

The Overriding of Product Innovation, Aesthetic Value, and Social Media Marketing to Increase Consumer Purchase Intention of 'Malangan' Batik

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ABSTRACT

Competition among businesses is becoming increasingly intense to create products that can increase consumer purchase intention, especially in the same industry. This includes what happens to 'Malangan' batik products, where challenges must be faced not only with local products but also with products from other countries. This study intends to determine the influence of product innovation, social media marketing, and aesthetic value on customers' purchase intentions toward 'Malangan' batik. The study population comprises all 'Malangan' batik consumers in Malang city, with an undetermined number of individuals. The accidental sampling technique was used to select respondents and gather data for this study by distributing questionnaires to the final sample size of 180 people. This research uses quantitative methods analyzed with SmartPLS-4.1.0.8. The results of this study found that continuous product innovation, effective implementation of social media marketing, and a strong emphasis on aesthetic value in products are essential strategies for businesses to significantly increase consumer purchase intention. Future studies should consider expanding the scope of the research to include additional variables that may influence consumer purchase intentions regarding 'Malangan' batik.

Keywords: Product Innovation, Social Media Marketing, Aesthetic Value, Consumer Purchase Intention

ABSTRAK

Persaingan antar pelaku usaha menjadi semakin ketat untuk menciptakan produk yang dapat meningkatkan minat beli konsumen, terutama dalam industri yang sama. Hal ini termasuk yang terjadi pada produk batik 'Malangan', dimana tantangan yang harus dihadapi tidak hanya dengan produk lokal tetapi juga dengan produk dari negara lain. Penelitian ini bermaksud untuk mengetahui pengaruh inovasi produk, pemasaran media sosial, dan nilai estetika terhadap niat beli konsumen terhadap batik 'Malangan'. Populasi penelitian ini adalah seluruh konsumen batik 'Malangan' di kota Malang, dengan jumlah yang tidak ditentukan. Teknik accidental sampling digunakan untuk memilih responden dan mengumpulkan data untuk penelitian ini dengan menyebarkan kuesioner kepada jumlah sampel akhir sebanyak 180 orang. Penelitian ini menggunakan metode kuantitatif yang dianalisis dengan SmartPLS-4.1.0.8. Hasil dari penelitian ini menemukan bahwa inovasi produk yang berkelanjutan, implementasi pemasaran media sosial yang efektif, dan penekanan yang kuat pada nilai estetika pada produk merupakan strategi penting bagi bisnis untuk meningkatkan niat beli konsumen secara signifikan. Penelitian di masa depan perlu mempertimbangkan untuk memperluas cakupan penelitian dengan memasukkan variabel tambahan yang dapat mempengaruhi niat beli konsumen terhadap batik Malang.

Kata Kunci: Inovasi Produk, Pemasaran Media Sosial, Nilai Estetika, Niat Pembelian Konsumen

Introduction

A country that is still attached to high cultural values (Syaharani 2023). Batik continues to exist and is used by the Indonesian people to this day. Batik itself is a superior product of Indonesian textiles and is part of the craft sector of the creative economy. Among the various varieties of batik in Indonesia, one of them comes from Malang city, commonly known as 'Malangan' batik. Being one of the regional art products, 'Malangan' batik presents a unique design, characteristics, and motifs that reflect the culture of Malang city. The lotus flower, Malang city monument, Malangan mask, and lion are some of the batik motifs that show the distinctive features of Malangan batik. Unlike other types of batik, Malangan batik is more noticeable in terms of its usually large and distinct motifs, as well as the use of more vibrant and strong colors, which allows Malangan batik to be not just an ordinary work of art but also represent a strong local cultural identity (Pawestri and Putri 2018). However, despite the artistic value of 'Malangan' batik being as fascinating as batik from other regions in Indonesia, 'Malangan' batik is not yet as famous as batik from other Javanese regions such as Solo and Jogja (Regina & Wijyaningputri, 2021).

'Malangan' Batik continues to struggle to attract consumer attention and has not been able to compete with or outperform batik products from other regions, this caused a decrease in sales and consumer purchasing intentions (Putri et al., 2020). In the other hand, the majority of batik businesses stay at the micro scale, having several resource limitations that limit their growth (Al-shami et al. 2024). The situation was exacerbated by the arrival of batik production from China, which penetrated the Indonesian market, gaining significant consumer interest and emerging as a formidable competitor to local batik producers (Siswanto et al. 2022). The better quality of product materials, more attractive and clear motives and competitive prices are the reasons why Chinese batik production has been able to compete with Indonesian batik (Arini 2022). Pratiwi et al. (2021), report that during the pandemic, countless batik production businesses faced problems with product sales, resulting in several experiencing significant losses and being unable to sustain their batik businesses.

