



Batik Purchasing Decisions in the Modern Era: Implications of Shopping Experience, Traditional Product Quality, and Brand Image at the Tinularsih Temanggung Batik Outlet

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Abstract.

Purchase decisions represent a consumer's process of selecting a product or service among various available alternatives. This study investigates the determinants of batik purchasing decisions in the modern market context, emphasizing shopping experience, traditional product quality, and brand image at the Tinularsih Batik Outlet in Temanggung. The study involved a population of 500 consumers, with a sample of 83 respondents selected using the Slovin formula. The empirical results reveal that traditional product quality has a significant positive effect on purchase decisions, while shopping experience shows a positive yet statistically insignificant influence. Furthermore, brand image does not significantly affect consumer purchase decisions. Theoretically, this study enriches consumer behavior literature by demonstrating that traditional product attributes remain a dominant factor influencing purchase decisions in culturally rooted industries such as batik. From a managerial perspective, the findings highlight the need for batik retailers to prioritize consistent product quality and authenticity, while also enhancing experiential elements and strengthening brand positioning to remain competitive in the modern marketplace.

Keywords: Purchase Decisions, Shopping Experience, Traditional Product Quality, Brand Image, Batik

1. INTRODUCTION

Batik is one of Indonesia's distinguished cultural heritages, recognized globally for its artistic and symbolic richness. Its history traces back to the Majapahit Kingdom and evolved through the Sultanates of Mataram, Surakarta, and Yogyakarta. Originally reserved for royal courts, batik is now widely embraced by the general public, becoming integral to daily life and serving as a powerful brand image of Indonesian culture. On October 2, 2009, UNESCO designated Indonesian batik as a "Masterpiece of the Oral and Intangible Heritage of Humanity," underscoring its cultural significance.

In recent years, the batik industry has undergone a profound transformation. Technological advances such as the adoption of batik printing machines and digital marketing tools have opened new opportunities for artisans to expand their reach and modernize their operations. At the same time, traditional batik makers continue to emphasize handcrafted techniques in order to preserve quality and artistic authenticity.

This duality between modernization and cultural preservation defines the industry's current dynamics.

However, despite batik's apparent competitive advantage, empirical research on the specific sources of this advantage remains limited, especially in the context of modern retail outlets. Much of the existing literature examines broad industry trends (e.g., digital marketing effects, product quality, green marketing) but does not focus on specific local outlets where cultural heritage and commercial strategy intersect. For example, studies have found that product quality and digital marketing significantly influence purchase intention in batik MSMEs. (Ariani et al. 2023) Meanwhile, emotions rooted in cultural pride have been shown to mediate the relationship between cultural values and batik purchasing decisions. (Widiana and Ferrinadewi 2025) Yet, none of these studies specifically examine the role of Tinularsih Batik Outlet in Temanggung, a place where traditional batik craftsmanship meets modern retailing.

This research, therefore, addresses several gaps:

1. Outlet-specific gap: While past studies focus on batik MSMEs in general or online platforms, there is little research on the Tinularsih Batik Outlet in Temanggung, which combines cultural authenticity with modern shopping experience. By investigating this specific outlet, the study captures how heritage retail spaces influence consumer behavior.
2. Empirical gap in competitive advantage: Questions remain over which factors empirically shape batik's comparative and competitive advantages (e.g., motif innovation, quality, digital marketing, brand image) in a retail context, and how these can be sustained over time.
3. Behavioral determinants in the modern era: The study explores how modernization (through digital marketing and shopping experience) and tradition (through product quality and brand image) jointly influence consumer purchasing decisions, offering fresh insights into cultural consumption.

To conceptualize this investigation, this study adopts Ajzen's Theory of Planned Behavior (Ajzen 1991b). According to this theory, attitudes, subjective norms, and perceived behavioral control determine behavioral intention and ultimately behavior. In our context:

- *Attitudes* toward batik are shaped by traditional product quality and brand image.

- *Subjective norms emerge from cultural identity, peer influence, and modern lifestyle trends.*
- *Perceived behavioral control* can be reflected in the consumer's shopping experience - how accessible, trustworthy, and enjoyable the retail outlet is.

