2. Measurement Evaluation Results

Variable	Indicator	Item	Loading Factor	Composite Reliability	Average Variance Extracted
Product Quality	1. Level of consumer satisfaction with product quality. 2. Consumer perceptions about product reliability, performance, and superiority. 3. Rate of consumer returns or complaints regarding product quality. 4. Product ratings or reviews by consumers.	KPG1 KPG2 KPG3 KPG4 KPG5 KPG6	0,733 0,886 0,870 0,886 0,932 0,843	0,945	0.741

Variable	Indicator	Item	Loading	CR	AVE
Product Uniqueness	1. Consumer perceptions about the uniqueness or specialness of the product compared to similar products on the market.	UPG1 UPG2 UPG3 UPG4 UPG5		0,938	0,728
	2. The product's ability to meet consumer needs or desires not met by other products. 3. Level of product differentiation from competitors. 4. The level of consumer preference for products that are considered unique or different.		0,870 0,921 0,875 0,767 0,822		
Promotion product	1. Level of consumer awareness of products through promotions. Effectiveness of promotions in increasing product sales. 2. Level of consumer participation in promotional programs. 3. The level of consumer trust in promotional information.	PPG1 PPG2 PPG3 PPG4 PPG5	0,952 0,951 0,950 0,966 0,934	0.979	0,904
Buying Decisions	1. The level of intensity of product purchases by consumers. 2. The level of consumer satisfaction with their purchasing decisions. 3. The level of consumer loyalty to a particular brand or product. 4. Retention rate or repeat product purchases by consumers.	KMG1 KMG2 KMG3 KMG4 KMG5 KMG6 KMG7	0,948 0,964 0,968 0,945 0,871 0,839 0,835	0,972	0,831

Based on the table 2, the selected items in each component all meet the reliability requirements above 0.6. Second, composite reliability (CR) was used to assess the internal consistency of the construct using Cronbach's alpha value in PLS. Regarding internal and complete consistency, composite reliability (CR) above 0.7 is acceptable (Gefen et al., 2011). The Composite Reliability (CR) value of these four variables ranges from 0.938 to 0.979, above 0.700. Therefore, the CR results show that the tested variables have solid internal and satisfactory consistency. The AVE of all variables is more significant than 0.5 and ranges from 0.728 to 0.904, so overall, they meet the requirements.

Table 3. Fornell-Larcker Criterion

	Competitive Advantage	Product Uniqueness	Product Quality	Promotion product
Competitive Advantage	0,912			
Product Uniqueness	0,802	0,853		
Product Quality	0,853	0,867	0,861	
Promotion product	0,647	0,700	0,604	0,951

3.2. Hypothesis Test Results

Hypothesis testing was carried out using the bootstrapping method in SMARTPLS software. This test aimed to determine the significance of the path coefficient, as shown in Table 4 below. To determine whether the hypothesis is accepted or rejected, this test can be carried out by paying attention to the significance values between constructs, t-statistics, and p-values. This test no longer estimates measurements and standard errors with statistical assumptions but is based on empirical observations using this method. Using the bootstrapping method in this research shows that the hypothesis can be accepted if the significance value of t-values is >1.645 and p-values <0.05.

Table 4. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1: Product Quality -> Purchase Decision	0,128	0,063	0,271	0,471	0,638
H2: Product Uniqueness -> Purchase Decision	0,639	0,685	0,240	2,662	0,008
H3: Product Promotion -> Purchase Decision	0,171	0,196	0,138	1,240	0,216
H4: Product Uniqueness -> Product Promotion -> Purchase Decision	0,122	0,143	0,130	0,933	0,351
H5: Product Quality -> Product Promotion -> Purchase Decision	-0,002	0,007	0,052	0,038	0,970

Based on the results of hypothesis testing in this research, it was found that:

1) Hypothesis 1: Product quality does not significantly influence purchasing decisions. The results show that product quality does not significantly influence purchasing decisions, with a P value of 0.638. This may happen because when consumers decide to buy a product, they do not only see quality as the only determining factor. Apart from that, there is a view from consumers that the quality of the product, which is considered standard in the market, makes consumers not pay attention to quality as part of a competitive advantage.

2) Hypothesis 2: Product uniqueness significantly affects purchasing decisions. The results show that product uniqueness has a significant effect on purchasing decisions. The calculation results, which are expressed as a P value of 0.008, prove that product uniqueness considerably influences consumers' purchasing decisions. These results show that products with uniqueness or features that can be clearly seen are more attractive to buyers or potential consumers. This condition allows buyers or potential consumers to choose or buy unique products.

3) Hypothesis 3: Product promotion does not significantly influence purchasing decisions. After data processing, the results show that product promotions do not affect purchasing decisions, with a P value of 0.216. This could mean that although promotions may increase product awareness, they only sometimes directly translate into consumers' decision to purchase that product or service.

4) Hypothesis 4: Product Uniqueness through Product Promotion on Purchasing Decisions shows that product uniqueness through product promotion does not significantly influence purchasing decisions with a P value of 0.351. This indicates that product uniqueness cannot influence purchasing decisions if it is only supported by promotions without other considerations.

5) Hypothesis 5: Product Quality through Product Promotion on Purchasing Decisions: the data processing results show that product quality does not significantly influence purchasing decisions, with a P-value of 0.970. These results indicate that product promotions must strengthen the relationship between product quality and purchasing decisions.

The data processing results that have been carried out using SmartPLS show that an essential factor influencing consumers' decisions to buy products or services is the uniqueness of the product or service offered. In contrast to products that only depend on advertising or quality, unique products attract attention and encourage potential consumers to buy. Previous research results say that attracting consumers in a competitive market requires different and unique products (Amara et al., 2008; Carpenter & Nakamoto, 1989). Other research by (Keller, 2013) found that customers can gain significant added value through innovative product innovation to make the best decisions about what they will buy.

This research also shows results that differ from previous studies conducted by (Juanim et al., 2023) regarding quality variables and product promotion. This research shows that these two variables do not have a significant effect, either directly or indirectly, on the decision to buy a product. This might happen because these two variables are not strong enough to stand alone or together in influencing purchasing decisions. Research results by Amara et al. (2008) reveal that although quality and promotion are essential, business actors must combine using other variable elements such as product uniqueness and consumer experience to maximize their impact on consumer purchasing decisions. This statement is also supported by Dhewanto et al. (2015); Juanim et al. (2023); Yu (2024), who states that promotions need to be designed in such a way as to strengthen the uniqueness and superiority of existing products, not just increase product visibility (Setiawan et al., 2023).

4. Conclusion

Based on the analysis that has been carried out and the discussion of the research results, the conclusion is drawn that product uniqueness can contribute to consumers making decisions to buy a product. This statement shows that the more unique the product produced, the more it attracts consumers' interest in purchasing decisions. This research displays slightly different results for the quality and product promotion variables. These two variables, both directly and indirectly, do not significantly affect consumer purchasing decisions. This condition may occur because consumers' purchasing decisions may focus on something other than quality. After all, the quality of the product is similar to the original product, making consumers choose to buy if there is a fashion trend that is developing in the market, a supportive community and environment, and the price is higher. It is cheap and has product

quality that has little striking differences. This is possible to happen regarding product promotions that are not significant in purchasing decisions because currently, consumers are savvy enough to respond to various existing promotions; they are careful enough to decide to buy without being easily tempted by the promotions given. Promotions that only contain information about the product, where to get it, and its variants do not significantly affect consumers' decision to buy the product. As a business actor, you must develop excellent and enjoyable communication as product promotional material to help influence consumers to make purchasing decisions.

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