The Influence of Consumer Perception and Price on Purchase Intention of Central Javanese Batik

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Article Info	ABSTRACT
	This study aims to examine the influence of consumer perception and price on the purchase intention of Central Javanese batik in Solo, Pekalongan, Semarang, Cilacap, and Demak. The study focuses on how consumer perceptions of batik quality, motifs, cultural value, and price affect purchasing decisions. A quantitative survey was conducted with 100 respondents, 20 from each region, using purposive sampling. Data were collected through a 5-point Likert scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, and F and t tests. Results indicate that all instruments are valid and reliable. Regression analysis produced the equation Purchase Intention = $3.249 + 0.387X_1 + 0.387X_2 + e$, with $R^2 = 0.509$. F and t tests show positive and significant effects, highlighting the importance of product quality, cultural value, and pricing strategies in enhancing purchase intention.

INTRODUCTION

The creative industry has increasingly played a strategic role in driving global economic growth (Sitta & Perdana, 2021). Cultural-based products, particularly those rooted in local traditions, are not only valued for their aesthetic qualities but also for their ability to create identity, strengthen cultural diplomacy, and contribute significantly to the creative economy (Wahyuni, 2023). According to Febriany et al. (2025), the global market value of creative goods and services has exceeded USD 2 trillion, with the fashion sector comprising textiles, apparel, and traditional crafts accounting for nearly one-third of this figure. In many countries, cultural products have also become soft power tools that strengthen national branding in international markets. This trend highlights the importance of preserving and developing traditional industries while adapting them to the demands of modern consumers (Anandhika & David, 2025).

Indonesia as one of the countries with the richest cultural diversity in the world, holds immense potential in developing its creative economy (Hadita & Navanti, 2025). Data from the Indonesian Creative Economy Agency in research Akbar & Hayuningtias (2023) show that the creative economy sector contributed approximately IDR 1,300 trillion to Indonesia's GDP in 2022, or around 7% of the national economy, employing more than 19 million people across various sub-sectors. Among these sub-sectors, fashion consistently ranks as one of the top three contributors alongside culinary and crafts (Iriandy et al., 2024). Within the fashion segment, traditional textile products especially batik have a central position, not only as cultural heritage but also as a driver of entrepreneurship and regional competitiveness (Pratama & Handoyo, 2024). This makes batik an important subject of study, especially in terms of how consumers perceive it and how price affects their intention to purchase (Desyanata & Rivai, 2024).

Batik of Indonesia has been recognized by UNESCO as a world cultural heritage and has become one of the main icons of the national creative industry (Desyanata & Rivai, 2024). This industry not only carries aesthetic value and cultural identity but also makes a significant contribution to the national economy (Rodhiah & Prastio, 2025). Data show that the batik industry employs around

200,000 workers spread across 47,000 batik business units in 101 regions of Indonesia (Tristanto & Iswati, 2025). Halyana & Bangsawan (2025), batik exports have also recorded positive performance, with export value reaching USD 17.53 million or approximately IDR 283 billion in 2023, and even increasing by around 14% during the January–February 2024 period compared to the previous year. Ariyanti & Usman (2025), according to the Ministry of Industry, more than 50% of Indonesia's batik exports come from Central Java, indicating the province's dominance in the national batik industry. These figures highlight that batik is not only important as a cultural symbol but also as a strategic sector in driving national economic growth (Widitya et al., 2024).

