

Antecedents of *Batik Tanah Liek* Consumer Purchase Intention

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Abstract

This study aims to examine the influence of the segment of product innovation, such as product feature innovation, product packaging innovation, and product uniqueness innovation, and then competitiveness toward consumer purchase intention on *Batik Tanah Liek* product. The proposed model was tested among 100 potential customers of Batik Tanah Liek from Padang as respondents. The result from Multiple Regression Analysis reveal that product feature innovation, product packaging innovation, and product uniqueness innovation has insignificant effect on consumer purchase intention. While, product competitiveness has positive and significant effect on purchase intention. Therefore, *Batik Tanah Liek's* marketers should consider aspects of product competitiveness in development of consumer consumer purchase intention.

Keywords: *batik tanah liek*, purchase intention, product innovation, product competitiveness.

Introduction

Batik is one of the Indonesia's cultural heritage that the existence has been recognized in the world. Indonesian Batik be included in the list of UNESCO Representative List of Intangible Cultural Heritage of Humanity on October 2, 2009. After the inauguration of batik as a cultural heritage by UNESCO, people's interest in batik was increased and the market of domestic batik industry also showed its development. In the earlier, batik was only used as clothing that was synonymous with official events, such as meetings and weddings. Today, batik develops into clothing that can be used in formal or non-formal events. Even in Ministerial Regulation No. 53 of 2009, batik was designated as one of the daily service for civil servants within the Ministry of Home Affairs and Regional Government. It tends to encourage consumers, especially Indonesian consumers to play an active role in wearing batik as evidence of Indonesia's cultural heritage.

Based on data from the Ministry of Industry of the Republic of Indonesia (Ministry of Industry), the export value of batik products until October 2017 reached USD51.15 million. This value increased from the achievement of the first semester of 2017 of USD39.4 million. The rise of batik consumers in Indonesia shows that there is an increasing tendency of consumers' preference for batik which has led to the increasing number of batik producers or industries in Indonesia.

People most widely known that batik originating from Java. Besides, West Sumatra also has batik known as *Batik Tanah Liek*. Batik in West Sumatra has existed since the 1960s. This is evidenced by the presence of batik studios and entrepreneurs scattered in West Sumatra, but the business was not going well as expected. This is due to the lack of consumer demand for batik, so that the Batik craftsmen leave the batik business.

As the regional cultural heritage, the potential of *Batik Tanah Liek* must be developed by increasing consumer purchase intention. The business need to understand consumer purchase intention to plan their marketing strategy. The consumer purchase intention usually driven by the excellent products or strong brands compared to the weak brands (Ahmad, 2013). Purchase intention is part of the behavior component in consuming attitude. Its something related to consumer plans to buy certain products and how many product units are needed in a certain period.

Purchase intention is a kind of decision making that studies the reasons for buying certain brands by consumers (Shah et al., 2012). Purchase intention could change based on the influence of price or

perceived quality and value. Customers always think that buying at low cost, simple packaging and products that are not so popular will be at high risk because the quality of this product cannot be trusted (Gogoi, 2013). The complexion on *Batik Tanah Liek* produce by using clay (tanah liek) as the dye. Therefore, the production cost per unit is relatively expensive. People who are able to buy *Batik Tanah Liek* are people from the middle to upper class. Then, *Batik Tanah Liek* packaging does not include information about the product, such as the fabric motif name and its description. The package only include the brand, store address, and telephone number can be contacted to order the products. So far there has been no innovation on packaging. Packaging modifications are made for special orders, such as gifts for keepsakes, the packaging is different from the usual packaging.

Purchase intention is influenced by perceived risk (Boshoff et al., 2011), knowledge (Gupta et al., 2010), and product involvement (Khan, 2006). Younus et al. (2015) suggests that consumer knowledge about products, product packaging, celebrity endorsements, and the value perceived by consumers influences purchase intention. Correspondingly, marketing efforts such as brands, prices, advertisements, and product quality influence consumer purchase intention (Mirabi et al., 2015). It is also related to the segments of product innovation (product feature, packaging, and uniqueness) and consumer attitudes towards product innovation (Seng, 2016) and product competitiveness (Ahmad et al., 2013).

