



## International Conference on Law and Social Science

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### **The Influence Of Product Attributes On The Decision To Purchase Batik Fabric At The Andalan Batik House Pangkalan Kerinci**

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#### **Abstract:**

*This research analyzed how attributes influence the decision to purchase batik cloth at House Batik Andalan Pangkalan Kerinci. Indicators of product attributes include brand, design, color, price, and quality. This research uses quantitative methods with the consumer population of Batik House Andalan Pangkalan Kerinci. The sampling technique was an accidental sampling of 100 respondents with data processing using SPSS. The research results show that the Product Attribute variable partially influences the purchasing of batik cloth at Batik House Andalan Pangkalan Kerinci. This means that product attributes influence purchasing decisions and other factors, such as customer knowledge about the brand, desire to seek variety and other variables. To increase purchasing decisions, companies must improve the brand image of batik cloth at Rumah Batik Andalan. If the brand image created is vital, then purchasing decisions will increase. The contribution of this research is helpful for the development of marketing science in terms of purchasing decisions.*

**Keywords:** *product attributes; purchasing decisions, marketing, batik*

#### **I. Introduction**

Indonesia, as a developing country, is implementing development in all fields, including the economic sector. Economic growth will increase the number of companies that are independent and capable of producing high quality products. As times become increasingly modern, people's tastes in clothing are also starting to follow current

trends. Many of them follow current fashion and are starting to forget Indonesia's own characteristics. However, quite a few people are still interested in wearing batik cloth.

Based on historical data and facts about the existence of batik in Indonesia, batik has become part of the lives of Indonesian people which is used in everyday life both in important events and daily

routines such as carrying babies, symbolizing weddings, mourning ceremonies, home decoration, state events and for example (Junaedi, 2014 in Aruman, 2015)

The government has regulated this culture in article 32 of the 1945 Constitution which states "The state promotes Indonesian national culture amidst world civilization by guaranteeing the people's freedom to maintain and develop their cultural values". Each region has its own culture and the state is responsible for promoting its welfare.

One of the cultures in Indonesia that has a diversity of forms, patterns and meanings is Batik. Batik is one of the cultural products of the Indonesian people which has high value. On October 2 2009, UNESCO designated batik as one of Indonesia's cultural heritages that is worthy of being included in the list of Intangible Cultural Heritage of Humanity, which means that batik has received international recognition as one of Indonesia's cultures, so it is hoped that it can motivate batik craftsmen. and supporting efforts to improve people's welfare (Nurhidayat, 2010 in Yulianti et al., 2022).

Batik has become a new issue used by Indonesia in building its brand and national identity. The use of batik is a new innovation in building identity and is considered an Indonesian cultural art that has become part of the world's cultural

heritage. Batik functions as a means or tool used by the government, batik artists, cultural figures and entrepreneurs to promote batik throughout the world. This identity and brand development is not only limited to promoting batik as an Indonesian identity and brand, but also makes batik a world-recognized cultural heritage (Aruman, 2015).

The batik cloth produced has various patterns and meanings in each pattern, and forms a contemporary cultural concept that is sought after and in demand by most people today. Apart from that, the batik cloth business is currently very important because there are several agencies that have to wear clothes made from batik cloth. Therefore, even though it is rare to find the batik cloth business, it is still running and continues to grow. Batik cloth production is becoming more modern nowadays with brands, quality and attractive designs being the main factors that attract customers to buy and use batik cloth. Apart from that, batik cloth has become a characteristic of Indonesia with various pattern concepts originating from each region. Apart from that, batik clearly has a positive impact on the community's economy. From the beginning, batik was only a skill, and eventually became a source of family income apart from farming.

According to the Big Indonesian Dictionary, Batik is an illustrated cloth that

is made specifically by writing or applying wax (wax) to the cloth, then processing it using a certain process.

Batik cloth itself in Javanese comes from the words "amba" which means write and "nitik" which means dot. The meaning of the combination of these two words is to write with wax. The process of making batik on cloth using a canting with a small tip gives the impression of "a person writing dots" (Trixie, 2020)

Currently the batik business has spread to all districts in Riau Province. One of the areas in Riau Province that has a batik business is in the Pangkalan Kerinci sub-district, Pelalawan Regency, which is famous for its beautiful motifs and attractive colors, namely Rumah Batik Andalan.

Rumah Batik Andalan (RBA) is located in Pangkalan Kerinci District, Pelalawan Regency. In Pelalawan district, batik crafts are carried out by business groups and operate in two locations, namely Bono batik crafts which are located in the RAPP factory area, precisely in the integrated business development training center (BPPUT) Housing Townsite 2 and on Jalan Pinang Ujung next to Cendana 1.

