

# **Analysis of Consumer Behavior in Increasing Product Purchase Decisions in Jogja Batik**

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## **ABSTRACT**

The purpose of this study is to analyze consumer behavior in increasing the purchase decision of Jogja batik products. This study uses a qualitative method with qualitative data, namely data in the form of words and sentences. The data source of this study was obtained from primary data from consumers or customers and secondary data from books or journals. The data collection technique of this study uses interview and observation techniques. This research was conducted at Jogja Batik Wholesale Pasar Beringharjo with 7 samples in that place. The data analysis techniques used are; 1) Data reduction, by reducing the data or summarizing the data obtained, then selecting the main things related to the important research focus. The reduction in this study focuses on matters related to consumer behavior in the purchase decision of Jogja batik products at Jogja Batik Wholesale Pasar Beringharjo. 2) Data presentation, in this study, data presentation was carried out in the form of a brief description of the interviewed and observed samples. 3) Drawing conclusions, in this stage, look for findings that are still vague, can be in the form of descriptions or descriptions on the object of research. Based on the theory of consumer behavior, it can be concluded that the decision to buy Jogja Batik at Beringharjo Market is influenced by the quality, price, source of information, frequency of purchase, and obstacles faced by consumers. The right marketing strategy, such as price promotion, increasing product authenticity, and expanding the reach of information through social media and customer recommendations, can increase consumer interest and loyalty in batik. The implications of this research are 1) more appropriate market segmentation, 2) product development according to consumer needs, 3) a more competitive pricing strategy.

**Keywords:** *Batik Jogja, Product Purchase Decisions, Consumer Behavior,*

## **INTRODUCTION**

Consumer behavior is a key element in the development of an effective marketing strategy. With the rapid development of digitalization, consumer behavior is becoming increasingly complex, demanding a more personalized and detailed approach. Consumer behavior analysis allows companies to understand consumer psychology, needs, and preferences, which in turn can improve the effectiveness of marketing strategies.

Consumer behavior analysis includes various stages in decision-making, ranging from initial awareness, information collection, evaluation, selection, purchase decision, to post-purchase behavior. Each of these stages offers rich market opportunities, allowing companies to develop products that are more tailored to market demands and personalized consumer needs (Liu, 2024). This consumer behavior affects the ups and downs of marketing in products, therefore a marketing strategy is needed to overcome this consumer behavior. Marketing strategies based on consumer behavior are divided into four, namely; 1) Product Strategy, Based on the analysis of consumer behavior, the company can develop products that are more in line with market needs, meeting personalized consumer needs (Liu, 2024). 2) Pricing Strategy: More competitive pricing can be formulated based on consumers' ability to pay and their price sensitivity (Liu, 2024). 3) Promotion Strategy: Suitable promotion methods and channels can be selected based on information acquisition channels and consumer preferences (Liu, 2024) 4) Distribution Strategy: Distribution networks and channel layouts can be optimized based on consumers' purchasing habits and convenience (Liu, 2024). Consumer

behavior analysis is an important tool in developing effective marketing strategies. By leveraging available technology and data, companies can better understand and meet consumer needs, improve customer satisfaction, and ultimately increase sales and market share. The integration of consumer behavior insights into strategic planning is key to creating personalized and impactful marketing campaigns. (Kumo, 2023).

Consumer behavior also affects the consumer's consideration of purchasing decisions about products. Consumer purchasing decisions are influenced by a variety of factors, including internal factors. These internal factors include consumer perceptions, attitudes, lifestyles, and personalities, all of which play a crucial role in the purchasing decision-making process. The internal factors that influence the purchase decision are divided into four, namely; 1) Perception and Attitude: Consumers' perception of products and their attitudes towards a particular brand can influence purchasing decisions. Consumers tend to buy products that they perceive to be of good quality and in accordance with their positive attitude (Mohanty, 2009; Nasikan & Sasmito, 2013; Syaikhudin, 2021). 2) Lifestyle and Personality: Lifestyle and personality of consumers also play an important role. Consumers with a certain lifestyle may be more likely to choose products that fit their way of life. Personality, such as introversion or extroversion, can influence product preferences (Mohanty, 2009; Syaikhudin, 2021; Wardhana et al., 2023). 3) Motivation and Knowledge: Motivation to meet specific needs and knowledge of the product can drive purchasing decisions. More informed consumers tend to make more informed decisions (Haryanto & Rusmayanti, 2013). 4) Social and Psychological Influences: Psychological factors such as beliefs and attitudes towards green products, as well as social norms, can influence purchasing decisions, especially in the context of eco-friendly products (Testa et al., 2023).

