



The Influence of Product Quality, Price and Digital Marketing on Purchase Intention Batik Products in Sungai Penuh City

Fatma Ariani^{1*}, Enny Sestriyenti², Engla Desnim Silvia³, Rina Susanti⁴

¹Department of Accounting, Universitas Putra Indonesia YPTK Padang

²Department of Management, AMIK Depati Parbo Kerinci

³Department of Management, Universitas Putra Indonesia YPTK Padang

⁴Department of Information System, Universitas Putra Indonesia YPTK Padang
Email: fatmariani6@upiypk.ac.id

Abstract

The small industry is currently one of the crucial sectors in advancing the national economy, especially the Kerinci batik business. This study was conducted to discover the influence of the independent variables, namely product quality, price and digital marketing on interest in buying Batik Products. This study's population were Kerinci batik consumers located in Sungai Penuh City. Accidental sampling criteria determine the sample by distributing questionnaires to 50 consumers of Batik Kerinci, especially those in the Sungai Penuh City area. Data analysis consisted of descriptive, classical assumption, and multiple regression tests. Hypothesis testing consists of F test and t test. The study results show that only the product quality and price variables significantly and positively affect purchase intention. In contrast, the digital marketing variables have an effect. However, they are not significant; simultaneously, the product quality, price and digital marketing variables positively and significantly affect purchase intention.

Keywords: product quality, price, digital marketing, purchase intention

1. Introduction

Small industry is currently an important sector in advancing the national economy because it can provide benefits and create economic opportunities for the community. Small industry can help the progress and development of regions in Indonesia. The small industry in Indonesia is generally a community craft industry, one

of which is batik in the city of Kerinci Regency, specifically in the City of Sungai Full. The development of this batik has started since 1928 until now, which is known as Batik Incung (Adhanita, 2013). The following are batik trends in Indonesia when compared to Incung Batik. Pekalongan Batik, Jambi Batik, Minang Batik and Solo Batik.



Figure 1. Google Trends Results for Incung Batik

It can be seen from the picture above that it can be seen that Incung batik is not well known by the people of Indonesia because the use of Incung batik cloth is only for exclusive activities and a symbol of the aristocracy of the Sumatran Palace, especially in Jambi City, which is used in traditional ceremonies, religious ceremonies, and palace ceremonials, as seen in designs, motifs, colors, functions, and types of batik produced. But now the use of Incung batik cloth, especially in the City of Kerinci, is mandatory on Thursdays in every government and private agency. Because of this, the public increasingly demands Incung batik cloth. However, people may continue to use batik from other regions. Therefore, Kerinci batik producers began to create batik products that appealed to the public to influence people's interest in buying Kerinci batik products. Several things affect consumer buying interest: product quality, price and digital marketing (Raga et al., 2021).

External influences, awareness of needs, product introduction and evaluation of alternatives can generate consumer buying interest (Stankevich, 2017). This external influence consists of marketing efforts and socio-cultural factors. Meanwhile, marketing efforts influencing buying interest can range from quality products, attractive prices, an effective distribution network to creative and aggressive promotional activities (Suryani & Syafarudin, 2021). Consumer buying interest is a behavior in which consumers desire to choose, use, consume, or even want a product offered. Purchase intention is different from purchase intention, purchase intention is a follow-up of consumer buying interest where the conviction to decide to buy is already in a large percentage. So it can be said that purchase intention is the final stage in buying interest in the form of belief before a purchase decision is taken. Purchase intention (willingness to buy) is part of the behavioral component in consuming (Handayani & Martini, 2017). Interest in buying (willingness to buy) is the possibility that the buyer intends to buy a product. Purchase intention is a consumer behavior that shows the extent of his commitment to make a purchase.