Rumah Batik Andalan (RBA) is a community development (CD) program from Riau Andalan Pulp and Paper (RAPP) located in Pangkalan Kerinci District, PT. RAPP began trying to improve the welfare of local women by teaching them new skills

and offering assistance in generating income Alone.

Rumah Batik Andalan was founded in December 2013, starting with batik training from local batik training to national batik training conducted by the company. Batik crafts in Pelalawan are made by a group of businesses, with motifs or patterns that are identical to the cultural symbols of Riau province, especially in Pelalawan Regency. And one of the most popular motifs is the Bono motif, which has become an icon. The motifs that have been granted IPR 'Intellectual Property Rights' include bono, eucalyptus, cucumber suri, acacia leaves and lacum motifs. The fabrics used at Rumah Batik Andalan are usually cotton, doobby, bebbby, satin and viscose rayon produced by Asia Pacific Rayon (APR), a company which is also a subsidiary of the APRIL group.

Rumah Batik Andalan uses Batik Bono as the branding for every batik motif it produces. This was decided because the first batik motif created was the Batik Bono motif. Apart from that, the Ombak Bono tourist attraction has become a leading tourist destination and has attracted world attention because many surfers from all over the world have felt the sensation of surfing for a long time. Currently, there are still many people who prefer Javanese batik over Riau batik, especially Bono and batik which are only used at certain times.

Based on a circular from the Governor of Riau Number 132 of 2020 concerning the proud national movement made in Indonesia which states that Batik Daily Service Clothes (PDH Batik) for Civil Servants and Daily Staff are released on Thursdays within the Riau Provincial Government in Regencies/cities throughout Riau Province or according to the days determined by each agency to be able to use Riau Province batik, one of which is Bono Batik from Pelalawan Regency.

When marketing a product, it is not only the price that is offered, but the products offered must also be diverse, because the product is one of the most important things to pay attention to before the product is marketed. The Andalan Batik house has many kinds of motifs that are typical of the local area.

Table I.1  
Batik Product Names at Rumah Batik Andalan

NO	MOTIF NAME
1	Bono
2	Eucalyptus
3	Lakum
4	Akasia
5	Timun Suri

Source: *Andalan Batik House, 2024*

From table I.1 above, it can be seen that Rumah Batik Andalan has formalized the copyright for 5 batik motifs. Each motif has its own meaning, the Bono motif is taken from the famous Bono waves in the Kampar River. The shape of the bono pattern is a wave motif created by the meeting of sea and river currents which

creates waves or is called bono. The Acacia and Eucalyptus motifs are taken from the names of trees which are also used as paper making materials. The acacia motifs describe the shape of the leaves or bark of the acacia tree which is the raw material for making paper from RAPP. Meanwhile, the Timun Suri and Lakum motifs are types of vegetables that are much loved by the Malay community. Apart from that, Rumah Batik Andalan also provides various types of motifs, of which there are around 50 types of motifs, such as lotus, waving leaves, bamboo shoots, wajit tabir, betel leaves and others. All motifs are inspired by the natural environment.

Rumah Batik Andalan provides 2 types of batik, namely pure written (written canting) and semi-written (batik stamp) with various types of motifs. Buyers of written batik can be said to be rare because the process requires high precision and takes a long time. So the price of written batik is quite high, in contrast to semi-written batik, the price is much cheaper than written batik. Product prices are calculated from wages and materials. And it is determined based on the type of batik desired. The following are the types of batik and prices at Rumah Batik Andalan:

Table I.2  
Types and Prices of Batik at Rumah Batik Andalan

NO	JENIS BATIK	HARGA
1	Semi-Written Batik	Rp.200.000 - Rp.350.000/sheet
2	Written Batik	Rp.450.000 -

		Rp.1.000.000/sheet
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Source: *Andalan Batik House, 2024*

Based on Table I.2 above, there are two types of batik used by Rumah Batik Andalan and the price is quite expensive because the process is handmade and the art cannot be assessed, resulting in good quality batik products. For written batik starting from IDR 450,000 - IDR 1,000,000/sheet, while semi-written batik starts from IDR 200,000 - IDR 350,000/sheet which is much higher because the process is much more difficult and the work must be really careful and neat. and also depending on the fabric, the more expensive the fabric used, the more expensive the batik will be. The sales turnover for batik cloth that is much more profitable or higher is semi-written batik because it takes less time to make batik than written batik. Therefore, consumers are more interested in semi-written because the processing process is fast. The quality of both is the same, the only difference is the way the motif is made.

