

The Modeling Approach: Understanding Customer Intention in Purchasing Batik Geblek Renteng

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ABSTRACT

In line with the sustainability issues, the Geblek Renteng Batik innovation has developed at Kulon Progo. To understand the purchase intention, the study involves social welfare and marketing mix. It is carried out on second-order modeling where the marketing mix is developed as a formative model while social welfare and purchase intention are reflective. This modeling places 31 indicators, 11 dimensions, and 3 constructs with developing 13 hypotheses. The study involves 70 respondents using the convenience sampling method. Results show marketing mix and social welfare have a significant impact on purchase intention. In the dimension level, price and promotion make a significant contribution to the marketing mix, however, product and place are not significant. Other results show the social welfare contributes significantly to the goal of ecology, economic, and social culture. Lastly, purchase intention makes a significant contribution to the intention on the transaction, preferences, references, and exploration of the Geblek Renteng motif. This study is an initial study in capturing the potential associated with purchase intention so further studies will develop a larger sample size. The result is expected to support the development of local innovation sustainably.

Keywords: *Marketing Mix, Purchase Intention, Social Welfare, Second-Order Model*

1. INTRODUCTION

One of the purposes of the development is to empower communities and alleviate poverty so the effort to realize this goal is done by the employment creation in a region, thus finally increasing the income and welfare of local communities [1]. The local economic development spurs and triggers a regional government to provide welfare for its people. Creativity and innovation are mobilized to develop local potential into economic benefits without compromising the socio-cultural values of the local community and environmental sustainability in the areas. For instance, is the performance of Kulon Progo county at Daerah Istimewa Yogyakarta (DIY) province whereas the regional government has innovated a local product by the branding of "Batik Geblek Renteng" since 2012. The history of the name is inspired by traditional food, namely Geblek or "Gebleg". People still like this local food until now so that it is immortalized into a batik pattern known as "Geblek Renteng". The motif describes as a number eight lined up in such a way that it forms a series of patterns combined with the typical flora and fauna of the Kulon Progo region. In addition, there is a background pattern of up and down lines that describe the topography of this region consists of mountains, lowlands to the coast. It depicts the spirit of working hand in hand among communities as representative of the social life in the region. Moreover, the consideration of choosing batik works is

because historically the community has batik skills where in the past there were many centers of the batik industry at Kulon Progo. To activate the batik industry, innovation was made through the commercialization of this pattern.

This progress aligns with the movement of social welfare which is defined by the United Nations as some activities organized to help individuals or communities to meet their basic needs. By condition improve positively to the welfare on family and society on the batik industry so that it also impacts to create the quality of life on the region. [2] elaborated that implementation of the meaning of "welfare" is not only inherent to human sustainability on earth but too many situations and aspects related to human living, including global balance on production and consumption. Therefore, creating an innovation must align with the responsibility to reduce the negative impact and maintain the balance among social, ecological, and economic growth. It is a tool for ensuring that this planet is a better place for living all species in the current and future. When being connected to the sustainable development goals (SDGs) especially in the goal of 12th, it shows the effort in building the responsible production and consumption for a global community. It agrees with the prior study of [3] who stated that within the economic system, consumption had an important relationship between humans and nature. In maintaining the environment, awareness is needed in carrying out consumption patterns. Therefore, to ensure social welfare, it must be followed by public awareness in consuming and carrying out the production process,

including in the development of batik business. For these considerations, every business innovation or regulation must interface with sustainability issues.

Furthermore, the efforts of the regional government in improving the performance of the batik sector are in line with the social welfare to foster the individuals and communities for achieving welfare in the economic, social, and ecology areas. It introduces a mindset of social welfare in increasing the batik production, so it grows the economical benefit, appreciates the social-culture value without ignoring the environmental preservation. For this reason, the atmosphere of social welfare among people can increase income, cultivate human resources, and take care of the environment in the batik sector. Thereby, efforts to build regional innovation through MSMEs in this sector need to be balanced by involving public awareness of the realization of social welfare so that this awareness will support the commercialization of local product innovations. Eventually, it relates to the hope of SDGs in ensuring the welfare of the global community. It proves the innovation to drive the local wisdom in batik work is in line with the sustainability issues.

Cause of these reasons, the effort to open the local market must be supported by people. This innovation must encourage people interested in buying these products. Therefore, the strategy is arranged to attract the purchasing intention among people. Conceptually, [4] stated a purchase intention is a form of consumer behavior that has a desire to buy or choose a product based on experience, use, and desire for the product. It reflects a preference of consumers to buy goods or services after evaluating this product [5]. According to [6], the construct of purchase intention was elaborated on four dimensions [7]–[10]. The customer intention in buying relates to some decisions consists of doing transactions, making main preferences, referring to others, and exploring positive information about the products. The realization of these decisions pushes people to buy this batik so it will impact positively on the income among sellers and producers. The purchasing of the cultural product especially in batik creates the opportunity along with the supply chain e.g., producers, material distributors, resellers, outlets, and others. Moreover, the regional regulation fosters the citizen behavior to willing to buy the local innovation products and to be a role model in promoting to others.