'Malangan' Batik products require innovative strategies to sustain business operations, and expand their consumer base, boost product sales by strengthening consumer purchase intention (Hernanik et al., 2022). According to (Li et al. 2022) consumer purchase intention itself is an intentional attempt made by consumers to select products or services, which can be sparked when the attitude or impression that is conveyed to them fulfills their expectations. Purchase intention is reflected in a consumer's desire to learn more about a product to the point where they are willing to pay for it (Kim, et al. 2020)

Product innovation is necessary to create a business competitive advantage, adapt to changes in demand and consumer desires, and increase consumer desire for products (Nisa and Anisah 2023). According to (Pham and Chiu 2021), product innovation has a significant positive impact on purchase intention. Product innovation is a form of change that results from developing products that either already exist or have never existed before (Ardiansyah and Nilowardono 2019). Fikriansyah et al. (2023), state that apart from product innovation is essential not only for the development of existing products, it is also used to minimize the presence of a sense of boredom from consumers on products with old models

as well as improve product quality in order to increase sales revenue. The presence of product innovation will make the product more recognizable and attractive in the eyes of consumers so that it becomes a big consideration for consumers to purchase a product (Erwin, Karystin Meilisa Suade, and Poernomo 2021).

On the other hand, nowadays, social media has become an essential part of a medium where people can clearly show their behavior related to their preferences, opinions, and experiences with a product to other social media users (Aji et al., 2020). Social media marketing, according to (Salhab et al., 2023; Wijaya et al., 2021; Xia et al., 2024), Social media marketing has significantly contributed to the enhancement of consumer purchase intention. Provides an effective and cost-effective strategy for businesses to easily connect with their target audience and quickly adapt to market changes (Yen and Fahlevi 2022). Social media marketing primarily serves as a tool to identify consumer needs and provide relevant product information (Chafidon, Margono, and Sunaryo 2022). Social media marketing plays an essential role in providing product information from businesses to consumers whenever and wherever they are (Jasin, 2022).

Based on research conducted by (Al-shami et al., 2024; Fahrillah et al., 2024; Y. Li & Li, 2022; Sambe & Haryanto, 2021), aesthetic value has significantly increased consumer purchase intention. Directly or indirectly, products with aesthetic value have become a factor that can attract more consumer attention (Mumcu & Kimzan, 2015). The term "aesthetic value" refers to the feelings and senses connected to objects, images, or events that are valued for their elegance, beauty, and visual appeal (Subiharto et al., 2024). In addition, the presence of aesthetic value enhances consumer satisfaction by providing consumers with a pleasing visual experience, which in turn positively influences their purchase intention (Liu & Ma, 2024). This research offers a new novelty to figure out: (1) The influence of product innovation on consumer purchase intention, (2) The influence of social media marketing on consumer purchase intention, and (3) The influence of aesthetic value on consumer purchase intention (Fahrillah et al., 2024).

Product innovation has a significant and positive influence on consumer purchase intention in the Korean cosmetics market in Vietnam, according to research results (Pham and Chiu 2021). This effect is strengthened by the results of Tilaar et al. (2023), proving that product innovation significantly impacts purchase intention on Natural Cosmetic Products. Conversely, research by Putu et al. (2024) on the product Somethinc reveals an empirical gap, indicating that product innovation does not have a significant impact on consumer purchase intention. Further research results make another contribution product innovation does not directly impact the purchase intention of the Somethinc product. These results clarify that product innovation doesn't directly impact purchase intention unless it takes into account other factors that consumers need and desire

H1: Creating and improving products with product innovation can significantly affect consumer purchase intention.