According to Veybitha et al. (2021) buying interest can be identified through the following indicators: a. Transactional interest, namely the tendency to buy products b. Referential interest, namely the tendency of someone to refer the product to others. c. Preferential interest describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product. d. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

The first factor that influences purchase intention is product quality which is a product conformity with the criteria desired by the customer, the higher the suitability of these criteria, the better the quality of a product, the higher customer satisfaction. Prospective buyers really consider the quality of the product because the good quality of a product gives a comfortable effect to wear, the good quality of a product, the higher the price (Khasanah, 2021). According Handayani & Martini (2017) product quality must be based on consumers' will, which is then translated into production design, implementation of the production process, and production. So the product quality in the production process activities must be controlled in such a way that the resulting product conforms to the specifications desired by the customer and also reduces the high level of product satisfaction. Quality has an important role both from the point of view of consumers who are free to choose the level of quality or from the point of view of producers who are starting to pay attention to quality control to maintain and expand marketing reach.

According to Kotler & Armstrong (2018) quality is the characteristic of a product in its ability to meet predetermined and latent needs. Meanwhile, according to Garvin, quality is the advantage possessed by these products. Quality in the view of consumers is something that has its own scope which is different from quality in the view of producers when issuing a product that is usually known for its true quality. Product quality indicators consist of 1) Features 2) Reliability 3) Compliance with specifications 4) Durability and 5) Beauty (Chaerudin & Syafarudin, 2021). Several previous studies conducted by Limpo et al. (2018); (Suhaily & Darmoyo, 2017) showed that product quality significantly affects purchase intention.

H₁: Product quality has a significant influence on purchase intention

The second factor is the price where consumers judge the quality of the product by looking at the price of the product, then the price is the value that must be paid to get a product (Sumaa et al., 2021). Price is the amount of money billed for a product or service, more broadly price is the amount of value exchanged by consumers for the benefits of having or using a product or service (Wantara & Tambrin, 2019). Then, according to Cakranegara et al. (2022), price is the amount of value exchanged by consumers for the benefits of owning or using a product or service whose value is determined by buyers and sellers through bargaining or set by sellers for one price that is the same for all buyers. Previous studies by Satriawan & Setiawan (2020) ;(Wahyuni & Ginting, 2017) showed that price significantly affects purchase intention.

H₂: Price has a significant influence on purchase intention

Another factor influencing buying interest is digital marketing, where the development of the internet is followed by the development of online media in the marketing field, which can save time and effort and provide greater convenience when shopping. Changes to the selling and purchasing system with online media can be more effective in expanding sales by saving energy, time and costs. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc (Kotler & Armstrong, 2018).

Digital marketing activities aim to promote a brand, build preferences, and increase sales through various digital marketing techniques (Makrides et al., 2020). Various digital marketing activities include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, E-Commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks, games, and other forms of digital media. Its activities can also be extended to non-internet channels that provide digital media services, such as mobile phones (SMS and MMS). Previous studies by Nawaz & Kaldeen (2020); (Erlangga, 2021) showed that digital marketing significantly affects purchase intention.

H₃: Digital marketing has a significant influence on purchase intention

2. Method

This type of research is a quantitative descriptive survey and multiple linear analysis, namely an assessment that aims to understand how product quality, price and digital marketing can influence purchase intention and relate it to existing theories and use questionnaires as a data collection tool. This research was conducted in Kerinci City and the objects of research were entrepreneurs, producers, and employees of Batik Incung. In this research, a purposive sampling technique was used. With this technique, individuals who are members of the sample who are batik producers and their employees are selected. The data collection technique used by researchers in this study was distributing questionnaires to students directly and interviewing them. Then these data were processed with SPSS software version 21, with several tests such as Validity Test, Reliability Test, Normality Test (Kolmogorov - Smirnov Test), Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test (t-test and F test) and Determination Coefficient Test (R Square)

3. Result and Discussion

Result

The statement instruments in this study can be declared valid if the r-count coefficient obtained > r-table (0.230). The following is a summary of the validity calculation results for each variable which can be seen in the following table:

Table 1. Results of Product Quality Variable Validity

Variable	r-table	r-statistic	Exp
X1.1	0.230	0.483	VALID
X1.2	0.230	0.595	VALID
X1.3	0.230	0.511	VALID
X1.4	0.230	0.623	VALID
X1.5	0.230	0.656	VALID
X1.6	0.230	0.684	VALID
X1.7	0.230	0.572	VALID
X1.8	0.230	0.663	VALID
X1.9	0.230	0.254	VALID
X1.10	0.230	0.427	VALID