Central Java is one of the main centers of batik production in Indonesia, with several cities such as Solo, Pekalongan, and Semarang widely known as batik hubs (Chelsea & Sugiyanto, 2024). Solo is famous for its classical motifs, while Pekalongan is renowned for its colorful and acculturative patterns that have become the city's hallmark (Chelsea & Sugiyanto, 2024). Pekalongan is even referred to as the producer of around 70% of the nation's batik in terms of production volume (Munir & Ahmadi, 2025). Batik exports from Pekalongan are also significant, with the 2019 target reaching USD 18.88 million or around IDR 264.32 billion (Husna & Mairita, 2024). Meanwhile, Semarang and its surroundings have grown as batik distribution centers with their own distinct appeal (Munir & Ahmadi, 2025). In addition to these three cities, Demak Regency and Cilacap Regency also have growing batik artisan communities, which, although not yet as large as Solo or Pekalongan, are potential markets as well as producers of batik in Central Java (Agata & Ali, 2025). This makes Central Java an important region for understanding consumer behavior toward batik, particularly in terms of consumer perception and price, which ultimately influence purchase intention (Pristiyono et al., 2025).

From demographic and economic perspectives, the research areas present diverse characteristics. Solo City has a population of approximately 523,008 people, with a City Minimum Wage (UMK) in 2022 of IDR 2,416,560 per month (Harsanto & Jakti, 2021). Demak Regency has a population of around 1,223,217 people, while Semarang City/Regency has about 1,659,975 residents. Data for Cilacap show that it is one of the largest regencies with more than 1.7 million inhabitants (Husna & Mairita, 2024). The 2024 UMK across the research regions also varies, for instance: Semarang City at IDR 3,243,969, Demak Regency at IDR 3,127,209, Cilacap Regency at IDR 2,479,106, and Pekalongan City at IDR 2,332,087 (Julia et al., 2024). These differences reflect variations in consumer purchasing power across regions (Amongraga, 2025). Such diversity in population size, economic conditions, and consumer purchasing power may affect batik purchase intention differently. It is important to examine how consumer perception and price play roles in batik purchase decisions across various local socio-economic contexts.

Previous studies also confirm that consumer perception and price significantly influence batik purchase behavior. A study at Setono Batik Wholesale Market in Pekalongan found that price, along with brand image, product quality, and promotion, significantly affected consumers' repurchase intention, with 97 respondents (Murdani et al., 2025). Another study at Batik Kauman Solo revealed that product price was a significant variable in purchase decisions, with a sample of 100 consumers from a population of around 5,000. In Semarang, research on Batik Danar Hadi customers with a sample of 76 people also found that price perception positively influenced customer satisfaction (Munir & Ahmadi, 2025). These findings indicate that price and consumer perception are indeed relevant in influencing purchase intention, yet the scope of the research has been limited to certain locations and variables. Moreover, existing studies tend to focus on adult consumers, while the role of younger generations such as Millennials and Gen Z, who are increasingly active in local fashion trends, has not been widely explored (Isalman et al., 2023).

Previous studies have not comprehensively combined consumer perception variables (such as quality perception, aesthetic value, function, and cultural aspects) and price variables (absolute price, relative price, and perceived price fairness) in analyzing batik purchase intention across key regions of Central Java (Fadilah & Situmorang, 2024). Furthermore, Demak and Cilacap have received relatively little attention in the literature, despite their local economic conditions, purchasing power, and cultural backgrounds potentially influencing batik purchase decisions differently. Few studies have employed representative samples on a larger scale in each city or applied multivariate analysis methods such as Structural Equation Modeling (SEM) to measure the relative strength of consumer perception and price variables. Thus, comparative research across regions in Central Java becomes highly urgent to provide a more comprehensive picture (Widitya et al., 2024).

Considering batik's importance as a cultural identity, a driver of local economies, and a source of export revenue, along with the fact that consumer perception and price play roles in purchase decisions but have not yet been studied comprehensively across the research regions, this study becomes highly relevant. It is expected to fill the knowledge gap regarding the influence of price and consumer perception on batik purchase intention in Solo, Pekalongan, Semarang, Cilacap, and Demak, providing empirical data that allow cross-regional comparison, and offering strategic recommendations for batik entrepreneurs and local policymakers in designing pricing strategies, branding, and cultural motif development to increase purchase intention of Central Javanese batik. Beyond academic contribution, this research is also expected to provide practical benefits in the form of research-based marketing strategies that can strengthen the competitiveness of Central Javanese batik SMEs in both domestic and global markets.