The study of Xia et al. (2024), reveals the positive influence of social media marketing on consumer purchase intention in Chinese airlines. These results are also reinforced by research Frandi et al. (2023) on Menantea products, which show that consumer buying interest can be influenced through social media like Instagram, tiktok, google aids and

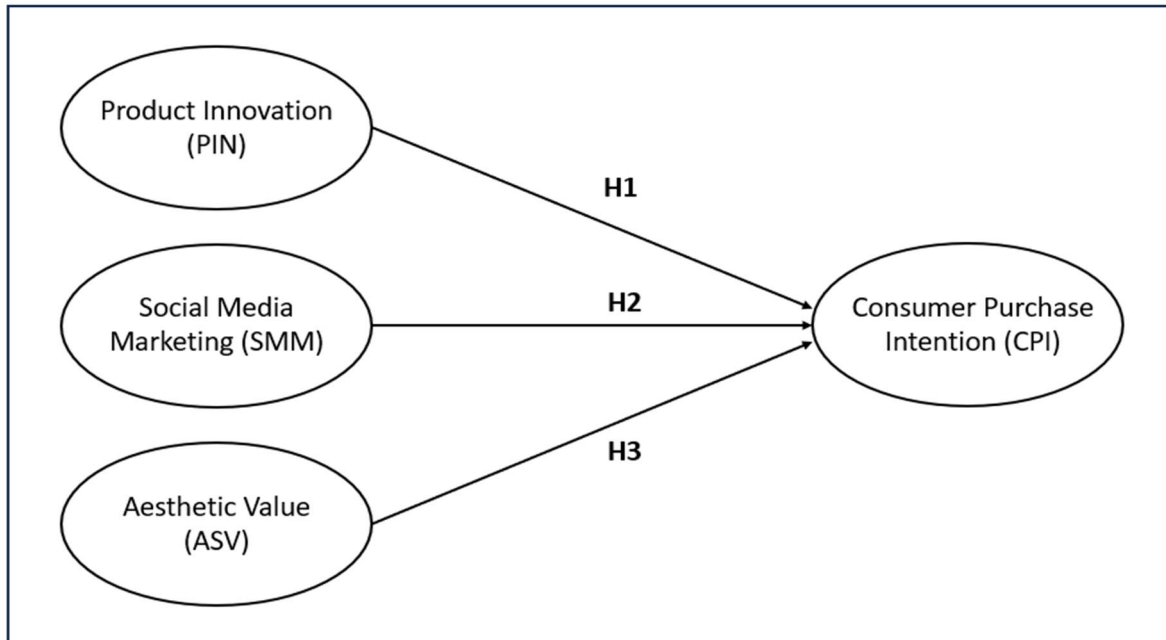
facebook by presenting unique, creative, and easy to understand content for consumers. This aligns with the outcomes of the study carried out by Salhab et al. (2023), which found that social media marketing significantly enhances consumer purchase intentions within the context of beauty centers in Jordan. However, the findings from Wijaya et al. (2021) show an empirical gap, indicating that social media marketing has no influence on consumer purchase intention. Factors such as a lack of creativity and uniqueness hinder the optimal use of social marketing, resulting in less attractive marketing content for consumers.

H2: Purchase intention can be enhanced significantly if the product is promoted through social media marketing effectively.

Research from Diyah et al. (2021), has shown that on Smartwatch products, Aesthetic value has a significant influence on consumer purchase intention. The results of research by Fahrillah et al. (2024), which found that aesthetic value also influences consumer purchase intention on 5G smartphones in Vietnam, further corroborate the existence of this aesthetic influence. This influence can occur because the aesthetic value made for the product has been adjusted to consumer preferences, improving aspects and adding aesthetic values that were stronger and different from other products

H3: The more aesthetic a product is for consumers, the more it increases consumer purchase intention.

Figure 1 Conceptual Framework



Method

This study focuses on emphasizing four important latent constructs using quantitative research methodology: product innovation, social media marketing, aesthetic value and consumer purchase intention. These three constructs form a conceptual framework that guides the development of hypotheses in this study. As can be seen in figure 1. The study population comprises consumers of ‘Malangan’ batik products in Malang City. The sample

studied was determined using an accidental sampling technique with a total sample size of 180 people (the number of indicators of all variables is multiplied by 10). To achieve the target population, the online questionnaire was distributed via a link distributed to several creative economy community wa groups in Malang, besides that the researchers also asked for help from several malangan batik entrepreneurs to spread the online questionnaire to their consumers/customers. Online questionnaires are also distributed directly through bar code scans to customers or users of malangan batik products who are known directly by the research team. The questioner distribution was carried out for approximately 3 months until it reached 180 respondents. As seen in Table 1, a variety of items are employed to measure each latent component. Respondents received an online questionnaire survey as part of the quantitative data collection procedure. We used PLS-SEM with SmartPLS software to analyze the data.