Internal factors such as perceptions, attitudes, lifestyles, and personalities have a significant influence on consumer purchasing decisions. Understanding these factors can assist marketers in designing more effective strategies to attract consumers. Internal factors are often more dominant than external factors in influencing purchasing decisions, demonstrating the importance of a deep understanding of consumer behavior. Based on the previous explanation, the researcher will examine consumer behavior in strategies to increase product purchase decisions. The product chosen in this study is Jogja batik. Because Jogja batik is a distinctive product and has high cultural value. This Jogja batik comes from Yogyakarta and is known for its classic motifs and has a philosophical meaning.

## **METHOD**

This study uses a qualitative method with qualitative data, namely data in the form of words and sentences. The data source of this study was obtained from primary data from consumers or customers and secondary data from books or journals. The data collection technique of this study uses interview and observation techniques. This research was conducted at Jogja Batik Wholesale Pasar Beringharjo with 7 samples in that place.

In this study, the data analysis techniques used are; 1) Data reduction, by reducing the data or summarizing the data obtained, then selecting the main things related to the important research focus. The reduction in this study focuses on matters related to consumer behavior in the purchase decision of Jogja batik products at Jogja Batik Wholesale Pasar Beringharjo. 2) Data presentation, in this study the data presentation was carried out in the form of a brief description of the interviewed and observed samples. 3) Drawing conclusions, in this stage,

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.Tabel 1. Consumer Research Informant Data

|             | <b>Name</b> | <b>Age</b> | <b>Work</b>       |
|-------------|-------------|------------|-------------------|
| Responden 1 | Ibu Siti    | 45 years   | Civil servants    |
| Responden 2 | Bapak Rudi  | 50 years   | businessman       |
| Responden 3 | Dina        | 30 years   | Private Employees |
| Responden 4 | Andi        | 27 years   | student           |
| Responden 5 | Ibu Rina    | 40 years   | Housewives        |
| Responden 6 | Bayu        | 35 years   | Creative Workers  |
| Responden 7 | Tia         | 25 years   | Influencer        |

## RESULTS

This study has the purpose of analyzing consumer behavior in increasing the purchase decision of Jogja batik products. The location of this research was carried out at the Jogja Batik Wholesale Pasar Beringharjo. The sample used was as many as seven consumer respondents with different work backgrounds. The method used was interviews and direct observation with seven consumers who bought Jogja batik at the Jogja Batik Wholesale Pasar Beringharjo. Each respondent was given 5 questions such as 1) the reason why the respondents chose Jogja batik at Wholesale Batik Jogja Pasar Beringharjo, 2) what factors influenced the respondent's purchase decision at Wholesale Batik Jogja Pasar Beringharjo, 3) how respondents knew Jogja batik products, 4) how often respondents bought batik, 5) Respondents' obstacles in buying Jogja batik products at Wholesale Batik Jogja Pasar Beringharjo.

The following is an explanation and summary of the interview results from the seven respondents. The summary of the respondents' answers to the question of why respondents chose Jogja batik at Wholesale Batik Jogja Pasar Beringharjo is that they chose Jogja batik because the Jogja batik motif has a distinctive motif and looks elegant, Jogja Batik has high artistic value, and the design is suitable for work clothes and formal events. A summary of the respondents' answers to the question of what factors affect the decision to purchase products by the respondents are the quality of fabrics and motifs from Jogja batik at the Beringharjo Market, the price and uniqueness of the design of the batik itself, modern designs and batik that are comfortable to wear, affordable prices and motifs that are suitable for young people, Comfort of fabrics and colors that do not fade easily, and Photogenic design for content on social media. A summary of the respondents' answers to the question of how the respondents know about Jogja batik products at the Jogja Batik Wholesale Pasar Beringharjo is From social media and friend recommendations, From batik exhibitions and subscription stores, From marketplaces and social media, From Instagram and the batik lover community. The summary of respondents' answers to the question of how often respondents buy batik is Several times a year for collections and promotions, Three to four times a year, Once a year or when there is an important event, Once every six months. The summary of respondents' answers to the respondents' questions in buying Jogja batik is that the price is quite expensive, especially for written batik, It is difficult to find quality original batik at a reasonable price, Sometimes it is difficult to distinguish real batik from printed batik, It is difficult to find the right size, and Some products are difficult to get online with guaranteed quality.