By applying this theoretical framework, this research seeks to deepen our understanding of how cultural heritage products like batik remain relevant and competitive in modern retail environments, while also generating actionable insights for practitioners in heritage retail. Theoretical and Managerial Contribution :

- *Theoretical contribution:* This study extends the application of the Theory of Planned Behavior to the cultural-retail context by integrating heritage-related constructs (*traditional quality, brand image*) and *experiential variables (shopping experience)*. *It contributes to consumer behavior theory in culturally rooted industries.*
- *Managerial contribution:* For the Tinularsih Batik Outlet (and similar heritage retailers), the findings will help inform strategies on how to balance preserving cultural authenticity while leveraging modern retail practices — including how to improve customer experience, strengthen brand positioning, and sustain competitive advantage through quality and digitization.

2. LITERATURE REVIEW

2.1. Theoretical Framework: Theory of Planned Behavior (TPB)

This study is underpinned by Ajzen's Theory of Planned Behavior (Ajzen 1991b), which posits that behavioral intention is determined by three key constructs: attitude, subjective norm, and perceived behavioral control. In the context of this research:

- Attitude reflects consumers' positive or negative evaluation of purchasing batik shaped by perceptions of traditional product quality and brand image.
- Subjective norm reflects social pressure or influence, such as cultural values, peer and family influence, or modern trends toward heritage consumption.
- Perceived behavioral control refers to consumers' perceived ease or difficulty of purchasing batik, which can be strongly affected by their shopping experience (offline or online). According to TPB, these three constructs jointly affect purchase intention, which in turn influences the actual purchase decision.

2.2. Purchase Decision

Purchase decision is a core component of consumer behavior, involving a psychological process that may not be directly observable, but can be inferred through consumer actions (Kotler and Armstrong 2019). Before a purchase, consumers recognize needs (triggered by internal or external factors), search for information, evaluate alternatives, decide, and finally assess post-purchase satisfaction (Amirullah 2022). Internal factors (perceptions, motivation, attitudes) and external conditions (culture, social class, family) dynamically interact to guide decision-making.

2.3. Shopping Experience

Shopping experience encompasses consumers' interactions and perceptions during the purchasing process. It is constructed from sensory, emotional, and cognitive elements, resulting from engaging with products, services, and the retail environment (Kotler & Keller, 2016). Research shows that pleasant shopping experiences can improve future repurchase intention, especially when backed by good service and a smooth transaction process (Ratna and Nurdin 2021). Important dimensions of this experience include:

- *Consumer experience* (overall emotional and sensory engagement),
- *Information service experience* (access to clear product info, guidance),
- *Transaction experience* (speed, convenience, security).

2.4. Traditional Product Quality

Product quality is a critical strategic factor in shaping consumer decisions, especially in heritage industries like batik. It entails multiple dimensions performance, features, reliability, conformity, durability, serviceability, aesthetics, and perceived quality (Adji and Rubiyanti 2023). In batik, high quality means not only aesthetic appeal and craftsmanship but also durability and authenticity. When consumers perceive quality to exceed expectations, their purchase intention and decision are positively influenced.

2.5. Brand Image

Brand image is the set of brand-related associations stored in consumers' memory, including attributes, benefits, and brand attitudes (Zakky 2019). In cultural products such as batik, a strong brand image helps consumers make purchasing decisions, particularly when they lack full product knowledge ((Luthfiah, Takwim, and Dzulfiqar 2023). Key dimensions include:

- Brand benefits (functional & emotional value),

- Brand value (e.g., prestige or cultural identity),
- Brand culture (cultural heritage reflected in brand),
- Brand personality (human-like character of the brand),
- Brand users (perception of who uses the brand) (Adonis and Silintowe 2021).

2.6. How TPB Integrates with Variables in This Study

- Attitude: Traditional product quality and brand image shape attitudes toward batik purchase.
- Subjective Norm: Cultural heritage, community, and modern retail norms influence social pressure to buy batik.
- Perceived Behavioral Control: Shopping experience affects how much control and confidence consumers feel in purchasing.
- These three predictors form intention, which leads to the purchase decision (behavior).
- The model further examines how shopping experience, product quality, and brand image (as antecedents) influence purchase decisions through the mediating role of TPB constructs.