Table 1. Latent construct measurement

Latent-constructs	Items
Product Innovation (PIN) sAdapted from (Erwin et al. 2021)	(PIN1) I prefer good quality of product (PIN2) I am more considerate and like it when brand have different types of products (PIN3) I prefer product with unique design to ordinary design
Social Media Marketing (SMM) Adapted from (Aji et al. 2020); (Jamil et al. 2022)	(SMM1) Allows consumers to give their feedback and suggestions more easily (SMM2) Allows brand to share and provide complete information about products. (SMM3) Product are more attractive through beautiful and good content on social media (SMM4) Content on social media always follows the newest trand (SMM5) I would like to recommend this brand through their social media. (SMM6) I can more easily get information as needed.
Aesthetic Value (ASV) Adapted from (Li and Romainoor 2024)	(ASV1) I prefer batik with aesthetic style and design ASV2 Aesthetic value can make consumers feel more enjoyment and enthusiasm (ASV3) The product will be more engaging if it has an aesthetic appearance. (ASV4) It will be good if the product can match with the consumer's aesthetic taste
Consumer Purchase Intention (CPI) adapted from (Kim and Park 2023)	(CPI1) I will prefer products that are active on social media (CPI2) I prefer to buy this product over other product (CPI3) I would like to recommend others to buy this product. (CPI4) I am interested to buy after seeing content or posts on social media (CPI5) I buy products that are different from other product

Sources: Compiled by the authors (2024)

Result

Respondent Demographic

The total number of respondents examined in this study were one hundred and eighty people. Table 1 in the research methods section presents a breakdown of each section. According to the age distribution, most of the participants were between 31 and 42 years old, comprising 74 people (41%). 65 people, or 36%, were between the ages of 20 and 30, while 41 people, or 123%, were over 40. The majority of the respondents were female, comprising 112 people (61%), while the males accounted for 68 people (48%). Furthermore, based on the respondents' educational backgrounds, 67 individuals (37%) had an

undergraduate degree, 79 individuals (44%) held a bachelor's degree (S2), and 34 individuals (19%) were doctoral degree (S3). In terms of profession, 40 individuals (22%) were students, 65 individuals (36%) were teachers and lecturers, and 75 individuals (42%) were employed. For the income part, 38 people (23%) have an income of Rp. 700,000 to 1.500.000, 81 people (45%) have an income of Rp. 2.500.000 to 3.200.000 and 61 people (34%) have an income above Rp. 3.200.000.