Table I.3  
Sales data at Rumah Batik Andalan

NO	YEAR	OF PRODUCT SOLD
1	2019	1120 sheets
2	2020	2.297 sheets
3	2021	2.540 sheets
4	2022	3.220 sheets
5	2023	3.860 sheets

Source: *Andalan Batik House, 2024*

Based on the table above, it can be seen that every year sales at Rumah Batik Andalan Pangkalan Kerinci experience a continuous increase. Rumah Batik Andalan's

sales target is to produce 2,000 pieces of cloth per month. Because the number of employees in this second branch only consists of 3 people. Each person can produce 50-60 pieces of cloth per month, if multiplied per year it will produce more than 2,000 pieces of cloth. If demand is high, income will increase and can even produce more than 2,000 pieces of cloth. It can be seen that from 2022 to 2023, sales of batik cloth experienced a high increase because Pelalawan's anniversary began to be celebrated again, namely the holding of the Pelalawan Expo in Pangkalan Kerinci, many regional officials and employees from other agencies wore batik at the expo event. Previously, the commemoration of Pelalawan's anniversary was canceled for 2 years since Covid-19.

Apart from price, other factors that influence purchasing decisions are product attributes. These product attributes are related to product design and product quality. The issue of design and quality of a product has become an important factor that must receive serious attention from production management, because quite a few target consumers are starting to question the issue of design and quality of a product that is able to meet consumer needs and desires.

According to Kotler and Armstrong (2014 in Hananto, 2021) purchasing decisions are the thoughts of individual consumers in evaluating various options and deciding on a product from among the many

choices. According to (Shiffman & Kanuk, 2008 in Wahyudi, 2021) a purchasing decision is a person's decision, where he chooses one of several available alternative options. A consumer decision-making process in consuming products or services from individual activities in meeting their needs through processes, namely need recognition, information search, alternative search, purchase evaluation, and the results of decisions.

Based on the results of observations in the field, there are several phenomena that exist at Rumah Batik Andalan Pangkalan Kerinci as follows:

1. Based on the author's observations, the target consumer is only aimed at people who have a fairly high economy or upper class society.
2. The price offered is in accordance with the quality and design of the product offered, but the lower class is less interested in buying batik at the price offered, because the price sold is only for one piece of cloth or semi-finished material. Therefore, quite a few people prefer to buy ready-made products directly in shops at cheaper and more affordable prices. The type of batik that is most in demand is semi-written batik cloth because the price is quite affordable compared to written batik cloth
3. The colors used are made from natural ingredients so it can cause the batik

cloth to fade and the color of the cloth will not be dark.

4. There are consumer complaints after purchasing batik cloth, such as orders that are not correct and colors that fade before use.

In accordance with the background stated above, it is necessary to conduct research on product attributes that influence consumer decisions in purchasing batik cloth products at Rumah Batik Andalan Pangkalan Kerinci, so that researchers are interested in conducting research with this title "The Influence of Product Attributes on Cloth Purchasing Decisions Batik at the Mainstay Batik House of Pangkalan Kerinci"

## **PROBLEM FORMULATION**

Based on problem identification which includes the variables contained in this research, it is limited to the two variables studied, namely Product Attributes (X) and Purchase Decisions (Y). Therefore, the problem to be studied can be formulated as follows:

1. How do product attributes influence the batik cloth at the mainstay batik house in Pangkalan Kerinci?
2. What is the influence of purchasing decisions on Batik cloth at the Mainstay Batik House in Pangkalan Kerinci?
3. Is there an influence of product attributes on purchasing decisions

for Batik cloth at Rumah Andalan Batik Pangkalan Kerinci?

on purchasing decisions for batik cloth at Rumah Batik Andalan Pangkalan Kerinci.

## **RESEARCH OBJECTIVES**

In line with the problem formulation stated previously, the objectives of this research can be described as follows:

- a. To Analyze the Influence of Product Attributes on Batik Cloth at the Mainstay Batik House in Pangkalan Kerinci.
- b. To Analyze the Influence of Purchasing Decisions on Batik Cloth at the Mainstay Batik House in Pangkalan Kerinci.
- c. To Analyze the Influence of Product Attributes on Batik Cloth Purchasing Decisions at the Mainstay Batik House, Pangkalan Kerinci.

## **BENEFITS OF RESEARCH**

Research will be useful for many parties, both readers and all those directly involved in the process and results of this research. Apart from that, this research must provide theoretical, practical and academic benefits. The benefits obtained by achieving the following goals:

### **a. Theoretical Uses**

The results of this research can be used as a means of information in developing Business Administration Science regarding the influence of product attributes

### **b. Practical Uses**

Can be used as a source for applying Consumer Behavior Science which relates to product attributes on purchasing decisions which are obtained during lectures and what actually happens in the field.

### **c. Academic Use**

This research can be used as a reference, discussion and comparison of more or less the same problems in the future for institutions in the field of consumer behavior with the influence of product attributes on decisions.

## **LITERATURE STUDY**

### **1. Administration**

Administration is cooperation between two or more people based on certain rationality to achieve predetermined goals.