Source : Data Processed by authors, 2023

Table 2. Results of Price Variable Validity

Variable	r-table	r-statistic	Exp
X1.1	0.230	0.631	VALID
X1.2	0.230	0.660	VALID
X1.3	0.230	0.564	VALID
X1.4	0.230	0.642	VALID
X1.5	0.230	0.680	VALID
X1.6	0.230	0.593	VALID

Source : Data Processed by authors, 2023

Table 3. Results of Digital Marketing Variable Validity

Variable	r-table	r-statistic	Exp
X1.1	0.230	0.623	VALID
X1.2	0.230	0.751	VALID
X1.3	0.230	0.560	VALID
X1.4	0.230	0.658	VALID
X1.5	0.230	0.475	VALID
X1.6	0.230	0.333	VALID

Source : Data Processed by authors, 2023

Table 4. Results of Purchase Intention Variable Validity

Variable	r-table	r-statistic	Exp
X1.1	0.230	0.555	VALID
X1.2	0.230	0.670	VALID
X1.3	0.230	0.534	VALID
X1.4	0.230	0.673	VALID
X1.5	0.230	0.680	VALID
X1.6	0.230	0.773	VALID

Variable	r-table	r-statistic	Exp
X1.7	0.230	0.544	VALID
X1.8	0.230	0.676	VALID

Source : Data Processed by authors, 2023

Reliability is the extent to which measurement results using the same object will produce the same data (Sugiyono & Lestari, 2021) , the results of reliability testing for each variable can be seen in the following table:

Table 5. Result of Reliability test

Variabel	X1	X2	X3	Y
Cronbach α	0.726	0.745	0.588	0.787

Source : Data Processed by authors, 2023

Based on the reliability test in table 5, it can be seen that the reliability coefficient value obtained for all variables is > 0.5 which shows that the questionnaire measuring instrument has demonstrated consistency.

The normality test was carried out to test whether in the regression model the independent variables and the dependent variable or both have a normal distribution or not. Asymp. Sig. (2-tailed) > 0.05 then H_0 is accepted. This means that the residual data is normally distributed.

Table 6. Results of the One-Sample Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			50
Normal	Mean		.0000000
Parameters ^{a,b}	Std. Deviation		.81587797
Most	Extreme	Absolute	.103
Differences		Positive	.102
		Negative	-.103
Kolmogorov-Smirnov Z			.729
Asymp. Sig. (2-tailed)			.663

a. Test distribution is Normal.

b. Calculated from data.

Source : Data Processed by authors, 2023

The Kolmogorov-Smirnov (K-S) value is 0.729 and it is significant and 0.663, so it can be concluded that the data is normally distributed.

Table 8. Result of Multiple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	-1.830	1.849			-.989	.328
1 Product_Quality	.558	.071	.612		7.891	.000
Price	.571	.111	.382		5.153	.000
Digital_Marketing	.028	.063	.019		.435	.666

a. Dependent Variable: Purchase_Intention

Source : Data Processed by authors, 2023

The multicollinearity test is in the table 7 below:

Table 7. Result of Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Product_Quality	.275	3.639
Price	.301	3.321
Digital_Marketing	.837	1.195

Source : Data Processed by authors, 2023

From Table 7 it can be seen that the three Independent variables do not have multicollinearity because the VIF value is $< 10,000$ and the tolerance value is > 0.10 . So it can be concluded that the three variables have no symptoms of multicollinearity. Furthermore, the heteroscedasticity test is shown in figure 2 below:

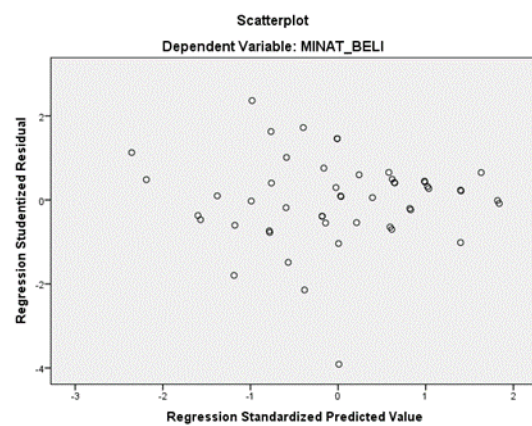


Figure 2. Result of the Heteroskedasticity test

In Figure 2 it can be seen that the dots spread to all sides, both the top and bottom sides of the zeros on the Y axis so they don't form a specific pattern. This shows that the independent and dependent variables are not heteroscedastic.