SEM-PLS External-Model Measurements

Convergent Validity

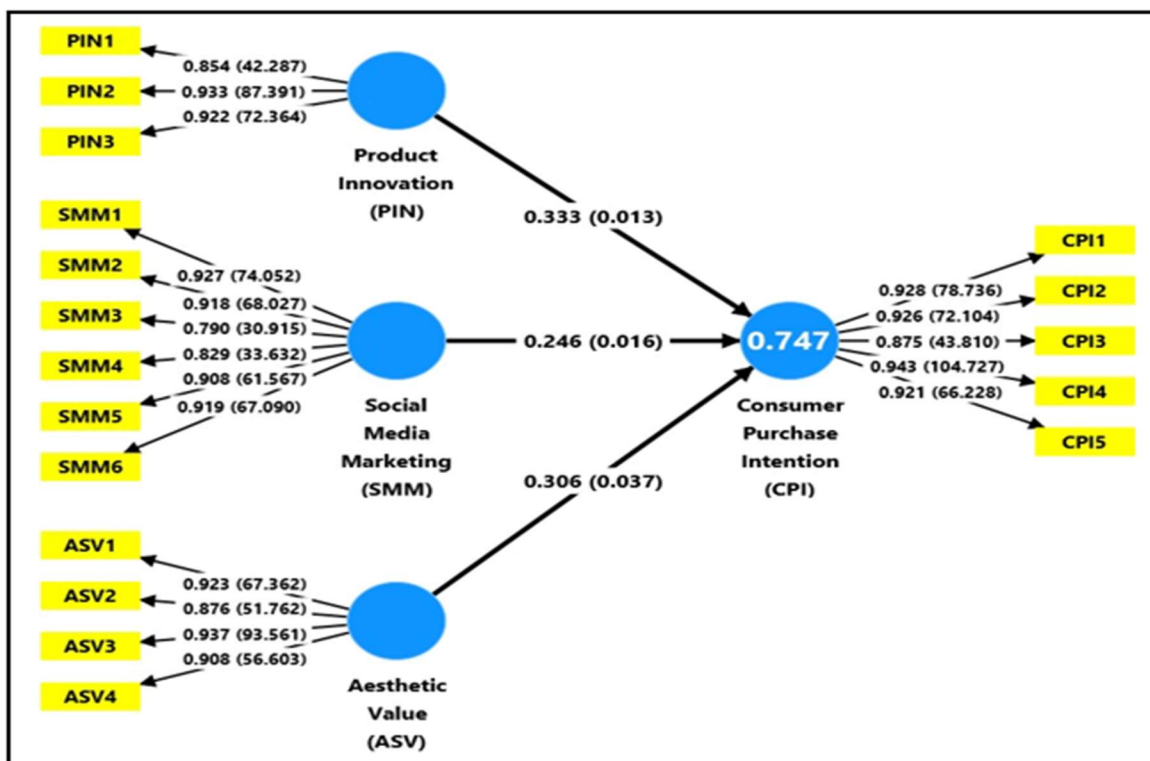
To indicate a valid item that measure the latent construct, the loading factor value must be at least 0.70 (Hair et al. 2017). Considering the loading factor (a number determined by the correlation between the item and the latent construct) is less than 0.7. Figure 2 shows that each item is valid.

Table 3 Reliability and Validity Result

	Com-A	AVE	C-R (rho_a)	C-R (rho_c)
PIN	0.887	0.816	0.891	0.930
SMM	0.943	0.780	0.944	0.955
ASV	0.932	0.830	0.933	0.951
CPI	0.954	0.844	0.955	0.964

Source: SM-PLS-4.1.0.8-Software's Output (2024)

Figure 2 Smart PLS The Output



Source: SM-PLS-4.1.0.8-Software's Output (2024)

To indicate a valid research instrument, another convergent validity measurement used in this study is the Average Variance Extracted (AVE) value, which is required to be greater than 0.5. Table 3 shows that each latent concept has an AVE value greater than 0.5. Meanwhile, Cronbach's alpha (Cr-A) and Composite reliability (Co-R) in Table 3 show the expected reliability of this study, which is greater than 0.6 for Cr-A and greater than 0.8 for Co-R. To assure the validity of the research instrument.

Discriminant Validity

In assessing discrimination validity, the methods that can be applied are the Fornell-Larcker Criterion (FL) and cross-content analysis. The FL criteria establishes that a research instrument is valid if the correlation coefficient between latent variables exceeds the square root of the Average Variance Extracted (AVE). Data from table 4 show that the PIN's FL Value of 0.903 than the PIN-CPI correlation of 0.333. The SMM's value of 0.883 is greater than SMM-CPI correlation of 0.246. The ASV's of 0.0911 value is greater than ASV-CPI correlation of 0.306. These results have shown that the research instrument is discriminatively valid in the assessment of all variables

Table 4 Fornell-Larcker standard

	PIN	SMM	ASV	CPI
PIN	0.903			0.333
SMM		0.883		0.246
ASV			0.911	0.306
CPI				0.919

Source: SM-PLS-4.1.0.8-Software's Output (2024) – Modified by The Authors (2024)

Table 5 Cross-loading

	ASV	CPI	PIN	SMM
ASV1	0.923	0.767	0.858	0.807
ASV2	0.876	0.781	0.842	0.785
ASV3	0.937	0.810	0.916	0.866
ASV4	0.908	0.741	0.893	0.863
CPI1	0.811	0.928	0.807	0.799
CPI2	0.767	0.926	0.776	0.739
CPI3	0.764	0.875	0.752	0.723
CPI4	0.808	0.943	0.798	0.798
CPI5	0.758	0.921	0.772	0.732
PIN1	0.831	0.725	0.854	0.751
PIN2	0.894	0.803	0.933	0.840
PIN3	0.884	0.775	0.922	0.855
SMM1	0.850	0.775	0.842	0.927
SMM2	0.826	0.741	0.824	0.918
SMM3	0.704	0.686	0.722	0.790
SMM4	0.812	0.753	0.793	0.829
SMM5	0.802	0.710	0.787	0.908
SMM6	0.823	0.702	0.808	0.919

Source: SM-PLS-4.1.0.8-Software's Output (2024) – Modified by The Authors (2024)

Latent constructs would have items that are considered valid if the value of the item load on the latent construct is greater than the value of the item load on other constructs. Table 5 shows that each variable indicator has a loading value that is greater than the loading value of other variables. Therefore, it is considered valid for each indication that assesses the variable.