RESEARCH METHODS

This study employs a quantitative approach with a survey method to examine the influence of consumer perception and price on the purchase intention of Central Javanese batik. The research population consists of batik consumers in five major batik centers: Solo, Pekalongan, Semarang, Cilacap, and Demak. The sampling technique used is purposive sampling, with the requirement that respondents must have purchased or used batik at least once. A total of 100 respondents were selected, with 20 respondents from each city. The research instrument is a questionnaire using a 5-point Likert scale, where a score of 1 indicates "strongly disagree" and a score of 5 indicates "strongly agree." The variables in this study include consumer perception (X1), measured by indicators such as quality, motifs, authenticity, and cultural identity; price (X2), measured by affordability, conformity with quality, and comparison with other products; and purchase intention (Y), measured by repurchase intention, willingness to recommend, and purchase loyalty (Chelsea & Sugiyanto, 2024).

The data collected were analyzed through several stages using SPSS. Instrument testing was carried out using validity testing (Pearson Correlation) and reliability testing (Cronbach's Alpha). Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to ensure the feasibility of the regression model. Multiple linear regression analysis was then used to examine the relationship between the independent and dependent variables. The F-test was applied to assess the simultaneous effect, the t-test to examine the partial effect, and the coefficient of determination (R^2) to determine how much consumer perception and price contribute to explaining purchase intention of Central Javanese batik.

RESULTS AND DISCUSSION
Results

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	42	42%
	Female	58	58%
Age	17–25 years	30	30%
	26–35 years	35	35%
	36–45 years	20	20%
	>45 years	15	15%
Education	Senior High School/Voc.	28	28%
	Diploma	15	15%
	Bachelor (S1)	45	45%
	Master/Doctorate (S2/S3)	12	12%
Occupation	Student	20	20%
	Private Employee	30	30%
	Civil Servant	15	15%
	Entrepreneur	25	25%
	Others	10	10%
Monthly Income	< IDR 2,500,000	22	22%
	IDR 2,500,000–5,000,000	48	48%

Characteristics	Category	Frequency (n)	Percentage (%)
	> IDR 5,000,000	30	30%
Region of Origin	Solo	20	20%
	Pekalongan	20	20%
	Semarang	20	20%
	Cilacap	20	20%
	Demak	20	20%
Frequency of Buying	Rarely	25	25%
	Occasionally	45	45%
	Frequently	30	30%
Purpose of Buying Batik	Formal Events	40	40%
	Daily Wear	25	25%
	Collection	20	20%
	Gift	15	15%

Based on Table 1, the respondents' characteristics indicate that the majority were female (58%) compared to male (42%). The age distribution was diverse, with the largest group aged 26–35 years (35%), followed by those aged 17–25 years (30%). In terms of education, most respondents held a Bachelor's degree (45%), followed by Senior High School/Vocational graduates (28%). Respondents' occupations varied, with the largest proportion being private employees (30%) and entrepreneurs (25%). Regarding monthly income, nearly half of the respondents (48%) earned between IDR 2,500,000 and IDR 5,000,000. The respondents came equally from five regions Solo, Pekalongan, Semarang, Cilacap, and Demak (20% each). The frequency of purchasing batik was mostly occasional (45%), while the main purpose of purchase was for formal events (40%).

1. Validity Test
Consumer Perception

Table 2. Consumer Perception

Item	R-Count	R-Table	Remark
1	0.616	0.195	Valid
2	0.811	0.195	Valid
3	0.801	0.195	Valid
4	0.815	0.195	Valid
5	0.799	0.195	Valid
6	0.551	0.195	Valid

Table 2 shows the results of the validity test for the consumer perception variable, where all six items have r-count values greater than the r-table value of 0.195. This indicates that each item is valid and capable of accurately measuring consumer perception. The highest r-count value is 0.815, while the lowest is 0.551, both of which still exceed the minimum requirement. Therefore, all items in the consumer perception variable can be used for further analysis.