### **2. Business administration**

Business administration is the process of managing a business or non-profit organization to maintain the stability and growth of the organization. The main business areas are operations, logistics, marketing. Human resources and management.

### **3. Organization**

An organization is a forum for the people within it to achieve goals with all its

limited resources, for this reason managerial activities are very necessary to manage these limited resources and how the organization's goals are achieved.

#### 4. Management

Management is the process of carrying out various activities such as planning, organizing, directing and controlling which are carried out in a complex but orderly manner to achieve predetermined goals.

#### 5. Marketing management

Marketing management is the activity of analyzing, planning, implementing and monitoring programs designed to create, build and maintain equity marketing advantages over target markets to achieve long-term company goals.

#### 6. Consumer behavior

Consumer behavior is a process and activity when someone is related to searching, selecting, purchasing, using, and evaluating products and services to meet needs and desires.

### **Understanding Product Attributes**

A company in producing a product will provide attributes that can provide benefits or usefulness to consumers. It is from these product attributes that a product can be differentiated from other similar products. Product attributes are product elements that are considered important by

consumers and are used as a basis for decision making (Tjiptono, 2008 in Setyanto et al., 2017).

According to Kotler and Armstrong (2001 in Taufik et al., 2012), product attributes are the development of a product or service, which involves identifying the benefits offered. These advantages are reflected in several product characteristics such as quality, features and design.

Based on the definition above, the researcher concludes that product attributes are part of the product strategy that consumers consider important to pay attention to and evaluate when making purchasing decisions. Through product characteristics, consumers see it as different from products released by competitors.

### **A. Components - Product Attribute Components**

That the components consisting of product attributes consist of 5 components including brand, design, color, price, quality and so on (Tjiptono, 2007 in Afkari, 2016). while product attributes include quality, features, style and design (Kotler & Armstrong, 2004). There are several that include product attributes, namely color, packaging, price, prestige, benefits and so on (Asri, 1986 in Nurcahya et al., 2014)

Based on the opinion above, what is used as the basis for product attribute

research material and adapted to the product being studied in the form of batik cloth are product attributes in the form of brand, design, color, price and quality.

## **B. Product Attribute Indicators**

Tjiptono (2007) states that product attribute indicators include:

### a) Brand

Brand is one of the component factors of product attributes which has an important role in marketing activities, because the presentation and offering of a product (goods and services) cannot be separated from the role of the brand as the initial identifier of a product.

### b) Design

Design is a potential way to overcome competition with competitors because it can differentiate and position a company's products and services. Designs that are supported by the right composition and keep up with changing times will produce good product performance, as well as attractive colors and styles. Apart from that, good design will increase the level of product marketing, such as increasing product quality and durability.

### c) Color

Color is one of the most influential aspects of product design. Consumers identify product color before other visual features. Color differentiates personality, draws attention to other attributes and makes

it possible to differentiate from competitors in a busy retail environment. Purchasing decisions are often made based on this.

### d) Price

Price can be defined narrowly as the amount of money charged for a product or service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates (Kotler and Armstrong, 2012 in (Murnawati et al., 2020), (Mardatillah.,et.al.,2022).

### e) Quality

Product quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2008 in Wahyudi, 2021).

## **Understanding Purchasing Decisions**

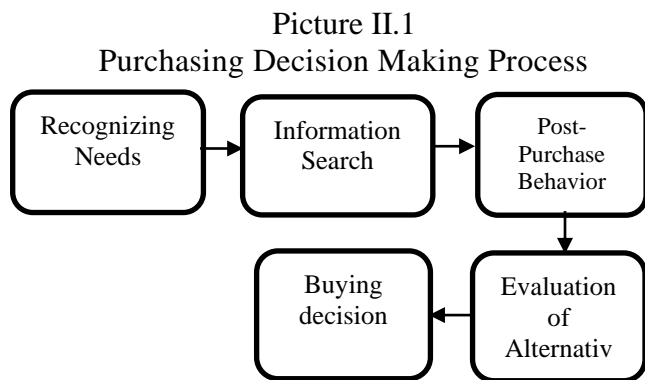
Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Setiadi, 2010 in Wahyudi, 2021).

Kotler & Armstrong (2001:61) define the consumer decision making process as a process where consumers evaluate various alternative options and choose one or more alternatives that are needed based on certain considerations.

From the definition above, the researcher draws the conclusion that purchasing decisions are the process of evaluating various options based on certain interests by determining what is considered profitable.