On the other hand, marketing is needed to create an image and provide value to consumers. Conceptually, [11] stated the marketing mix is the set of tactical marketing tools consist of product, price, promotion, and place. It is a tool to market goods or services that has a significant impact to attract the purchase intention on the batik sector [10]. However, in practice, not all aspects of the marketing mix can be fully appreciated by batik entrepreneurs. To capture the market, it inherent with the quality of the product, the standard of pricing, the location or marketplace for displaying the product, and an effective way to promote the product. The government needs to foster along supply chain members to understand the marketing mix which is perceived by customers potentially. When buying a batik product, people tend to look for an interesting pattern,

considering branding, and paying attention to its style or cultural values. Related to the pricing, customers compare with the price of other patterns, quality of work, and matching between price and value. In the distribution system, local customers tend to come to the craftsmen, go to the familiar outlets or stores while the outside customers search the marketplace for online buying. Finally, customers also interest in the product discount, feel curious about the meaning behind the pattern, and basically, they are curious to learn in batik. Some attributes are inherent in introducing the variety of the batik patterns including the Geblek Renteng so the producers and their makers must recognize the market behavior to drive their intention to be buying the batik.

In line with the background of regulation in the region, this model wants to capture the role of social welfare and marketing mix in driving the customer purchase intention on Geblek Renteng's pattern. Understanding intentions can be related to the theory of planned behavior (TPB) from [12] that constructed by attitude, social norms, and perceived behavior control so the government mechanism in encouraging innovation since 2012 has contributed to growing public awareness to respect local wisdom, including batik geblek renteng. Based on the mechanism, the goal of the study is to improve the modeling in understanding the purchase intention among customers of the batik Kulon Progo. Under the modified modeling, the study wants to know how do customers perceive some dimensions e.g., economic growth, social culture, and environmental preservation as the construct of social welfare to improve performance in the batik community. Then, want to know how do customers perceive some attributes e.g., product, price, place, and promotion as a part of the marketing mix in this sector. Hence, these perceptions can foster the intention of purchasing the batik Geblek Renteng so that several hypotheses are built based on these linkages. Based on these reasons, the benefit of the study is to explore the modeling for understanding the customer purchase intention on the local products so the result can be used to be a suggestion for improving the performance in the supply chains of the batik sector.

2. METHOD

The study plays on the second-order model which consists of the indicators, dimensions, and constructs related to the variable of purchase intention, social welfare, and marketing mix. In this case, the study places the reflective modeling when exploring social welfare and customer purchase intention; however, the marketing mix uses the formative approach. The reflective model shows the relationship between indicators (dimensions) and constructs where indicators are variables determined by variations of certain constructs. The direction of the relationship between constructs and indicators (dimensions) starts from constructs to indicators or from constructs to dimensions [13], [14]. While the formative model shows the relationship between indicators (dimensions), where

indicators (dimensions) are variables that form variations of certain constructs. The direction of the relationship between the construct and the indicator (dimension) starts from the indicator (dimension) towards the construct [13], [15]–[17]. It is as modified modeling in understanding the customer purchase intention.

Furthermore, the stages of the study are elaborated as follows. **Firstly**, exploring the literation on Batik Geblek Renteng e.g., regulation [18], online news, its progress in introducing the pattern for people their response toward this Batik product. Observation on the location of central production of Batik and interviewing with some source persons.

Secondly, developing articles to learn the social welfare generally and the relation on SDGs, then collecting the instrument of purchase intention and marketing mix from other studies. This study places social welfare as the first independent variable while marketing mix is the second variable in predicting customer purchase intention. The further explanation of purchase intention bases on the study of [6] which consists of transactional intention, preferential intention, referential intention, and explorative intention. The number of indicators in each dimension on purchasing intention is four items so that the total indicator is 16 items. The instrument of social welfare is developed from [2] by taking three dimensions: economic goals, social-culture goals, and ecological goals. Lastly, the marketing mix is improved from [9] with focusing on 4Ps e.g., product, price, place, and promotion. Based on these studies, each dimension of social welfare has three indicators so that the total number of indicators is 9 items, as well as the marketing mix indicator as many as 12 indicators. The number entire of indicators is 37 items.