Companies that are able to design products according to customer needs are able to survive in the midst of competition so that products remain in demand by customers. This is an important role of product competitiveness. Product competitiveness can increase market share, profits, enable companies to set higher prices, and create consumer loyalty (Ahmad et al., 2013). Business owners that interest about *Batik Tanah Liek* need to understand about its product competitiveness to get more attention from the market. In fact, there are many competitors in the business.

Therefore, through this research the influence of segments of product innovation and product competitiveness toward consumer purchase intention on *Batik Tanah Liek* would be examined.

Methods

This research uses quantitative approach. A research design was employed to test the influence of the segment of product innovation, such as product feature innovation, product packaging innovation, and product uniqueness innovation, and then competitiveness toward consumer purchase intention on *Batik Tanah Liek*. The theoretical framework can be seen in Figure 1.

Product innovation refers to the development of the product, the improvement of performance, and/or the new feature to an existing product. It measures by using several indicators, such as; (1) the ability of brands to renew new products with new features, and (2) provide new alternatives to customers that differentiate them from competitors (Hanaysha, 2016), (3) the power of creativity, technical innovation, design changes, changes in distribution systems, and payment administration systems (Zainul, 2016). Product feature innovation related to how consumers use information about product attributes in evaluating products. Product packaging innovation related to the design of packaging that describe product or brand image. Then, the product uniqueness innovation related to product differentiation for the development and enhancement of user's personal and social identity (Seng, 2016).

Product competitiveness is a product's ability to gain excellence in the market that is achieved by increasing the value of the product. This is evidenced by the expansion of market share and increasing prices of these products in the market which have a very positive impact on the position of the product profit margin. It measures by using several indicators, such as; (1) competitive price, (2) product quality, (3) competitive advantage (Hana, 2013).

The target population is the potential customer of *Batik Tanah Liek* in Padang. Unit sample is the person who often receive information about *Batik Tanah Liek*. 100 respondents were selected based on purposive judgement sampling method. All questionnaire distribute to selected respondents the meet the criteria. Data analysis with multiple regression processed with IBM SPSS statistics 24.

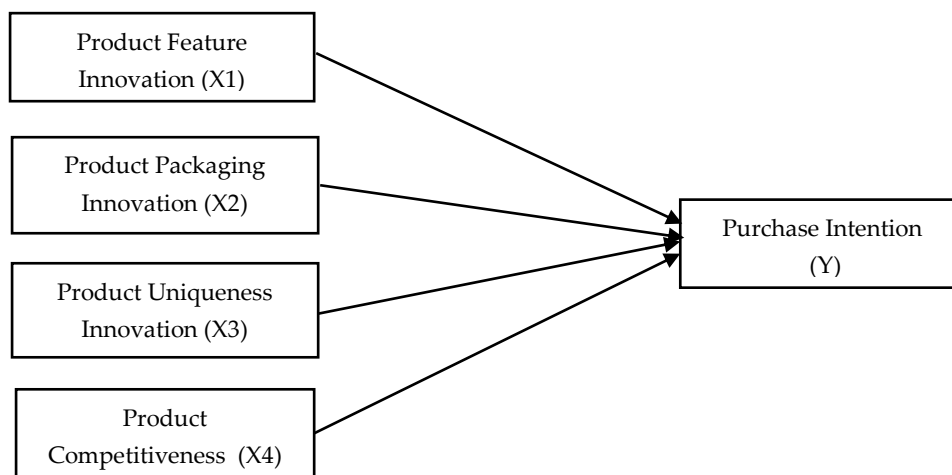


Figure 1 Theoretical Framework

Results and Discussion

This section discussed the finding from the survey questionnaires that have been distributed to the respondents Padang. From 100 questionnaires distributed to various respondents, the demographical results were shown in Figure 1.