**A. Stages of Purchase Decision**

Consumer purchasing decisions illustrate how successful marketers are in communicating their products. This process is an accumulation of existing influences. Kotler and Armstrong (2012:176 in Joesyiana, 2018) suggest that there are five stages that consumers go through in the decision-making process, namely as seen in the following picture:



*Source : Kotler and Armstrong (2012:176)*

Based on the purchasing decision stage model, each can be explained as follows:

**1. Recognition of Needs**

The purchasing process begins with a problem or need that has not been satisfied and can be felt by consumers. Consumers

prepare the difference between what is desired and the current situation in order to generate and activate the decision process. This need may have been known and felt by consumers much longer than before.

**2. Information Search**

After consumers realize that there is a need for a good or service, the consumer then looks for information, both stored in memory and information obtained from the external environment. Sources of consumer information are classified into four groups, namely:

- a. Personal sources: family, friends, neighbors and acquaintances.
- b. Commercial sources: advertising, salespeople, websites, dealers, and packaging.
- c. Public sources: mass media, consumer rating organizations, and internet searches.
- d. Source of experience: handling, inspection and user of the product.

**3. Evaluation of Alternatives**

After the information is obtained, consumers evaluate various alternative options to meet these needs.

**4. Purchase Decision**

If there are no other factors that interfere after the consumer has made a predetermined choice, the actual purchase is the final result of search and evaluation.

**5. Post-Purchase Behavior**

In general, if an individual feels a very strong interest or satisfaction in fulfilling a need, they will usually continue to remember this. Post-purchase behavior includes post-purchase satisfaction, post-purchase actions and product usage.

## II. Legal Materials and Methods

### A. Research Type

The type of research that the author uses is descriptive research using quantitative methods. This quantitative method is used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of describing and testing predetermined hypotheses (Sugiyono, 2022:22).

Therefore, based on this theory, the data used in this research is in the form of numbers and the tool used to collect data from respondents is a questionnaire. This research begins with theories and hypotheses which are then used to find solutions to the problems described previously.

### B. Research Location

The research location taken by researchers was the Andalan Batik House, Pangkalan Kerinci. The reason the author conducted research in this place is because in Pangkalan Kerinci Rumah Batik Andalan is much more famous and has been running

for a long time and is located in a busy residential area and is no less competitive with other business actors and there are also several phenomena that need to be researched.

### C. Population and Sample

#### 1) Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2012: 80). The population in this study were all consumers who had visited and purchased batik cloth from Rumah Batik Andalan Pangkalan Kerinci.

#### 2) Sample

According to Sugiyono (2022:81) The sample is part of the number and characteristics of the population. The sampling technique used in this research is Non Probability Sampling. The method used in determining the sample in this research is purposive sampling, which is a technique for collecting samples using certain criteria by researchers when they (consumers) have purchased batik cloth products. Then they were asked to fill out the questionnaire provided by the researcher. The sample used in this research was 100 respondents.

### D. Types and Sources of Data

#### 1) Data type

The type of research used is quantitative, meaning it requires data in the form of numbers. In this research, to obtain quantitative data it was obtained directly from the respondents' answers or the questionnaires given.

2) Data Source

a. Primary data

Primary data is data obtained directly from data sources obtained in the field. The primary data in this research is the result of questionnaire data that the author distributed to respondents or batik cloth users.

b. Secondary Data

Secondary data is data obtained from various existing sources, such as journals, literature books, the internet, documents, interviews and so on.

E. Data Analysis Techniques

This data analysis technique is used to analyze data that has been collected by researchers where the objects studied are product attributes regarding the decision to purchase batik cloth at Rumah Batik Andalan. This is a descriptive quantitative method,

namely analysis carried out by grouping data that has been compiled, tabulated or placing the data in form a table according to the needs of the analysis and then connect it with theories related to the problems faced by the business.

**III. Result and Discussion**

In this research the author discusses two research variables consisting of product attribute variables and purchasing decision variables. For a more detailed discussion of these two variables, see the following table:

Tabel V.10 Recapitulation of Respondents' Responses Regarding Product Attributes at Rumah Andalan Batik Pangkalan Kerinci

No	Information	Responden Responses					Amount	Weight	Category
		SS	S	N	TS	STS			
1	Brand	146	239	13	1	1	400	1.728	Strongly Agree
2	Design	124	212	63	0	1	400	1.658	Agree
3	Colors	98	240	62	0	0	400	1.636	Agree
4	Price	111	220	67	1	1	400	1.639	Agree
5	Quality	84	238	78	0	0	400	1.606	Agree
Amount		563	1.149	283	2	2	2.000	8.267	Agree

*Source: Author's Processed Data, 2024*

According to table V.10, a recapitulation of respondents' responses to the Product Attribute variable, the brand indicator has a weight of 1,728, the design indicator has a weight of 1,658, the color indicator has a weight of 1,636, the price indicator has a weight of 1,639, and the quality indicator has a weight of 1,606. The total of all product attribute weights is 8,267. Based on the interval table the Product Attribute variable is at 6,801-8,400, this is included in the agree category.