Thirdly, preparing the instrument and converting it to the questionnaire by scaling of Likert in 1 (strongly not agree) until 5 (strongly agree). Before converting, the content of the instrument was judged by the expert, after that spreading the questionnaire by google form. It involves as many as 70 people as loyal customers of the Batik Geblek Renteng at Kulon Progo and the outside of the region. Questionnaires were distributed to respondents in June-July 2020. The sample selection method uses convenience sampling because it requires the respondent as a loyal customer, knowing the batik, and appreciated these patterns. The loyalty is evidenced by having a collection at least of 10 units of various types of Geblek Renteng, not including official or school uniforms.

Fourthly, running the data, and analyzing the result. The study combines quantitative and descriptive methods while it is used to improve the result from quantitative analysis. The Smart-PLs is used to test the validity and reliability of the instruments and also to run the regression modeling. Furthermore, the reliability test is used to ensure the accuracy of the instrument concerning Cronbach Alpha and composite reliability. According to [19], the minimum criterion for reliability is 0.70. In addition, validity testing is carried out on each indicator based on the factor loading criteria above 0.60. Therefore, if there are indicators that do not meet these requirements, these will be reduced from the model. **Lastly**, improving this instrument to be developed

in the next studies involving more respondents. Although, this result can use as early information for improving the process of commercializing the Geblek Renteng motif. Besides that, giving suggestions in broadening the attribute of marketing tools.

3. RESULTS

This research is in early of a study of customer purchase intention in Batik Geblek Renteng so that at this stage it aims to build modeling in the formation of consumer interest in buying Batik Geblek Renteng products. In addition, it emphasizes consumer perceptions of social welfare and marketing mix to build consumer interest at Kulon Progo batik. Thus the number of respondents involved in this study is still limited, including 45% living at Kulon Progo with the majority being civil servants while 55% are overseas with various types of work. As an initial study, the selected respondents are consumers or batik users who have an appreciation of geblek renteng innovation. The test results indicate that there is a reduction in the indicator because it does not meet the validity standards of the instrument. As many as six indicators produce small validity scores. For example 1 item on social welfare (ECONGO3), 1 item on the marketing mix indicator (PLACED1), and 4 items on purchase intention (PREFIN1, PREFIN3, PREFIN4, and EXPLIN3). These indicators are reduced so do not appear in **Table 1**. One indicator (EXPLIN4) produces the lowest validity score of 0.572 but is maintained as a measure of the dimension of explorative intention. The consideration is that the number is close to 0.60 and needs to be conceptually defended. Even the dimension of preferential intention (PREFIN) resulted in a high score or equivalent to 1. Thus, from the initial development of the instrument involving 37 indicators, it was then maintained to 31 indicators as shown in **Table 1**.

Table 1. Result of validity test

| Indicator | Item Validity | Discriminant Validity | T-stat | Information |
|-----------|---------------|-----------------------|--------|-------------|
| ECOL1 | 0.944 | Valid | 4.485 | Can be used |
| ECOL2 | 0.627 | Valid | 4.219 | Can be used |
| ECOL3 | 0.953 | Valid | 4.595 | Can be used |
| ECONGO1 | 0.871 | Valid | 22.485 | Can be used |
| ECONGO2 | 0.829 | Valid | 12.851 | Can be used |
| SCULGO1 | 0.958 | Valid | 49.239 | Can be used |
| SCULGO2 | 0.957 | Valid | 50.520 | Can be used |
| SCULGO3 | 0.872 | Valid | 13.028 | Can be used |
| PROD1 | 0.835 | Valid | 20.785 | Can be used |
| PROD2 | 0.822 | Valid | 8.476 | Can be used |
| PROD3 | 0.625 | Valid | 3.157 | Can be used |
| PRICE1 | 0.766 | Valid | 8.251 | Can be used |
| PRICE2 | 0.943 | Valid | 59.710 | Can be used |
| PRICE3 | 0.905 | Valid | 25.030 | Can be used |
| PLACED2 | 0.776 | Valid | 1.618 | Can be used |
| PLACED3 | 0.910 | Valid | 2.343 | Can be used |
| PROMO1 | 0.952 | Valid | 47.880 | Can be used |
| PROMO2 | 0.832 | Valid | 11.179 | Can be used |
| PROMO3 | 0.887 | Valid | 31.037 | Can be used |
| TRANIN1 | 0.691 | Valid | 11.202 | Can be used |
| TRANIN2 | 0.937 | Valid | 46.457 | Can be used |
| TRANIN3 | 0.916 | Valid | 25.878 | Can be used |

| | | | | |
|---------|-------|-------|--------|-------------|
| TRANIN4 | 0.934 | Valid | 55.769 | Can be used |
| PREFIN2 | 1.000 | Valid | | Can be used |
| REFIN1 | 0.866 | Valid | 22.863 | Can be used |
| REFIN2 | 0.885 | Valid | 29.880 | Can be used |
| REFIN3 | 0.953 | Valid | 76.398 | Can be used |
| REFIN4 | 0.944 | Valid | 74.637 | Can be used |
| EXPLIN1 | 0.931 | Valid | 49.363 | Can be used |
| EXPLIN2 | 0.949 | Valid | 55.476 | Can be used |
| EXPLIN4 | 0.572 | Valid | 5.187 | Can be used |