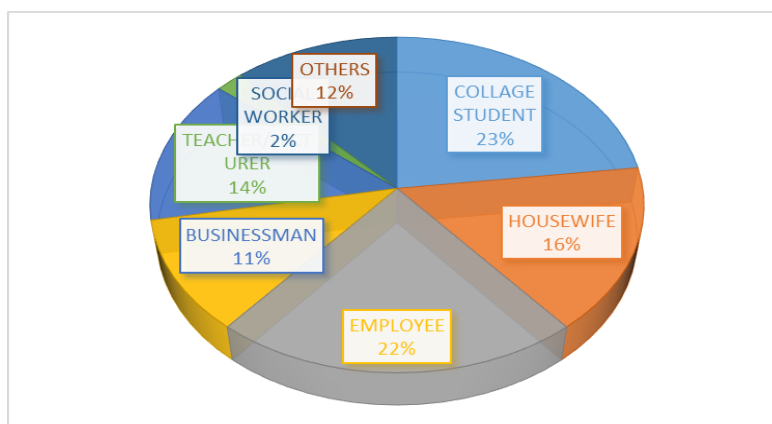


Figure 2 Respondent Characteristics Based on Occupations

As indicated, majority of the respondents represent from the collage students 23 per cent and employee 22 per cent, and finally 2 per cent work as social worker. The others respondents work as freelancers and pensionary. Based on their monthly income, majority of them spent less than IDR 5 millions per month (81 per cent), and only 5 per cent who spent more than IDR 10 millions per month. And most of them buy Batik to used personally. Then, based on respondent's motives to purchase Batik, majority of them purchase Batik for personal use (66 per cent), used as souvenir (32 per cent), then the rest 2 per cent purchase Batik for other individual motives.

The Multiple Regression Analysis results were shown in Table 1. The regression results show product feature innovation, product packaging innovation, and product uniqueness innovation has unsignificant effect on consumer purchase intention. Otherwise, product competitiveness has positive and significant effect on purchase intention. Adjusted R² is 0,557 means that how much variation comes in overall model due to independent variables.

Table 1 Multiple Regression Analysis Results

Variable	Standardized Coefficient (Beta)	t	Sig.
Product Feature Innovation (X ₁)	-0,073	-0,674	0,502
Product Packaging Innovation (X ₂)	0,206	1,858	0,066
Product Uniqueness Innovation (X ₃)	0,052	0,549	0,584
Product Competitiveness (X ₄)	0,653	7,185	0,000
Adjusted R ² = 0,557			

The Effect of Product Feature Innovation towards Purchase Intention (H1)

Based on the result of Multiple Regression Analysis, the significant value 0,502 means product feature innovation have insignificant result. Beta is -0,073. It show that there is 7,3 per cent variation intensity in purchase intention due to product feature innovation. The negative value shows the inverse relationship among purchase intention of *Batik Tanah Liek* and its product feature innovation. Based on the previous research, innovations have significant effect on purchase intention. Awan (2014) conduct the research on Pak Electron Company Ltd, electronic product manufacture company. In line with the research, Seng (2016) propose a conceptual framework about the impact of product feature innovations toward purchase intention.

The innovative product become a success depend on the acceptance of consumer. Consumer acceptance influenced by the compatibility's impact on innovations (Holak, 1990). Holak stated that, if an item were felt to be compatible with one's lifestyle, the psychological risks associated with product operation would be mitigated. As a cultural heritage product, *Batik Tanah Liek* has its own history. *Batik Tanah Liek* is batik whose basic color comes from clay (*tanah liek*). *Batik Tanah Liek* in ancient times was known as Lokcan batik, namely Chinese batik. Lokcan batik has a characteristic of its color which resembles the color of the soil. It is used by Minangkabau traditional leaders as a traditional outfit. So, the product feature of batik have to describe the characteristic of Minang Kabau. It cause consumer didn't care about product feature innovation. Consumers prefer the product because of its basic characteristics.

The Effect of Product Packaging Innovation towards Purchase Intention (H2)

Based on the result of Multiple Regression Analysis, the significant value 0,066 means product packaging innovation have insignificant result. Beta is 0,206. It show that there is 20,6 per cent variation intensity in purchase intention due to product packaging innovation. The result of this research opposite with Seng (2016) conceptual framework. According to Farooq (2015) product packaging affect the consumer purchase intention. According to previous research that conducted by Younus et al. (2015), consumer purchase intention influenced by consumer knowledge about products, product packaging, celebrity endorsements, and the value perceived by consumers. The research also be at cross purposes.