Based on the recapitulation results, the highest research score was for the brand indicator with a total of 1,728, while the quality indicator had the lowest score with a value of 1,606. with this statement, it can be concluded that brand indicators influence consumers more to make purchases, while quality indicators do not really influence consumers to make purchases.

Table V.16  
Recapitulation of Respondents' Responses Regarding Product Attributes at Rumah Andalan Batik Pangkalan Kerinci

No	Information	Responden Responses					Amount	Weight	Category
		SS	S	N	TS	STS			
1	Recognition of needs	53	111	33	3	0	200	814	Agree
2	Information Search	56	110	25	9	1	200	813	Agree
3	Evaluation of Alternatives	46	109	45	0	0	200	801	Agree
4	Buying decision	62	106	30	2	0	200	828	Agree
5	Post-Purchase Behavior	62	121	15	0	0	200	839	Agree
Amount		279	557	148	14	1	1.000	4.095	Agree

*Source: Author's Processed Data, 2024*

According to table V.16, the recapitulation of respondents' responses to purchasing decision variables, the need recognition indicator has a weight of 814, the information search indicator has a weight of 813, the alternative evaluation indicator has a weight of 801, the purchasing decision indicator has a weight of 828, and post-purchase behavior has a weight of 839. So The total weight obtained is 4,095. Based on the interval table the purchasing decision variable is at 3,401-4,200, this is included in the agree category, while each indicator also states agree.

Based on the recapitulation results, the highest research score by respondents was on the post-purchase behavior indicator with a total of 839, while the alternative evaluation indicator had the lowest score with a total of 801.

**Data Analysis Test Results**

1. **Validity Test**

Table V.17  
Results of Validity Analysis of Variables (X) Product Attributes and Variables (Y) Purchasing Decisions

VARIABLE	STATEMENT	R Count	R table	Information
<b>Product attribute</b>	X1	0,414	0,197	Valid
	X2	0,463	0,197	Valid
	X3	0,418	0,197	Valid
	X4	0,350	0,197	Valid
	X5	0,361	0,197	Valid
	X6	0,556	0,197	Valid
	X7	0,384	0,197	Valid
	X8	0,549	0,197	Valid
	X9	0,393	0,197	Valid
	X10	0,331	0,197	Valid
	X11	0,499	0,197	Valid
	X12	0,383	0,197	Valid
	X13	0,531	0,197	Valid
	X14	0,494	0,197	Valid
	X15	0,437	0,197	Valid
	X16	0,393	0,197	Valid
	X17	0,535	0,197	Valid
	X18	0,458	0,197	Valid
	X19	0,504	0,197	Valid
	X20	0,492	0,197	Valid
<b>Buying decision</b>	Y1	0,572	0,197	Valid
	Y2	0,645	0,197	Valid
	Y3	0,536	0,197	Valid
	Y4	0,614	0,197	Valid
	Y5	0,718	0,197	Valid
	Y6	0,605	0,197	Valid
	Y7	0,681	0,197	Valid
	Y8	0,579	0,197	Valid
	Y9	0,555	0,197	Valid
	Y10	0,599	0,197	Valid

*Source: Author's Processed Data, 2024*

Based on the table above, the results of the validity of the Product Attribute variable (X) show that all items have a value of  $r_{\text{count}} > r_{\text{table}}$ , so they are declared valid. The  $r_{\text{table}}$  value in this study is 0.197. Furthermore, the results of the validity of the variable (Y) Purchase Decision show that all items have a value of  $r_{\text{count}} > r_{\text{table}}$ , so they are declared valid. Therefore, it can be concluded that each instrument for the Product Attribute (X) and Purchase Decision (Y) variables is declared valid.

## 2. Reability Test

Reliability is an index number with conditions that are said to be reliable by testing Cronbach's Alpha greater than 0.6. Therefore, if it meets the Cronbach's Alpha value, it can be declared reliable.

Table V.18  
Reliability Test Results

Variable	Cronbach's Alpha	Realiabe Conditions	Information
Product attribute (X)	0,787	0,6	Realiabe
Buying decision (Y)	0,810	0,6	Realiabe

Source: Author's Processed Data, 2024

According to the table above, it can be concluded that the Product Attribute (X) variable with a Cronbach's Alpha value of  $0.787 > 0.6$  can be declared reliable. And the Purchase Decision variable (Y) with a Cronbach's Alpha value of  $0.810 > 0.6$  can be declared reliable.