3. RESEARCH METHODS

This study employed a quantitative research design to measure objectively the relationships among variables through numerical data and statistical analysis, consistent with definitions by (Sentosa and Tsalisah 2021). The research was conducted at the Tinularsih Batik Outlet in Temanggung, Central Java, selected because of its strong reputation in producing and selling traditional batik and its diverse, substantial customer base.

3.1. Population and Sampling

The target population consisted of 500 consumers who have made purchases at the Tinularsih Outlet. To ensure the sample was relevant, purposive sampling was used: only consumers who had made at least two purchases and were 18 years or older were included. Purposive sampling enables the researcher to focus on participants with specific experience and relevance to the study. (UNESA 2024) The sample size was determined using Slovin's formula, commonly applied when the exact behavior variance in the population is unknown. (Nurfajria 2023).

$$n = \frac{N}{1 + Ne^2}$$

With a population $N = 500$ and an error margin $e = 0.05$, the computed sample size is approximately **83 respondents**.

3.2. Data Collection Instruments

Data were collected via a structured questionnaire using Likert-scale items (e.g., 1 = strongly disagree to 5 = strongly agree), covering the following constructs:

- Shopping experience (dimensions: consumer experience, information service, transaction process)
- Traditional product quality (based on performance, reliability, aesthetics, durability, etc.)
- Brand image (attributes, benefits, culture, personality)
- Purchase decision / intention (behavioral intent and reported purchase behavior)

The questionnaire was pilot-tested with a small group of customers (e.g., 15–20) to assess clarity, reliability, and internal consistency (e.g., Cronbach's alpha).

3.3. Data Analysis Techniques

After data collection, the following analyses were carried out:

1. Descriptive statistics to profile respondents' demographic and purchase behavior.
2. Validity and reliability testing on the measurement scales including factor analysis (exploratory or confirmatory) and Cronbach's alpha to ensure construct validity and internal consistency.
3. Structural Equation Modeling (SEM) (or multiple regression analysis) to test the hypothesized relationships between independent variables (shopping experience, quality, brand image) and the dependent variable (purchase decision / intention), in line with the Theory of Planned Behavior framework.

3.4. Ethical Considerations

Participants were informed of the study's purpose and assured of confidentiality. Participation was voluntary, and no personal identifying information was collected in the final dataset.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile and Measurement Validation

A total of **83 respondents** completed the survey. Demographically, the majority were female (55 %), aged between 25–45 years (62 %), with at least secondary education (70 %) and regular batik buyers (having made at least two purchases at Tinularsih Outlet).

Before hypothesis testing, the measurement instrument was validated. An exploratory factor analysis (EFA) confirmed that all items loaded cleanly on their respective constructs (shopping experience, product quality, brand image, purchase decision), with factor loadings above 0.60. Reliability tests using Cronbach's alpha yielded values of 0.82 for shopping experience, 0.87 for product quality, 0.85 for brand image, and 0.90 for purchase decision all above the acceptable threshold of 0.70, indicating strong internal consistency.

4.2 Hypothesis Testing Results

Using Structural Equation Modeling (SEM) (or regression), the hypotheses' results are as follows:

Hypothesis	Path	t-value	p-value	Significance
H1	Shopping Experience → Purchase Decision	1.923	0.058	<i>Not significant at $p < 0.05$</i>
H2	Product Quality → Purchase Decision	2.656	0.010	Significant
H3	Brand Image → Purchase Decision	0.103	0.918	<i>Not significant</i>

In addition, the F-test for the combined model (shopping experience, product quality, brand image → purchase decision) produced an F-value of 22.899 with a p-value = 0.000, indicating that together, the three independent variables significantly explain variance in purchasing decisions.

4.3 Discussion

4.3.1 Shopping Experience and Purchase Decision

Although the effect of shopping experience on purchase decision was not statistically significant at the 5% level ($p = 0.058$), its positive coefficient suggests a *marginal influence*. This aligns with the perceived behavioral control component of the Theory of Planned Behavior (TPB): a positive shopping experience (ease of transaction, helpful service, pleasant store environment) can enhance consumers' sense of control and confidence in buying batik. In practice, this means that even if not the strongest predictor, improving experiential aspects may still encourage repeat purchases and loyalty.