SEM-PLS Inside Model Measurement

This study evaluates the R-Square test, which shows the percentage contribution of the independent variable to the dependent variable. The independent variable is considered to have a considerable influence on the dependent variable if the R-Square value is at least 0.67 (Hair et al. 2017). The numbers depicted in Figure 2, especially the value inside the blue circle symbol, show an R-Square value of 0.747 for the “Consumer Purchase Intention” variable. Approximately 74.7% of Innovative Organizational Culture is explained by Product Innovation, Social Media Marketing, and Aesthetic Value, indicating a significant influence.

Research Hypotheses Testing

The validity of the hypotheses in the research must be assessed. The t-test used in testing the hypothesis in this study. In the t-test where if the t-statistic value is greater than 1.96 (at the 5% significance level) while the p-value is not more than 0.05, it can indicate that the independent variable has a significant impact on the dependent variable and otherwise. While the route coefficient value (original sample-o) value simultaneously shown the direction of influence that is either positive or negative. The t-test results are shown in Table 5.

Table 5 T-test results

Variable	P. Coefisian	T Statis	P Values	Infernces
PIN → CPI	0.333	2.474 > 1.96	0.013 < 0.05	(+) Sig.; H1 - Supported
SMM → CPI	0.246	2.402 > 1.96	0.016 < 0.05	(+) Sig.; H2 - Supported
ASV → CPI	0.306	2.091 > 1.96	0.037 < 0.05	(+) Sig.; H3 - Supported

Source: SmartPLS-4.1.0.8-Software’s Output (2024)

The results from table 6 show that the Product Innovation variable with a path coefficient of 0.333 (positive), t-statistic 2.474 >1.96 and p-value 0.013 (significant) has a significant positive impact on purchase intention. This result supported the first research hypothesis (H1). Social Media Marketing with path coefficient 0.246, t-statistic 2.402 > 196 and p-value 0.016 <0.05 has significant positive impact on Purchase Intention. This result supported the second research hypothesis (H2). Based on the result of Aesthetic Value variable with path coefficient of 0.306, t-result 2.091 > 1.96 and p-value 0.037 < 0.05 has significant positive impact on Purchase Intention. this result supported the third research hypothesis.

Discussion

Product Innovation and Purchase Intention

This study contributes to providing positive results between product innovation on consumer purchase intention. In the context of this study, Product innovation has significant positive impact on increasing purchase intention if a product comes with new innovations and is different from other products. Especially in ‘Malangan’ batik products in East Java. The lack of product innovation from ‘Malangan’ batik is increasingly fading, so it requires a more

effective solution to make 'Malangan' batik become superior for consumers from other batik products. Developing innovation is an important step as a strategy that businesses can take in the face of many existing competitors (Anjaningrum et al. 2023). This is also supported by previous findings Ardiansyah et al. (2019), where product innovation is carried out when a business produces new products by making changes from existing or non-existing products to offer to consumers. Product innovations, which create new offerings for consumers, enhances the possibility of attracting consumer attention and increasing their purchase intention.

Batik 'Malangan' has the opportunity to reach more consumers by paying attention to several factors, such as the type of material, design, quality, and product aesthetics. Product innovation is also a strategy in creating business competitiveness in order to face consumer changes to a product (Nisa et al., 2023). In this study, the presence of product innovation is essential in a business to create products that fulfill the requirements and desires of consumers. Many consumers tend to feel bored with products that are almost the same among other products; there are no new differences or changes that encourage consumers to be interested in a particular product. Therefore, companies can anticipate consumer boredom by developing innovations into their existing products (Fikriansyah et al. 2023)

Social Media Marketing and Purchase Intention

Social Media Marketing This study shows that social media marketing has a significant positive impact on consumer purchase intention. The results show that products promoted using social media marketing can raise consumer awareness of a particular product. Consumers are more likely to recognize a product if they can find it easily. There is a tendency for consumers to be more interested in a product that appears while scrolling through their social media. This study strengthens the findings of (Xia et al. 2024);(Salhab et al. 2023) which also states the results that social media marketing has a significant impact on consumer purchase intention. Moreover, social media has become an important aspect that is almost used by individuals every time. Consumers find it easier to show their preferences to their experiences regarding a product through social media and will share it with fellow social media users, as stated in (Aji et al. 2020). This can increase the possibility of reaching potential consumers so as to encourage a greater level of consumer purchase intention.