Price

Table 3. Price

Item	R-Count	R-Table	Remark
1	0.790	0.195	Valid
2	0.833	0.195	Valid
3	0.816	0.195	Valid
4	0.791	0.195	Valid
5	0.771	0.195	Valid

Table 3 presents the validity test results for the price variable, where all five items have r-count values higher than the r-table value of 0.195. This confirms that each item is valid and capable of measuring the price variable accurately. The r-count values range from 0.771 to 0.833, all of which

exceed the required threshold. Therefore, all items in the price variable are considered suitable for further analysis.

Purchase Intention

Table 4. Purchase Intention

Item	R-Count	R-Table	Remark
1	0.586	0.195	Valid
2	0.706	0.195	Valid
3	0.824	0.195	Valid
4	0.802	0.195	Valid
5	0.863	0.195	Valid

Table 4 shows the validity test results for the purchase intention variable. All five items have r-count values greater than the r-table value of 0.195, with scores ranging from 0.586 to 0.863. These results indicate that each item is valid and accurately measures the construct of purchase intention. Thus, all items in this variable are appropriate to be used in subsequent analysis.

2. Reliability Test

Table 5. Reliability Test

Variable	Cronbach's Alpha	Remark
Consumer Perception	0.831	Reliable
Price	0.858	Reliable
Purchase Intention	0.812	Reliable

Table 5 presents the results of the reliability test for all research variables. The Cronbach's Alpha values for consumer perception (0.831), price (0.858), and purchase intention (0.812) are all above the recommended threshold of 0.6. These results indicate that all variables are reliable and consistent in measuring the intended constructs, meaning the research instruments can be trusted for further analysis.

3. Classical Assumption Test
Normality Test

Table 6. Normality Test

Asymp. Sig. 2-tailed	Remark
0.270	Normal

Table 6 shows the results of the normality test using the Kolmogorov-Smirnov method. The significance value obtained is 0.270, which is greater than the threshold of 0.05. This indicates that the data is normally distributed, meaning the regression model meets the normality assumption and is appropriate for further analysis.

Multicollinearity Test

Table 7. Multicollinearity Test

Independent Variable	Tolerance	VIF	Remark
Consumer Perception	0.597	1.675	No Multicollinearity
Price	0.597	1.675	No Multicollinearity

Table 7 presents the results of the multicollinearity test. Both independent variables, consumer perception and price, have tolerance values of 0.597 (greater than 0.10) and VIF values of 1.675 (less than 10). These results indicate that there is no multicollinearity between the independent variables, meaning each variable can be used reliably in the regression model without overlapping effects.

Heteroscedasticity Test

Table 8. Heteroscedasticity Test

Variable	Significance	Remark

Consumer Perception	0.533	Homoscedastic
Price	0.170	Homoscedastic

Table 8 shows the results of the heteroscedasticity test, where the significance values for consumer perception (0.533) and price (0.170) are both greater than 0.05. These results indicate that the regression model does not experience heteroscedasticity, meaning the variance of the residuals is constant across all levels of the independent variables. Therefore, the model meets one of the classical assumption test requirements.

4. Multiple Linear Regression Analysis
Table 9. Multiple Linear Regression Analysis

Variable	B	Std. Error
Constant	3.249	1.973
Consumer Perception	0.387	0.075
Price	0.387	0.114

Table 9 presents the results of the multiple linear regression analysis. The regression equation obtained is: Purchase Intention = $3.249 + 0.387X_1 + 0.387X_2 + e$, where X_1 represents consumer perception and X_2 represents price. The constant value of 3.249 indicates that if both independent variables are zero, the baseline purchase intention is 3.249. The coefficient of consumer perception (0.387) and price (0.387) shows that each one-unit increase in these variables will increase purchase intention by 0.387, assuming other variables remain constant. This implies that both consumer perception and price have a positive influence on the intention to purchase Central Javanese batik.