Table 2 shows composite reliability (CR) at the dimension and construct levels. The results indicate that most of the values are above 0.70 so meet the reliability criteria. Even the dimension of preferential intention (PREFIN) produces a high score or equivalent to 1. Furthermore, due to using a reflective approach, only social welfare and purchase intention constructs produce composite reliability. Both require reliability testing from the dimension to the construct level. This happens because both of them use a second-order model with reflective modeling. While the modeling of the marketing mix is formative so that reliability testing is needed only at the level of dimensions e.g., product, price, place, and promotion. Thus all dimensions and constructs are reliable.

Table 2. Result of reliability test

| Construct | CR | Information |
|-----------|-------|-------------|
| ECOL | 0.887 | Reliable |
| ECONGO | 0.839 | Reliable |
| SCULGO | 0.950 | Reliable |
| SOCWEL | 0.853 | Reliable |
| PROD | 0.808 | Reliable |
| PRICE | 0.906 | Reliable |
| PLACED | 0.833 | Reliable |
| PROMO | 0.921 | Reliable |
| TRANIN | 0.928 | Reliable |
| PREFIN | 1.000 | Reliable |
| REFIN | 0.952 | Reliable |
| EXPLIN | 0.869 | Reliable |
| PURIN | 0.951 | Reliable |

Table 3 shows the R² and AVE scores for each contract and its dimensions. The explanation is as follows: **First**, as in the previous explanation, social welfare is positioned reflectively so that the R² assessment is attached to its dimensions, namely ecology goals, economic goals, and social culture goals. Meanwhile, in the social welfare construct, the R² is not identified because the direction of the path leads to these three dimensions, or in the modeling concept it is called reflective. The results show produce R² with the highest score on the dimension of social culture goals (0.751). Likewise, AVE produces a high score so that later it can contribute to the achievement of the goodness of fit in the purchase intention equation modeling.

Table 3. R Square and AVE

| Construct of Social Welfare | | |
|-----------------------------|----------------|-------|
| Dimension | R ² | AVE |
| ECOL | 0.322 | 0.731 |
| ECONGO | 0.565 | 0.723 |
| SCULGO | 0.751 | 0.865 |
| SOCWEL | - | 0.433 |
| Construct of Marketing Mix | | |

| Dimension | R ² | AVE |
|----------------------------|----------------|-------|
| PROD | - | 0.588 |
| PRICE | - | 0.765 |
| PLACED | - | 0.715 |
| PROMO | - | 0.795 |
| MARMIX | 0.959 | - |
| Construct of Marketing Mix | | |
| Dimension | R ² | AVE |
| TRANIN | 0.820 | 0.767 |
| PREFIN | 0.529 | 1.000 |
| REFIN | 0.813 | 0.833 |
| EXPLIN | 0.821 | 0.699 |
| PURIN | 0.867 | 0.621 |

Second, unlike before, the marketing mix is positioned in a formative manner where in theory it is stated that the marketing mix (4Ps) is a marketing tool. The existence of a score of R² is attached to the construct of the marketing mix, not its dimensions, while AVE refers to its dimensions. The results show that the four dimensions of the marketing mix have a high AVE score, especially promotion. This score will later contribute to the achievement of the goodness of fit in the purchase intention equation modeling.

Third, the modeling mechanism on purchasing intention is positioned reflectively so that R² occurs at the dimension level while R² at the construct level is due to being the dependent variable. Likewise, AVE produces a relatively high score so that it contributes to the achievement of the goodness of fit in the purchase intention equation. Based on the table, it is concluded that the results are following the modeling criteria so that they can be continued in the analysis process. Referring to R² on purchase intention, it shows that social welfare and marketing mix contributed 86.70% while 13.30% was influenced by other factors. This shows that these two variables are very strong in creating consumer interest in buying the motif of Geblek Renteng. Furthermore, **Table 4** shows the path coefficients concerning dimensions with constructs and constructs to constructs. These relationships are broken down into 13 hypotheses as shown in the table below. Inner model identification shows that people's mindset towards social welfare has a significant positive impact on economic goals, ecology goals, and social culture goals among the batik community. In line with this hypothesis, testing the outer model on the social welfare construct also supports consumer interest in buying batik geblek renteng. Thus, **H1a-H1d** is accepted at the 1% level. Furthermore, in the formative context, it was identified that the inner model founded product and place did not have a significant influence on the marketing mix, on the contrary, price, and promotion had a significant impact. In the context of the outer model, the marketing mix has a significant relationship with consumer intention in purchasing the Geblek Renteng motif. It was concluded that **H2a and H2c** were rejected while **H2b, H2d, and H2e** were accepted at the 1% level.