Therefore, the results of these findings provide answers for business owners, including the Batik Businesses in Malang in order to be successful in utilizing social media as a tool in increasing consumer attractiveness and purchase intention of the product. In addition, as in research Chafidon et al. (2022), that the ultimate goal of social media marketing is as a means of identifying consumer demand and assist in providing information that consumer can use as a reference for the products they want. The application of social media marketing in the batik business is so crucial, especially if you want to be able to continue to grow and increase consumer purchase intention for the batik products that are offered. Through platforms like Facebook, Instagram, and TikTok that have become very popular and can be customized for the product market, batik items may be introduced more easily, reach a wider audience, and adapt to current trends. Moreover, if a business can create apply social

media marketing as a product marketing strategy and successfully develop rapidly through social media, it will have an impact on maximizing consumer purchase intentions on products.

Aesthetic Value and Purchase Intention

Furthermore, these findings also show that aesthetic value significantly influences purchase intention. This is evident because consumers prefer and are attracted to something that has aesthetic value in it. Aesthetic value is often related to something that can be seen directly by individuals. In the context of this study, aesthetic value significantly influences consumer purchase intentions, particularly for cultural and art goods like batik. Repetitive design is a challenge to increase the aesthetic value and popularity of a product. This is similar to the opinion of Fahrillah et al. (2024), which contributes the same results that aesthetics can significantly help influence consumers purchase intention. Where in aesthetic value has become an essential aspect that is considered by consumers. Particularly if the product can highlight the presence of aesthetics as an important value in a product.

In addition, a product's aesthetic value should reveal its hidden qualities for consumers to discover and enjoy. Most of the consumers have their own appreciation for products that have aesthetic value and this is able to give them satisfaction from a beautiful aesthetic experience (Liu et al., 2024). Consumer satisfaction derived from aesthetic value affects how the product can maintain this value to become a factor that influences consumer demand for products. In this study, it indicates that the aesthetic value can be felt by consumers, the higher the aesthetic value of a product, the greater the consumer's desire to buy the product. This finding confirms previous findings from Li et al. (2024), to create beautiful designs and styles based on the consumer's aesthetic value in "Malangan" batik in order to increase consumer purchase intention.

Conclusion

This research shows that product innovation, social media marketing and aesthetic value have a positive significant impact on consumer purchase intention, especially in the context of 'Malangan' batik. This emphasizes how important continuous innovation is to maintain competitiveness and gain consumer attention in a market filled with similar products. Batik 'Malangan' has the potential to attract a larger consumer base by focusing on factors such as material, design, quality, and aesthetics. The presence of new offerings through product innovation creates new opportunities to gain and reach a wider potential consumer. Therefore, business owners are advised to utilize social media marketing as a strategic tool to increase the attractiveness and purchase intention of their products. Popular social media like Instagram, Facebook, and TikTok allow businesses to visually display products and grab the attention of young consumers. Using social media makes it convenient for businesses to interact with consumers, build trust, and understand their preferences. With an effective strategy, batik businesses in Malang can expand their market reach and increase sales by increasing consumer purchase intention on the products offered.

Aesthetic value, It is essential for businesses to consider aesthetic aspects of their products to increase their popularity and attractiveness. The higher the perceived aesthetic value, the higher the possibility for consumers to make a purchase. This research highlights the

importance of developing attractive and iconic motif and style designs in accordance with the aesthetic value desired by consumers, especially for art products such as 'Malangan' batik. The limitation of this study is the lack of complete information and research related to the development and changes occurring in both 'Malangan' batik products and 'Malangan' batik consumers. Further studies can expand the scope by including additional variables and indicators that measure consumer purchase intentions for 'Malangan' batik products, not only consumers in Malang City but also consumers in other regions or cities.

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