Underwood, Klein & Burke (2001) stated that packaging works as a tool for differentiation, for example, helps consumers to choose the product from wide range of similar products, and stimulates customers buying behaviour. Thus, package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behaviour became a relevant issue. In this research, the result influenced by consumer behavior on consuming the product. Consumer's personality and culture influence its view point of the product. Majority of respondents in this research purchase Batik for personal use. It means they buy the product without consider the package. So, product packaging innovation didn't impact their purchase intention.

The Effect of Product Uniqueness Innovation towards Purchase Intention (H3)

Based on the result of Multiple Regression Analysis, the significant value 0,584 means product uniqueness innovation have insignificant result. Beta is -0,052. It show that there is 5,2 per cent variation intensity in purchase intention due to product uniqueness innovation. Similarly with the other segment of product innovation, product uniqueness innovation also doesn't affect the consumer purchase intention on *Batik Tanah Liek*. In line with previous research, product uniqueness innovation impact the consumer purchase intention (Seng, 2016). Awan (2014) also conduct the similar research that found similar result. But, the research study about innovation of electronic product. In this research, the innovation of cultural heritage product got an opposite result.

Uniqueness is one of the characteristics of luxury product (Vigneron & Johnson, 2004). The ancestral heritage and personal history are the component of luxury product (Dubois et al. 2001). Therefore, we can link the results of this study with consumer behavior towards luxury goods. Descriptive statistics about respondents based on their occupation represent that majority of respondent act as collage student and employee. Majority of them are well educated and part of millenials consumers (birth period 1980-2000). According to Francis and Burgess (2015) millenial consumer more interest about counterfeits than its brand. They more likely to use the product to acquire status, personality and a sense of rebellion. The notions of fun and rebellion are tied by doing consumption to make it look cool and are transferred to millenial consumer's identity.

Consumers tend to consume the product based on their economic ability. Based on descriptive statistics result, most of respondents spent less than IDR 5 millions per month. Their interest about counterfeits product encourage them to buy an ordinary product than the luxury product because its higher price. So, we can infer that millenial consumers didn't care about product uniqueness innovation of *Batik Tanah Liek*. Product uniqueness innovation didn't impact their purchase intention on product.

The Effect of Product Competitiveness towards Purchase Intention (H4)

Based on the result of Multiple Regression Analysis, the significant value 0,000 means product competitiveness have significant result. Beta is 0,653. It show that there is 65,3 per cent variation intensity in purchase intention due to product competitiveness. The result in line with the previous research of Ahmed et al. (2013) that found the relationship between product competitiveness and consumer purchase intention.

Product competitiveness is the ability of the product to get market advantage achieved by increasing the value of the product. Competitive means be better than market competitors. Millennials consumers select and consume products that help them define their identity. They use their knowledge of the latest trends, images, and reputation of retailers, products, and brand names and will be loyal to the brand if they trust it (Ordun, 2015). Credibility and relevance of the product are the basis of many purchasing decisions of millenial consumers (Martin, 2015). Product competitiveness will increase consumer interest in the product, especially millenial consumers. We can infer that there are influence of product competitiveness toward consumer purchase intention on *Batik Tanah Liek*.

Conclusions

According to the result of the research, product the segment of product innovation, such as product feature innovation, product packaging innovation, and product uniqueness innovation didn't impact consumer purchase intention on *Batik Tanah Liek*. Conversely, product competitiveness impact consumer purchase intention on *Batik Tanah Liek* product. *Batik Tanah Liek* is unique as the cultural heritage product. It is luxury by its history. Innovation of the product didn't impact its consumer purchase intention. Consumer behavior of the product, greatly influences the purchase intentions. It is related to how millennial consumers making purchase decision.

The scope of respondent became the limitation of the research. Majority of the responden came from millenials generation. So that the result just represent millenials behavior to purchase the *Batik Tanah Liek* Product.

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