From this interview, it can be concluded that the main factors that affect the decision to buy Jogja Batik at Wholesale Batik Jogja Pasar Beringharjo are:

1. Quality and motifs – Consumers prefer batik with unique designs and high-quality fabrics.
2. Price – The price of written batik is an obstacle for some consumers, but stamp batik is more affordable
3. Sources of information – Social media, friend recommendations, and batik shops are the main sources of information.
4. Purchase frequency – The average consumer buys batik several times a year, usually for special events.
5. Constraints – The main obstacles are price, difficulty finding original batik, and the availability of suitable sizes.

The following is an elaboration of the interview conclusions related to the factors that affect the decision to buy Batik Jogja at Batik Jogja Wholesale Pasar Beringharjo, adjusted to the theory of consumer behavior:

1. Quality and motive (product quality theory and value perception)  
Product quality is often judged based on consumers' subjective perceptions, which can differ from measurable objective quality. Consumers tend to rely on extrinsic clues such as price and brand when assessing product quality, especially when they are unable or unwilling to check intrinsic clues. (Alhabeeb, 2004; Sujan, 1991) . In the context of gifts, ethical attributes can improve the perception of quality and purchase intent. (Das et al., 2020) . In the context of green products, functional value (price) and social value have a positive impact on consumer choice behavior, while conditional and epistemic value have negative effects. Emotional values play a significant role as a moderator in influencing other consumption values. (Khan & Mohsin, 2017). Understanding how consumers judge the quality and value of a product is essential for an effective marketing strategy. Further research can help identify ways to improve the perception of quality and value, as well as understand differences in consumer behavior across different markets.
2. Price (Price Theory and Demand Elasticity)  
Price often serves as an indicator of quality for consumers. Consumers tend to have a certain price limit in mind when making a purchase, which indicates that price affects their perception of quality and purchasing decisions (Gabor, 1973, 1979). Price theory has also been applied in understanding competition between leading brands, where price becomes an important factor in consumer decisions during periods of economic change, such as decimalization in the UK (Gabor, 1973, 1979). Demand elasticity measures how sensitive the amount of demand is to price changes. These include direct and cross price elasticity, as well as income elasticity, all of which help classify goods based on demand responses to price and income changes. (Maria, 2014). Customer-oriented demand response models in the electricity market show that demand price elasticity can be used to design desired demand response programs, such as real-time pricing to maximize social welfare. (Sharifi et al., 2018; Yu et al., 2012). Price theory and demand elasticity provide an important framework for understanding consumer behavior. Despite challenges in the application and interpretation of elasticity, research continues to evolve to address these limitations and provide deeper insights into how prices affect consumer decisions
3. Information Sources (Consumer Information Source Theory)  
The credibility of information sources, such as expertise and trust, has a significant influence on consumers' perception of the usefulness and credibility of information, as

well as the intention to purchase and adopt information. (Filieri et al., 2018; Ismagilova et al., 2020). In the context of electronic word-of-mouth communication (eWOM), resource characteristics such as expertise, trust, and similarity (homophily) affect consumer perception of the usefulness of information. (Ismagilova et al., 2020) . Information overload occurs when consumers receive too much information from multiple sources, which can lead to confusion and difficulty in decision-making. Factors such as the complexity and ambiguity of information, as well as the large number of brand alternatives offered, can increase consumer perception of information overload . (Laato et al., 2020; Li, 2017). The motivation of the recipient of information also affects the perception of excess information and can moderate the relationship between the number of brand alternatives and the perception of excess information. (Li, 2017). The information provided by various sources, including service providers, platforms, and other consumers, influences consumer purchasing behavior. For example, recommendations from platforms and provider verification information can increase consumer trust and purchase intent (Xu et al., 2021). However, too much information or irrelevant information can reduce the effectiveness of such information (Xu et al., 2021). Research on consumer information source theory and consumer behavior shows that source credibility, information overload, and information avoidance are important factors that affect how consumers seek and use information. Understanding these factors can help marketers and platforms to design more effective strategies for communicating information to consumers and facilitating better decision-making.