Based on testing the classical assumptions, the model meets the requirements to perform multiple regression analysis. The results of testing multiple regression analysis are in Table 8 below:

In table 8 the processing results can be described as follows through the regression equation below:

$$Y = -1.830 + 0.558X_1 + 0.571X_2 + 0.028X_3$$

With an explanation of the negative constant value of 1.830, which means that if the product quality, price and digital marketing model variables are assumed to have a value of 0 then the value of buying interest has a value of -1.830. the value of the variable X1 namely product quality is 0.558, the value of the variable X2 is the price of 0.571 and the value of the variable X3 is digital marketing 0.028.

In table 8, you can also see each independent variable's numbers or t statistic values. The product quality

variable (X1) has a tcount = 7.891 with a significance level of 0.000 where it is smaller than alpha 0.05; thus, H0 is rejected and Ha is accepted. The price variable has a tcount = 5.153 with a small 0.000 significance of alpha 0.05; thus, H0 is rejected and Ha is accepted. Meanwhile, the digital marketing variable X3 has a calculated t value of 0.435 with a significance of 0.666 greater than alpha 0.05, thus H0 is accepted and Ha is rejected. So the results show that each product quality and price variable significantly influence purchase intention even though the digital marketing variable has no significant effect.

Next, for simultaneous testing. The test results are in Table 9 below:

Table 9. F-test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	396.103	3	132.034	186.208	.000 ^b
	Residual	32.617	46	.709		
	Total	428.720	49			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Digital_Marketing, Price, Product_Quality

Source: Data Processed by authors, 2023

Table 9 shows that the value of Fcount = 186.208 with a significance of 0.000 means that it shows a simultaneous and significant influence on purchase intention on product quality, price and digital marketing variables. The coefficient of determination test is in table 10 below:

**Table 10.
Coefficient Determination Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.545	2.04311

a. Predictors: (Constant), Digital_Marketing, Price, Product_Quality

b. Dependent Variable: Purchase_Intention

Source: Data Processed by authors, 2023

Based on the table above, the R Square number is 0.561 or 56.1%. This shows that the percentage of the contribution of the independent variable product quality, price and digital marketing to the dependent variable purchase intention is 56.1%. At the same time, other variables outside of this research influence the remaining 43.9%.

Discussion

Based on the above test results between the variables of product quality, price and digital marketing on interest in buying Batik products, the discussion can be described as follows:

1. Effect of Product Quality on Purchase Intention

The partial test obtained the tcount value for the product quality variable (X1) which is greater than the ttable value and a small significant level of alpha 0.05, meaning that the product quality variable owned and built by Batik Kerinci entrepreneurs creates positive value in the eyes of consumers, so it will increase profits for the batik entrepreneurs themselves and increasing interest in buying Kerinci batik which is currently still very low. In building and providing good quality products, the business owner's ability is needed to improve the quality of himself, especially in improving the quality of Kerinci batik by participating in various kinds of training and self-development. These results are in line with previous research conducted by Limpo et al. (2018); (Suhaily & Darmoyo, 2017)

2. Effect of Price on Purchase Intention

The partial test for the price variable obtained a tcount value greater than the ttable value with a small significance of 0.05, which means that the price variable owned by Kerinci batik entrepreneurs has a positive value in the eyes of consumers and increases buying interest in Kerinci batik. This result is following the opinion of (Sumaa et al., 2021) price where consumers judge product quality by looking at the price of the product, then price is the value that must be paid to get a product. These results are in accordance with the research of (Wahyuni & Ginting, 2017) which shows that price results positively and significantly influence purchase intention.

3. The Influence of Digital Marketing on Purchase Intention

The partial test for the digital marketing variable obtained a tcount value greater than the ttable value with a significance greater than 0.05, which means that the digital marketing variable owned by Kerinci batik entrepreneurs has a positive value in the eyes of consumers and increases buying interest in Kerinci batik but has no significant effect. This result is inconsistent with the result of study by Nawaz & Kaldeen (2020); (Erlangga, 2021) where digital marketing has a significant effect on purchase intention.