5. Hypothesis Testing
Coefficient of Determination (R²)
Table 10. Coefficient of Determination (R²)

R² Value	Explanation
0.509	Consumer Perception and Price explain 50.9% of Purchase Intention, the rest (49.1%) is explained by other factors.

Table 10 shows the coefficient of determination (R^2) for the model, which is 0.509. This indicates that consumer perception and price together explain 50.9% of the variation in purchase intention, while the remaining 49.1% is influenced by other factors outside this study, such as promotion, brand image, service quality, or cultural influences. The R^2 value demonstrates a moderate level of explanatory power, suggesting that the model is reasonably effective in predicting consumers' intention to buy Central Javanese batik.

F-Test (Simultaneous Test)
Table 11. F-Test (Simultaneous Test)

F-Count	F-Table	Sig.	Remark
50.354	3.09	0.000	Significant effect simultaneously

Table 11 presents the results of the F-test, which examines the simultaneous effect of consumer perception and price on purchase intention. The F-count value is 50.354, which is greater than the F-table value of 3.09, and the significance level is 0.000, which is less than 0.05. This indicates that, together, consumer perception and price have a significant influence on the purchase intention of Central Javanese batik. The findings confirm that the model is statistically significant and that the independent variables collectively explain variations in the dependent variable.

t-Test (Partial Test)
Table 11. t-Test (Partial Test)

Variable	t-Count	t-Table	Sig.	Remark

Consumer Perception	5.135	1.984	0.000	Significant
Price	3.402	1.984	0.001	Significant

Table 11 presents the results of the t-test, which examines the partial effect of each independent variable on purchase intention. The t-count for consumer perception is 5.135, greater than the t-table value of 1.984, with a significance of 0.000, indicating that consumer perception has a significant positive effect on purchase intention. Similarly, the t-count for price is 3.402, also greater than 1.984, with a significance of 0.001, demonstrating that price significantly influences purchase intention. These results suggest that both consumer perception and price independently contribute to shaping consumers' intention to purchase Central Javanese batik.

Discussion

The results of the validity test in this study show that all items in the variables of consumer perception, price, and purchase intention have r-count values greater than the r-table (0.195). This indicates that all research instruments are valid and capable of measuring the intended indicators accurately. The validity test is an important step to ensure the suitability of indicators with the research constructs (Aulia & Nafiisah, 2023). This finding is consistent with the study of Akbar & Hayuningtias (2023), which emphasized that questionnaire items can be declared valid when the r-count is higher than the r-table. Fetrizen & Aziz (2019) found that validity testing is the basis for the legitimacy of consumer behavior instruments. Thus, the instruments used in this study are appropriate for further analysis. The reliability test also reinforces the credibility of the instruments. The Cronbach's Alpha values for all three variables are above 0.8, namely consumer perception (0.831), price (0.858), and purchase intention (0.812). These values exceed the minimum threshold of 0.6 as recommended by Putra et al. (2024) and Prasetio & Indriani (2022). This means the instruments are consistent in measuring the studied constructs. Previous research by Saridewi & Nugroho (2022) showed similar results, where instruments are considered reliable when Cronbach's Alpha exceeds 0.7. Alviera & Aulia (2023) found that high reliability indicates consistent responses from participants across the tested indicators. Therefore, the instruments in this study are both valid and reliable.