## 3. Simple Linear Regression Analysis

Simple linear regression analysis in this research aims to predict the influence of the Product Attribute variable (X) on the Purchasing Decision variable (Y). Simple linear regression analysis consists of the t test and coefficient of determination test. This simple linear regression analysis is illustrated with the formula  $Y = a + bx$ . Based on the analysis results obtained as follows :

Table V.19  
Simple Linear Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.849	4.891		.583	.561
	Product attribute	.462	.059	.621	7.844	.000

a. Dependent Variable: Buying decision

Source: Author's Processed Data, 2024

Based on table V.19, it is known that the constant value ( $\alpha$ ) is 2.849 and the beta value ( $\beta$ ) of the Product Attribute variable is 0.462, so that if entered into the regression equation it produces:

$$Y = 2.849 + 0.462x$$

This equation illustrates several things:

1) If the value of the purchasing decision variable is considered constant or there are no additional variables, then it has a value of 2.849.

- 2) The addition of product attribute variables will increase purchasing decisions by 0.462.
- 3) The beta coefficient ( $\beta$ ) value of the product attribute variable is 0.462, which is positive, which shows the direction of the relationship between the two variables. So the higher the product attribute value, the greater the purchasing decision.

**4. Hypothesis Testing**

**a) t test**

This t test functions to determine how significant the influence of the product attribute variable (X) is on the purchasing decision variable (Y).

The t test results can be seen as follows:

Table V.20

T test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.849	4.891		.583	.561
	Product attribute	.462	.059	.621	7.844	.000

a. Dependent Variable: Buying decision

Source: Author's Processed Data, SPSS, 2024

Based on the table above, it can be seen that the  $t_{count}$  value of the Product Attribute (X) variable is 7.844 with a significance level of 0.000, to test the t results on the Product Attribute variable (X) against the Purchasing Decision variable (Y) as follows :

$$t_{table} = t (a/2 ; n-k-1)$$

$$n = \text{sample (100)}$$

$$k = \text{variable amount (2)}$$

$$a = 0,05 = \text{level of confidence} = 95 \%$$

$$\text{So that } t (0,05/2 ; 100-2-1)$$

$$T (0,025 ; 97)$$

So that the value of  $t_{tabel}$  is 1,984 it is concluded that the Product Attribute (X) variable has a value of  $t_{count} > t_{table} = 7,844 > 1,984$  with a significance level of 0,000 ( $< 0,05$ ) Product Attributes (X) partially influence the Purchase Decision variable (Y) for batik cloth at Rumah Batik Andalan Pangkalan Kerinci.

**b) Determination Test ( $R^2$ )**

Table V.21  
Test Result  $R^2$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 <sup>a</sup>	.386	.379	3.243
a. Predictors: (Constant), Product attribute				

Source: Author's Processed Data, SPSS, 2024

Based on the table above, it can be concluded that the coefficient of determination or value R square ( $R^2$ ) namely 0,386 or 38,6% of which purchasing decisions are influenced by Product Attributes amounting to 38,6%, while the remaining 61,4% (100% - 38,6%) is influenced by other factors such as customer knowledge about the brand and desire to search. variations and other variables. This can be seen from the increase in the score for each aspect of the Product Attribute (X) variable, namely brand, design, color, price and quality, also increasing the purchasing decision score (Y).

### Discussion Of Research Results

According to the results of descriptive tests on product attribute variables, it is known that brand indicators have the largest total weight than other indicators, namely 1.728. This value is in the interval 1.681-2.000, which is in the strongly agree category. This means that respondents in this study think that product attributes occur because consumers have an interest in the batik brand because the brand is easy to remember, pronounce and recognize, has distinctive characteristics and the brand of batik cloth is very well known and has many benefits. The statement items that have the highest weight are "The Rumah Andalan batik cloth brand has distinctive characteristics" and "The batik cloth brand is very famous and has many benefits". These results are in line with (Amrillah, 2016) who stated that there is a relationship between product

attributes and purchasing decisions because products that have unique and good attributes can have an influence on consumer decisions in purchasing such as batik cloth brands that have unique characteristics and very good brands. famous and interested by many people.

By testing regression analysis, hypothesis testing, and testing the coefficient of determination, the result was that product attributes had an influence on the decision to purchase batik cloth at Rumah Batik Andalan Pangkalan Kerinci. The results of the validity of the product attribute variable (X) show that all items have a value of  $r_{\text{count}} > r_{\text{table}}$  so they are declared valid. The  $r_{\text{table}}$  value in this study is 0,197. Furthermore, the results of the validity of the variable (Y) purchasing decisions show that all items have a value of  $r_{\text{count}} > r_{\text{table}}$ , so they are declared valid. In the reliability test, the Product

Attribute (X) variable has a Cronbach's Alpha value of  $0,787 > 0,6$  and the Purchase Decision variable (Y) has a Cronbach's Alpha value of  $0,810 > 0,6$  so it can be declared reliable.