4. Conclusion

Based on the results and discussion, the following conclusions can be drawn: (1) Product quality can partially influence the intention to buy Kerinci batik significantly and positively; (2) Price can partially influence buying interest significantly and positively; (3) Digital Marketing can partially influence but not significantly; (4) Product Quality, Price, Digital Marketing together influence the variable interest in buying Kerinci batik. Where until now the interest in buying Kerinci batik is still very low which can be seen in the previous discussion where Kerinci batik is not well known and known by the wider community. It is hoped that further research will add other variables that are used to obtain the right information for buying interest.

References

- Adhanita, S. (2013). Pengembangan Batik Jambi Motif Sungai Penuh sebagai Bentuk Kontribusi pada Pembangunan. *JURNAL PEMBANGUNAN WILAYAH & KOTA*, 9(4). <https://doi.org/10.14710/pwk.v9i4.6676>
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. *Jurnal Ekonomi*, 11(03), 1115–1120.
- Chaerudin, S. M., & Syafarudin, A. (2021). The effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61–70.
- Erlangga, H. (2021). Effect of digital marketing and social media on purchase intention of Smes food products. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 3672–3678.
- Handayani, S., & Martini, I. (2017). Online Marketing Memoderasi Pengaruh Kualitas Produk dan Harga Produk Sulam Pita Terhadap Minat Beli Konsumen (Studi Empiris Pada Konsumen Produk *Jurnal Ilmiah*
- Khasanah, A. (2021). *Pengaruh Harga, Brand Image, Kualitas Produk, Dan Digital Marketing Terhadap Minat Pembelian Produk Nadiraa Hijab (Studi Kasus Mahasiswi Universitas Islam* dspace.uui.ac.id.
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing*. Pearson.
- Limpoo, L., Rahim, A., & Hamzah, H. (2018). Effect of product quality, price, and promotion to purchase decision. *International Journal on Advanced Science, Education, and Religion*, 1(1), 9–22.
- Makrides, A., Vrontis, D., & Christofi, M. (2020). The gold rush of digital marketing: assessing prospects of building brand awareness overseas. *Business Perspectives and Research*, 8(1), 4–20.
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113–1120.
- Raga, H. E., Agung, A. A. P., Nita, N. P., & Anggraini. (2021). Pengaruh Digital Marketing, Kualitas Produk, Dan Harga Terhadap Minat Beli Pada Produk Kuliner Tegal Dadong. *Values*, 2(2).
- Satriawan, K. A., & Setiawan, P. Y. (2020). The role of purchase intention in mediating the effect of perceived price and perceived quality on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 7(3), 38–49.
- Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of International Business Research and Marketing*, 2(6).
- Sugiyono, S., & Lestari, P. (2021). *Metode penelitian komunikasi (Kuantitatif, kualitatif, dan cara mudah menulis artikel pada jurnal internasional)*. Alfabeta Bandung, CV.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on Japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179–194.
- Sumaa, S., Soegoto, A. S., & Samadi, R. L. (2021). Pengaruh Kualitas Produk, Harga Dan Iklan Media Sosial Terhadap Minat Beli Di E-Commerce Shopee (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(4).
- Suryani, I., & Syafarudin, A. (2021). The effect of sales promotion on purchasing decisions. *Ilomata International Journal of Tax and Accounting*, 2(2), 122–133.
- Veybitha, Y., Alfansi, L., Salim, M., & Darta, E. (2021). Critical Review: Factors Affecting Online Purchase Intention Generation Z. *Journal of International Conference Proceedings*, 4(1), 354–363.
- Wahyuni, S., & Ginting, M. (2017). The impact of product quality, price and distribution on

- purchasing decision on the Astra motor products in Jakarta. *Arthatama*, 1(1), 18–26.
- Wantara, P., & Tambrin, M. (2019). The Effect of price and product quality towards customer satisfaction and customer loyalty on madura batik. *International Tourism and Hospitality Journal*, 2(1), 1–9.