Table 4. Path Coefficient

| Path Analysis | Coefficient | T-stat | P-value | Hypotesis | Information |
|-----------------|-------------|--------|---------|-----------|-------------|
| SOCWEL > ECOL | 0.567 | 3.768 | 0.000* | H1a | Accepted |
| SOCWEL > ECONGO | 0.752 | 9.983 | 0.000* | H1b | Accepted |
| SOCWEL > SCULGO | 0.866 | 24.539 | 0.000* | H1c | Accepted |
| SOCWEL > PURIN | 0.406 | 4.576 | 0.000* | H1d | Accepted |

| | | | | | |
|-----------------------------------|-------|---|--------|-----|----------|
| PROD > MARMIX | 0.119 | 0.601 | 0.548 | H2a | Rejected |
| PRICE > MARMIX | 0.678 | 4.108 | 0.000* | H2b | Accepted |
| PLACED > MARMIX | 0.255 | 1.463 | 0.144 | H2c | Rejected |
| PROMO > MARMIX | 0.293 | 2.316 | 0.021* | H2d | Accepted |
| MARMIX > PURIN | 0.609 | 7.642 | 0.000* | H2e | Accepted |
| PURIN > TRANIN | 0.906 | 26.520 | 0.000* | H3a | Accepted |
| PURIN > PREFIN | 0.727 | 10.286 | 0.000* | H3b | Accepted |
| PURIN > REFIN | 0.901 | 29.685 | 0.000* | H3c | Accepted |
| PURIN > EXPLIN | 0.906 | 36.151 | 0.000* | H3d | Accepted |
| The goodness of fit: 0.725 | | R² Purchase intention : 0,867 | | | |

In a reflective context, it was identified that the regional government's mechanism in encouraging innovation in the batik sector since 2012 has raised public awareness in respecting local wisdom so which forms an intention in buying. This desire is implemented through an intention in transacting, giving preferences, referential to others, and an interest in exploring the development of this motif. In the context of the inner model, it is concluded that H3a-H3d is accepted at 1% significance.

Lastly, the purchase intention model on Geblek Renteng can be recommended because it produces goodness of fit of 0.725, R² of 0.867, and an AVE of 0.621. Likewise, the average value of R² is 71.60% while the AVE is 73.30%. As many as 31 indicators are valid while the dimensions and constructs are reliable. However, it was found the product and place dimensions were not statistically significant in determining the marketing mix. These results will be the subject of further discussion.

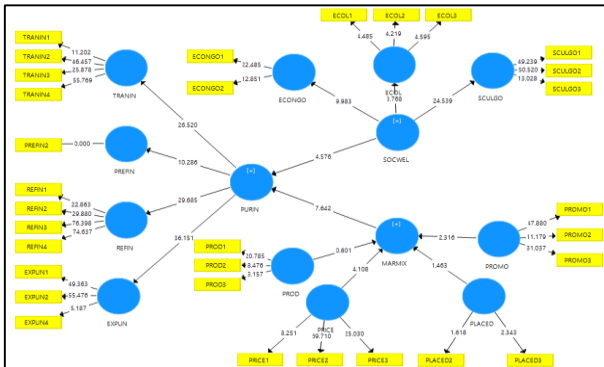


Figure 1. Results of Bootstrapping

Figure 1 as the result of bootstrapping describes the overall and interrelationships in the path analysis. In line with the modeling, as many as 31 equations are described in the inner model with the calculation of the coefficients as follows:

Table 5. Inner Model Equation

| No | Equation | No | Equation |
|----|------------------------|----|------------------------|
| 1 | ECOL1 = 0.944 ECOL | 17 | PROMO1 = 0.952 PROMO |
| 2 | ECOL2 = 0.627 ECOL | 18 | PROMO2 = 0.832 PROMO |
| 3 | ECOL3 = 0.953 ECOL | 19 | PROMO3 = 0.887 PROMO |
| 4 | ECONGO1 = 0.871 ECONGO | 20 | TRANIN1 = 0.691 TRANIN |
| 5 | ECONGO2 = 0.892 ECONGO | 21 | TRANIN2 = 0.937 TRANIN |
| 6 | SCULGO1 = 0.958 SCULGO | 22 | TRANIN3 = 0.916 TRANIN |
| 7 | SCULGO2 = 0.957 SCULGO | 23 | TRANIN4 = 0.934 TRANIN |
| 8 | SCULGO3 = 0.872 SCULGO | 24 | PREFIN2 = PREFIN |
| 9 | PROD1 = 0.835 PROD | 25 | REFIN1 = 0.866 REFIN |
| 10 | PROD2 = 0.822 PROD | 26 | REFIN2 = 0.885 REFIN |
| 11 | PROD3 = 0.625 PROD | 27 | REFIN3 = 0.953 REFIN |
| 12 | PRICE1 = 0.766 PRICE | 28 | REFIN4 = 0.944 REFIN |
| 13 | PRICE2 = 0.943 PRICE | 29 | EXPLIN1 = 0.931 EXPLIN |