The results of the classical assumption tests strengthen the feasibility of the regression model. The normality test using Kolmogorov-Smirnov resulted in a significance value of 0.270, greater than 0.05, indicating that the data are normally distributed. According to (Murdani et al., 2025), a good regression model must meet the assumption of normality so that the results can be interpreted accurately. The multicollinearity test showed that the tolerance value was 0.597 (>0.10) and the VIF value was 1.675 (<10). These results indicate that there is no multicollinearity between the independent variables, consistent with Triana & Hidayat (2023), who argued that a VIF value below 10 suggests no excessive linear relationship among independent variables. Similarly, the heteroscedasticity test using Glejser produced significance values greater than 0.05 for both variables, meaning the model is homoscedastic. These findings are in line with Saridewi & Nugroho (2022), who emphasized that a good regression model should be free from heteroscedasticity. Hence, all three classical assumptions were met, and the regression model can be considered appropriate. The multiple linear regression analysis produced the following equation:

$$\text{Purchase Intention} = 3.249 + 0.387X_1 + 0.387X_2 + e$$

This result indicates that both consumer perception and price have positive effects on purchase intention for Central Javanese batik. In other words, an increase in consumer perception of batik quality and value leads to higher purchase intention, and a favorable perception of price also encourages buying interest. These findings are in line with Widitya et al. (2024), who stated that positive consumer perceptions of product quality can increase purchase intention. Anggraini et al. (2023) found that prices perceived as fair and aligned with quality have a positive effect on purchase intention. Fetrizen & Aziz (2019) confirmed that consumer perception and price are dominant factors influencing purchasing decisions for local products. The hypothesis testing results further support these findings. The coefficient of determination (R^2) is 0.509, meaning that consumer perception and price together explain 50.9% of purchase intention, while the remaining 49.1% is influenced by other factors such as promotion, brand image, service quality, or cultural influence. Setiawan (2022) similarly found that

consumer perception and price significantly affect purchase intention, though external factors also play a role. Therefore, the variables used in this study have substantial contributions to explaining purchase intention for Central Javanese batik.

The F-test shows that consumer perception and price simultaneously have a significant effect on purchase intention (F-count = 50.354 > F-table = 3.09; sig. = 0.000). This result is consistent with consumer behavior theory by Faradiba & Musmulyadi (2020), which states that perception, price, and psychological factors are key foundations in consumer purchase decisions. It is also supported by Delfira et al. (2025), who demonstrated that consumer perception and price simultaneously affect purchase intention for local products. This suggests that to increase batik purchase intention, both perception and price must be considered together. The t-test results also highlight the significant positive effects of each independent variable. Consumer perception has a t-value of 5.135, greater than the t-table (1.984), with a significance of 0.000. This indicates that the more positive consumer perceptions of batik are regarding quality, design, or cultural value the higher their purchase intention. This finding is consistent with Sumarsono & Syaiful (2025), who reported that positive consumer perceptions of local products with cultural values can increase purchase intention. Anandhika & David (2025) also emphasized that product quality perception plays a vital role in influencing purchase decisions. Price has a t-value of 3.402, greater than the t-table (1.984), with a significance of 0.001. This confirms that price also has a significant positive effect on purchase intention. Consumers are more likely to purchase when the price is aligned with product quality. Sundari et al. (2023) confirmed that affordable prices matching product quality increase purchase intention, and Ariyanti & Usman (2025) reinforced that competitive prices are one of the main factors driving fashion product purchases.

CONCLUSION

Based on the results of this study, it can be concluded that consumer perception and price have a positive and significant effect on the purchase intention of Central Javanese batik, both partially and simultaneously. Positive consumer perceptions of batik quality, design, and cultural value, along with appropriate and competitive pricing, enhance consumers' intention to purchase. Together, these variables explain 50.9% of purchase intention, while the remaining portion is influenced by other factors such as promotion, brand image, service, and cultural context. These findings highlight the importance of managing consumer perception and implementing effective pricing strategies for batik producers to increase purchase intention.

Batik producers are advised to continuously enhance positive consumer perceptions by maintaining product quality, emphasizing the cultural value of batik in promotions, and setting competitive prices aligned with product quality. This strategy is expected to increase purchase intention and consumer loyalty.

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