In research conducted by this author, it was found that the product attribute variables which have indicators of brand, design, color, price and quality have a regression coefficient value of  $0,462$ , meaning that product attributes have a positive influence regarding the decision to purchase batik cloth at Rumah Batik Andalan Pangkalan Kerinci. Likewise, the hypothesis results (t test) show that  $t_{count}$  on the product attribute variable is  $7,844$  where  $7,844 > 1,984$ . This means that  $H_1$  is accepted and  $H_0$  is rejected.

The researcher carried out a t test, obtained a value of  $1,984$ , then the conclusion was drawn that the product attribute variable (X) value at  $t_{count} > t_{table} = 7,844 > 1,984$  with a significance level of  $0.000 (< 0.05)$ , so the product attribute variable (X) partially has an influence related to the purchasing decision variable (Y) of batik cloth at Rumah Batik Andalan Pangkalan Kerinci.

Then the results of the coefficient of determination test or value on R square ( $R^2$ ) are  $0,386$  or  $38,6\%$ , which is the value that shows how much the independent variable Product Attribute (X) influences the dependent variable Purchasing Decision (Y) which is  $38,6\%$ ,

while the remaining  $61,4\%$  ( $100\% - 38,6\%$ ) is influenced by other factors such as customer knowledge about the brand and desire to look for variations and other variables.

The results of the research carried out are in line with the results of the research carried out (Afkari, 2016), "The Influence of Product Attributes and Service Quality on the Decision to Purchase Fashion Products in Online Shops via Instagram Social Media", stating that if the product attributes are good then the purchasing decision is high, but if the product attributes are bad it can cause low purchasing decisions. Thus, in order for consumers to make purchasing decisions, the company needs to create a strategy to improve the brand image of batik cloth at Rumah Batik Andalan. If the brand image is strong, purchasing decisions will increase.

And also in research (Jusrin, Utha, & Abdullah, 2016) which states that the results of testing product attribute variables on purchasing decisions show that the value of  $t_{count} > t_{table}$  is  $3,343 > 1,677$ , this proves that product attributes have a significant influence to a purchasing decision.

## **IV. Conclusion and Sugestion**

### **A. Conclusion**

In the research entitled "The Influence of Product Attributes on the

Decision to Purchase Batik Cloth at Rumah Andalan Batik Pangkalan Kerinci" with the Product Attribute variable (X) and the Purchase Decision variable (Y) with a sample size of 100 respondents taken using purposive sampling and Accidental Sampling techniques, then it can be concluded as follows:

1. Based on the research results, it is concluded that the attributes of batik cloth products at Rumah Batik Andalan Pangkalan Kerinci are in the "Agree" category. Therefore, it can be interpreted that product attributes consisting of brand, design, color, price and quality will always influence consumers in making purchases.

2. Based on the research results, it can be concluded that purchasing decisions for batik cloth consumers at Rumah Batik Andalan Pangkalan Kerinci are in the "Agree" category. This means that purchasing decisions consisting of recognizing needs, searching for alternative evaluation information, purchasing decisions, and post-purchase behavior are always in accordance with what consumers want and expect, even when consumers decide to make a purchase at Rumah Batik Andalan Pangkalan Kerinci.

3. The results of the simple linear regression test analysis prove that product attributes have a significant influence on consumer purchasing decisions for batik

cloth at Rumah Batik Andalan Pangkalan Kerinci, which means that the higher the product attribute value, the greater the purchasing decision. Based on the results of statistical data analysis using SPSS, it was concluded that product attributes had a positive and significant influence on the decision to purchase batik cloth at Rumah Batik Andalan Pangkalan Kerinci by 38.6%, while the remaining 61.4% (100% - 38.6%) was influenced by other variables.

This can be interpreted as that product attributes influence the decision to purchase batik cloth at Rumah Batik Andalan Pangkalan Kerinci, stating that if the product attributes are good then the purchasing decision is high, but if the product attributes are bad then it can cause the purchasing decision to be low.

## **B. Suggestions**

Based on the results of the research that has been carried out, suggestions that can be given regarding the results of the analysis and discussion in this research are:

1. Theoretically, if future researchers want to carry out the same research with different objects, it would be good to add other variables so that they can further develop other Business Administration knowledge related to marketing management.

2. Pragmatically, (a) For Rumah Andalan Batik Pangkalan Kerinci, it is recommended to continue to carry out the

latest innovations related to product attributes by always providing products that suit customer needs and expectations, as well as increasing the effectiveness of brand use by carrying out good branding and labeling. This needs to be considered with the aim of attracting consumers based on brand awareness of high product quality, so that consumers do not switch to batik products from other brands. (b) For the Pangkalan Kerinci sub-district government, it is advisable to continue to pay more attention to all craftsmen of the Bono batik art with the aim of continuing to preserve the original culture of the Pangkalan Kerinci area so that it continues to develop from time to time so that the next generation can still know what Bono batik is.

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