#### 4. Purchase Frequency (Consumer Behavior Theory and Brand Loyalty)

Purchase frequency and brand loyalty are two important concepts in consumer behavior theory. Understanding how consumers interact with brands and the factors that influence their purchasing decisions can provide valuable insights for companies in developing effective marketing strategies. Interpersonal trust has a stronger correlation with consumer behavior in social commerce compared to organizational trust. This shows the importance of trust in influencing consumer purchasing decisions (Mou & Benyoucef, 2021). There is a positive relationship between the frequency of purchases and the tendency of consumers to give brand associations. Consumers who buy more often and have higher category requirements tend to be more loyal to brands. (Romaniuk & Nenycz-Thiel, 2013). Loyal consumers tend to be less price-sensitive in brand selection decisions, but more sensitive in purchase quantity decisions. This suggests that brand loyalty can affect price elasticity in a variety of ways. (Krishnamurthi & Raj, 1991) . Brand experience dimensions such as sensory and intellectual experience can influence consumer loyalty through the mediating role of the perception of brand authenticity. A positive brand experience can increase repurchase intent and willingness to pay more (Safeer et al., 2021). Repeated purchasing decisions can be influenced by asymmetrical information dependence, where previous decisions affect the consumer's current set of information. This suggests that brand loyalty is influenced not only by the utility of the product but also by the information available to consumers. (Moshkin & Shachar, 2002) . An understanding of purchase frequency and brand loyalty in the context of consumer behavior theory provides important insights for companies in developing effective marketing strategies. Factors such as trust, brand experience, and price elasticity play a crucial role in influencing consumer loyalty. By understanding these dynamics, companies can better target and retain their customer base

#### 5. Kendala (Teori Hambatan dalam Proses Pembelian)

Obstacle theory in the purchase process and consumer behavior theory are interrelated in understanding how various constraints affect consumer purchase decisions. These barriers can be financial, environmental, cultural, and structural constraints that affect consumer behavior in a variety of ways. Financial constraints affect consumer attention, choice, and consumption. Consumers who feel financially depressed tend to be less happy with their purchases and more concerned about opportunity costs, which can reduce purchase satisfaction and positive consumer reviews. (Dias et al., 2020; Hamilton et al., 2018; Paley et al., 2018). In addition, financial constraints also reduce the tendency of consumers to share their buying experience through word-of-mouth (Paley et al., 2018). Sustainable consumption is often affected by environmental constraints such as lockdowns, which force consumers to develop more sustainable consumption behaviors. (Gordon-Wilson & Godefroit-Winkel, 2024). During the COVID-19 pandemic, consumers turned to e-commerce to overcome imposed environmental constraints, demonstrating adaptability in purchasing behavior. (Guthrie et al., 2021). Structural barriers such as storage limitations can affect the frequency of shopping and the number of purchases per visit, which in turn affects the average prices and promotions offered by retailers. (Bell & Hilber, 2006). Constraints in the purchasing process affect consumer behavior in complex and diverse ways. Financial, environmental, cultural, and structural constraints all play an important role in shaping consumer purchasing decisions. Understanding and overcoming these obstacles can help marketers and retailers to be more effective in meeting consumer needs and increasing purchase satisfaction.

## **IMPLIKASI**

The implications of this study are:

1. More precise market segmentation  
manufacturers can offer products that suit the needs of each customer group.
2. Product development according to consumer needs  
If customers tend to look for batik with typical Yogyakarta motifs, then manufacturers can highlight the uniqueness of these motifs in their collections.
3. More competitive pricing strategy  
Manufacturers can set pricing strategies that suit consumer perceptions, for example by offering price variations based on ingredients or the level of complexity of the motif.

## **CONCLUSION**

From the research that has been carried out, it can be concluded that based on the theory of consumer behavior, the purchase of Jogja Batik at Beringharjo Market is influenced by quality, price, source of information, frequency of purchase, and obstacles faced by consumers. The right marketing strategies, such as price promotion, increasing product authenticity, as well as expanding the reach of information through social media and customer recommendations, can increase consumer interest and loyalty towards batik.

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