| | | | |
|----|------------------------|----|------------------------|
| 14 | PRICE3 = 0.905 PRICE | 30 | EXPLIN2 = 0.949 EXPLIN |
| 15 | PLACED2 = 0.776 PLACED | 31 | EXPLIN4 = 0.572 EXPLIN |
| 16 | PLACED3 = 0.910 PLACED | | |

Based on the table seen that each equation has a relatively high coefficient. The relationship between dimensions and indicators can contribute well even though there is a lower coefficient in the 31st equation.

Furthermore, according to the results of the algorithm in processing the Smart-PLS data, the inner and outer model formulations are summarized in Table 6. The results indicate a relatively high coefficient value except for the 32nd equation related to product and place. This equation aligns with the information in Table 4.

Table 6. Equation of inner and outer model

| No | Equation | Hypothesis |
|--------|--|------------|
| Eq. 32 | MARMIX = 0.119 PROD + 0.678 PRICE + 0.255 PLACED + 0.293 PROMO | H2a-H2d |
| Eq. 33 | TRANIN = 0.906 PURIN | H3a |
| Eq. 34 | PREFIN = 0.727 PURIN | H3b |
| Eq. 35 | REFIN = 0.901 PURIN | H3c |
| Eq. 36 | EXPLIN = 0.906 PURIN | H3d |
| Eq. 37 | ECOL = 0.567 SOCWEL | H1a |
| Eq. 38 | ECONGO = 0.752 SOCWEL | H1b |
| Eq. 39 | SCULGO = 0.866 SOCWEL | H1c |
| Eq. 40 | PURIN = 0.406 SOCWEL + 0.609 MARMIX | H1d, H2e |

4. DISCUSSION

Referring to the results of the algorithm identified contributions to each model. **First**, the contribution of the construct of marketing mix constructs is 53.7% while the social welfare contributes as many as 33% to purchase intention so that both contribute 86.70% to customer purchase intention, while 13.30% is explained by other constructs. These results show that the marketing mix forms the largest effect on purchasing intention. Meanwhile, the understanding of the SDGs is not necessarily understood by many people so that the sustainability of social welfare has not been fully realized by the public. However, positive thinking has been established that social welfare can contribute to customer purchase intention. Another factor that can be considered in the purchase intention is psychological influence [9] so that it can be developed in the next model.

Second, referring to the reflective model, it is explained that the variation of the dimension of the ecological goal can be explained by the social welfare construct by 32.20% while 67.80% is explained by other constructs. Likewise, variations in the dimensions of economic goals can be explained by the social welfare construct of 56.50% while 43.50% is explained by other constructs. Variations in the dimensions of social culture goals can be explained by the social welfare construct of 75.10% so that there are as many as 24.90% explained by other constructs that are not included in this research model. In general, [2] describes several goals in sustainably building community welfare. This is not limited to the triple bottom line, but there is still one aspect, namely political goals. Therefore, further research can involve the construct of social welfare with these dimensions. However, there is one aspect that needs

to be appreciated in the dimension of the ecological goal, especially the processing of batik industry waste (ECOL2). This is in line with eco-friendly products, so it is necessary to ensure the treatment of waste. In line with the SDGs, assistance in handling waste is needed as a roadmap towards an eco-friendly business. This can be used as an icon in environmental care campaigns in the MSMEs in the batik sector.

Third, the contribution of product dimensions to the marketing mix construct is 8.20%, price is 61.50%, the place is 6.90%, while the promotion is 19.30%. Thus the contribution of the four dimensions to the marketing mix construct is 95.90% so that 4.10% is explained by other dimensions outside the model. The results of the study for several dimensions are followed previous studies [9], [10]. There are still many tools of marketing besides the 4Ps such as physical evidence, people, and process. Batik business is one part of the creative industry so it requires speed of innovation, human resource capabilities, process speed, physical evidence of batik products, and other aspects that are part of the tool of marketing. In line with digital developments and consumer behavior, aspects that were previously placed as marketing attributes for the service sector are very likely to be needed in the marketing mix in the batik sector.