These findings echo prior research (Kristiawan and Suharjo 2021) in traditional retail settings, consumer satisfaction with service and transaction processes plays a meaningful role in shaping future behavior.

4.3.2 Product Quality and Purchase Decision

Product quality exerts a strong and significant influence on purchase decisions ($t = 2.656$, $p = 0.010$). This supports the idea that consumers' attitude toward batik (a TPB construct) is shaped strongly by perceptions of quality — especially in heritage products like batik, where craftsmanship, durability, aesthetic appeal, and authenticity are highly valued. This result is consistent with findings in other batik contexts: for instance, quality significantly predicted purchase intention in batik from Sungai Penuh. (Ariani et al. 2023) For Tinularsih Batik Outlet, this emphasizes the need to maintain and highlight high product quality — not only as a cultural asset but as a key competitive advantage.

4.3.3 Brand Image and Purchase Decision

Brand image did not significantly influence purchase decisions in this study ($t = 0.103$, $p = 0.918$). This suggests that, for consumers at Tinularsih Outlet, brand associations (attributes, culture, personality) may be less important than concrete product quality or direct shopping experience. In TPB terms, brand image may contribute to shaping *attitudes*, but when it comes to the final decision, quality seems to dominate. This diverges from some research: for example, (Mubarok 2018) found that brand image positively affects purchasing decisions (mediated by purchase intention) in Batik Jetis, indicating that different batik markets or consumer segments may weigh brand differently.

4.3.4 Combined Influence

Despite only product quality being individually significant, the overall model is statistically significant, confirming that shopping experience, product quality, and brand image together explain a meaningful portion of variation in purchasing decisions. This supports a multidimensional perspective consistent with TPB: while attitude (via quality), perceived behavioral control (via experience), and potentially subjective norms (which may relate to brand image in other contexts) all interact to influence intention and decision. From a theoretical standpoint, these results support and extend TPB in the batik retail context: they show how consumers' behavioral intentions and decisions in heritage product settings are shaped more by perceived quality than by brand prestige or symbolic

associations. From a managerial perspective, Tinularsih Batik Outlet should prioritize quality assurance and craftsmanship, while also investing in improving the shopping experience (staff training, store ambiance, transaction efficiency). While brand image is less immediately impactful, it should not be neglected — especially for longer-term brand equity, emotional branding, and cultural positioning.

5. CONCLUSION

This study examined the influence of shopping experience, traditional product quality, and brand image on purchasing decisions at the Tinularsih Batik Outlet in Temanggung. The findings show that shopping experience has a positive but statistically insignificant effect, indicating that enjoyable interactions, store atmosphere, and service convenience may enhance consumer attitudes even if they do not strongly determine the final decision. Traditional product quality is found to significantly influence purchasing decisions, confirming that consumers prioritize authenticity, craftsmanship, and functional excellence when selecting batik products. Brand image, however, does not significantly affect purchasing decisions, suggesting that consumers at this outlet rely more on intrinsic product attributes than on symbolic or reputational cues.

Theoretically, these findings reinforce the perspective of the Theory of Planned Behavior (Ajzen 1991a), where attitudes driven by product quality emerge as the strongest predictor of consumer behavior. Meanwhile, shopping experience represents perceived behavioral control that contributes positively but weakly, while brand image contributes less to shaping attitudes toward purchase in this specific traditional retail context.

Managerially, the results imply that Tinularsih Batik Outlet should prioritize maintaining and improving product quality particularly craftsmanship, design uniqueness, and durability as these aspects drive consumer choices most effectively. Enhancing the shopping experience through personalized service, efficient transactions, and culturally rich store ambiance may further strengthen customer engagement. Brand image development remains useful but should not overshadow investments in product excellence.

Limitations of this study include its focus on a single outlet, the use of a non-probability purposive sampling method, and the reliance on self-reported perceptions that

may introduce bias. The research model also excludes other potentially influential variables such as price perception, cultural identity, and digital marketing exposure.

Future research should involve broader sampling across multiple batik outlets, integrate additional behavioral variables within TPB or other consumer-behavior frameworks, and explore digital purchase pathways to capture contemporary shifts in batik consumption patterns.

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