Geblek Renteng batik products are attached to standard ornaments (see **Figure. 2**), but each craftsman improvises the motif. Craftsmen combine the main ornaments in the other batik motifs. Thus the harmony of the ornaments among craftsmen is relatively different. This consideration may cause the product dimension to be insignificant to the marketing mix. In addition, people tend to not understand the philosophy of the Geblek Renteng so that it is perceived as an artificial motif in a batik work or not comparable to the classical motif that is widely known by the public. Regarding marketing, most batik outlets or galleries display a variety of new motifs and classic motifs. However, there are several special displays of Geblek Renteng motif in the center of batik production. In line with the development of digital technology, the role of the marketplace can help bring customers with batik entrepreneurs so the marketing approach should refer to the media. Thus the orientation of customer purchase intention can shift to online purchase intention.

Fourth, referring to the reflective model, it is explained that the variation of the transaction intention dimension can be explained by the purchase intention construct of 82% while 18.0% is explained by other constructs not included in the model. Likewise, the variation in preference intention dimensions can be explained by the purchase intention construct of 52.90%, while 47.10% is explained by other constructs. This dimension only maintains one indicator that innovation through the Geblek Renteng motif can provide satisfaction and pride for those who wear it. The variation of the reference intention dimension can be explained by the purchase intention construct of 81.30% while 18.70% is explained by other constructs outside the model. Furthermore, the variation of explanation intention can be explained by the purchase intention construct of 82.10% while 17.90% is explained by other constructs.

Thus the involvement of purchase intention is very large in these four dimensions.

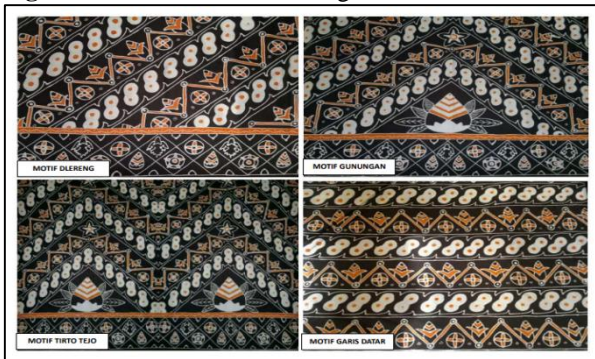
Regarding this intention, there is one dimension that needs to be appreciated, namely explanation intention, especially consumer exploration of price suitability (EXPLIN4). The price has a relationship with making batik. These techniques vary from stamping, printing to writing using traditional tools (canting). The most complicated technique is written batik because it involves the skill and patience of the batik maker. The difficulty level of batik production depends on the level of variation of motifs and colors so that the price of batik that involves various motifs and colors is more expensive than simple motifs. Moreover, compared to stamped and printed batik. This condition is not necessarily understood by consumers so that when exploring the price of batik, they tend to have different perceptions. Information about batik making may need to be disseminated through the MSME office website so that the people will understand this.

In understanding this model, it is explained through the theory of planned behavior from [12] that explained the construct of intention consists of the attitude, social norms, and perceived behavior control. Therefore, the government mechanism in encouraging innovation in the batik sector is the implementation of this model. The local government's contribution has been realized through the preparation of regulations, socialization, mentoring, exhibitions, promotions, and others since 2012 so that the journey during the development of batik creations can raise public awareness to preserve local wisdom. This forms the attitude towards this motif and confidence in wearing and telling others about the motif. These ornaments are not limited to being used as motifs in batik works but are displayed on ornaments in public spaces e.g., cultural buildings, offices, gates, monuments and are displayed together in the city branding "The Jewel of Java". This is part of the promotion to the public about the batik motif. Moreover, with the support of the "Bela-Beli Kulon Progo" regulation, it increasingly encourages people's behavior to be willing to buy local products from Kulon Progo, including this motif. Therefore, the role of the government and stakeholders form social norms so that align with a positive attitude and public confidence to foster public interest in buying the batik. With be formed of the intention to purchase realized through transactions, preferences, references, and exploration of these motifs. As an illustration of the seriousness of the government in raising the local product as an icon in local economic development, this motive is briefly explained.

It is the result of an innovation by the Kulon Progo government to encourage local markets in the batik sector. In the past, most rural communities had batik skills, there were even two batik motifs from Kulon Progo, namely Grinsing and Galaran. To reactivate this sector, the Geblek Renteng motif was launched in 2012. This motif appreciates a type of Kulon Progo special food called Geblek (Gebleg). This food is in the form of spheres resembling a white number eight, while the word renteng has the meaning of a neatly arranged row. It symbolizes the meaning of the social life of the people or as a reflection of mutual cooperation. Craftsmen and the general public responded to this

innovation so that together with other classic batik motifs could create economic opportunities for the community. Specifically, is described as follows:

Figure 2. Motif Geblek Renteng



Source: Decision of the Regent of Kulon Progo Number 296 the Year 2012

Figure 2 provides an overview of the Geblek Renteng ornament. Regarding the basic motif, referring to the [18], it is stated that “Geblek Renteng is combined with the Binangun symbol which is depicted as a flower, combined with triangular lines and there is a small circle at the corner”. Further elaborated on the ornaments in the form of (1) Dlereng, (2) Gunungan, (3) Tirta Teja; and (4) Garis Datar. The Dlereng motif forms a diagonal pattern while the Gunungan motif forms a conical pattern like the shape of a mountain. Specifically, the Tirta Tejo motif forms a sharp wavy pattern following the Tirta Tejo batik pattern. This motif as a classic batik motif consists of Tirta which means water while Tejo means light which is described as water that ripples with light or a rainbow [20] so that it means the ups and downs of life will bring people to a happier life. This up and down pattern was adopted in one of the Geblek Renteng ornaments. Furthermore, for the last motif in the form of flat lines or forming a horizontal pattern. These patterns and ornaments are the hallmarks of Kulon Progo innovations.

It is further explained that the brightly colored Geblek Renteng motif is combined with tumpal as shown in **Figure 3** in the form of the Kacer Bird, the Kulon Progo Symbol, the Binangun Symbol, and the Mangosteen Motif. This tumpal reflects the unique flora and fauna as well as the identity of Kulon Progo Regency so that there is hope for mutual attention to biodiversity and nature conservation. Because it has a goal to meet the local market, this batik production is to meet the needs of school uniforms to government agencies. Basic color classifications are used to distinguish each user group, namely: (1) early childhood education and kindergarten in yellow, (2) elementary school in red, (3) junior high school in blue; (4) senior high schools are gray, and (4) agencies or institutions according to their respective choices. Through this regulation, the motif develops so that it can provide income and pride for craftsmen and their supply chain.

Figure 3. Types of Tumpal in Geblek Renteng Motif



Source: Decision of the Regent of Kulon Progo Number 296 the Year 2012

This approach and effort have been taken by the local government so that it can touch the people of Kulon Progo in buying local products as an effort to encourage regional economic growth. This spirit naturally forms the intention to purchase so that it encourages its four dimensions. This is relevant to TPB that government support is a mechanism for social norms in building purchase intentions for local products. Furthermore, it is related to sustainability issues so that the innovation is relevant to several goals in the SDGs [21] such as gender equality (5th), decent work and economic growth (8th), industry, innovation, and infrastructure (9th), and responsible production and consumption (12th). Hence, the community is directly educated about sustainable development so that it contributes to understanding the sustainability of social welfare. The government's approach has touched the marketing aspect so that Geblek Renteng's innovation is not only in product creation but is related to price, place, promotional media, and others. Based on these reasons, public awareness or responsibility grows in appreciating the motif so that the perception of the marketing mix and social welfare can encourage increased intention to buy the motifs. This model can understand consumer intention in purchasing the Geblek Renteng.

5. CONCLUSION

To understand customer intention in purchasing the batik, this study concludes the construct of the marketing mix and social welfare have a significant influence on purchase intention. Modeling development through two approaches where purchase intention and social welfare are reflective, while marketing mix is formative. The contribution of both is evidenced by the R² value of 0.867, goodness of fit of 0.725, and AVE of 0.621. Testing the inner model also proves that all indicators are in a valid condition, as well as the dimensions and constructs are reliable. Furthermore, testing at the dimension level proves that price and promotion make a significant contribution to the marketing mix, on the other hand, product and place have not had a significant impact so that craftsmen need to pay attention. Testing at the dimension level also proves that social welfare contributes significantly to ecology goals, economic goals, and social culture goals. Lastly, purchase

intention makes a significant contribution to the intention on the transaction, preferences, references, and exploration of the Geblek Renteng motif.

Furthermore, the mechanism for understanding customer intention in this research model as follows: **First**, the government has a role to innovate and regulate to raise public awareness in buying local products so that it affects customer purchase intentions on this batik. **Second**, in line with the SDGs, the government is oriented towards achieving sustainable social welfare where one of the targets is the batik sector. Through this sector, three sustainability targets can be realized, namely economic growth, ecological conservation, and social culture preservation. **Third**, at the MSME level, creativity is needed in managing tools of marketing by improving product development and utilizing the media marketplace. In addition, it is necessary to optimize the promotion mix and maintain a competitive price system for the Geblek Renteng motif because consumers have another choice, namely classic batik. This study is an initial study in capturing the potential associated with purchase intention on Batik Geblek Renteng in Kulon Progo so that further studies will develop a larger sample size. Information from the results of this study is expected to support regulations in the development of local innovation in a sustainable manner.

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