

Promotion, Innovation, and Product Quality towards Purchase Decisions of Sukoharjo Batik Cloth during Covid-19 Pandemic

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Abstract

The Covid-19 pandemic has an impact on all sectors, one of which is the economy, which affects MSMEs in Indonesia, especially batik cloth craftsmen in Sukoharjo. Several strategies to make purchasing decisions for business continuity carried out by these entrepreneurs include promotion, innovation, and creating quality products. This study aims to analyze and determine the effect of promotion, innovation and product quality on purchasing decisions on Sukoharjo batik cloth. The sample of this study was as many as 200 respondents obtained by purposive sampling technique using a questionnaire. The criteria for respondents are those who have bought Sukoharjo batik cloth. Hypothesis testing using multiple linear regression technique. The results showed that promotion and product quality proved to have an effect on purchasing decisions, but innovation had no effect on purchasing decisions.

Keywords

promotion; innovation; product quality; purchase decision



I. Introduction

The current COVID-19 pandemic has had an impact on all sectors, including the economy. The impact of the COVID-19 pandemic is felt both domestically and globally. Hardilawati (2020) stated that there would be a decline in global economic growth by 3 percent. In Indonesia, most entrepreneurs can be categorized as MSMEs (Micro, Small and Medium Enterprises) scale. Atmaja and Novitaningtyas (2021) stated that MSMEs could support the Indonesian economy and were able to face the economic crisis in 1997-1998. As MSME business actors in Indonesia, they can create employment opportunities for more than 90 million workers, but the existence of MSMEs has not helped economic problems in Indonesia (Yuanita et al., 2018).

One of the strategies taken by the company is to carry out appropriate promotions during the pandemic to increase company sales through the development of digital technology, especially computer-based information processing which is unavoidable (Maharsi, 2000). The promotion has an effect on purchasing decisions. This statement also supported by Syaifullah et al., (2021) who said that promotion is a communication tool that is shown to withdraw share to consumers. Communication given to consumers contains existing products, product advantages and increasing the target market. According to Prilano et al., (2020) promotion aims to provide information about related products and persuade the target to buy the product.

Another factor influencing the expansion of market share is product innovation. The research of Santoso et al., (2020) states that product innovation has an effect on purchasing decisions. Each product innovation also aims to encourage potential consumers to be interested. Product innovation is an additional product that uses personal ideas and is included in the modification of the product and does not replace the existing brand

(Mustamu and Ngatno, 2021). There are several categories that are included in product innovation, namely new products for the world, product line developments, product enhancements and modifications, new product positioning and cost reductions in new products, product innovation integration will have an impact on relative advantages (Cahyono, 2020). The company's performance will increase if there is an increase in purchase satisfaction with product innovation methods. Therefore, product innovation has its own value for the company's success.

Promotion and product innovation are also supported by good product quality. Rijadi (2019) explains that product quality is the advantage of a product and can carry out its functions well. According to Pangestu and Budiarmo (2019), product quality is the satisfaction of real or implied needs. Quality is a requirement of a product to be able to meet customer desires as expected (Hartati, 2021). Excellent quality will build consumer confidence so it is a supporter of consumer satisfaction. This study modifies some previous research conducted by Hastuti and Anasrulloh (2020) related to the promotion of purchasing decisions and the research result by Fitrotin et al. (2020) specifically related to product innovation as well as product quality variables. Moreover, this study uses batik as the object, particularly the batik cloth of Sukoharjo. One of the reasons for choosing this object is because Sukoharjo batik is supplied by the "Kenep" Creative Tourism Village which is also recognized at the national level because it also has its own characteristics in its motifs (Sumarno, 2021). In fact, one of the batiks in the Sukoharjo area has entered the international market, such as Canada and the United States (Antara, 2021).

Based on the description above, this research wants to examine: (1) Does promotion affects purchasing decisions for Sukoharjo batik cloth? (2) Does product innovation affect the purchasing decision of Sukoharjo batik cloth? and (3) Does product quality affect the decision of Sukoharjo batik cloth?

II. Review of Literature

2.1 Conceptual Framework of Hypotheses

a. Effect of Promotion on Purchase Decision

Syaifullah et al., (2021) stated that maintaining a commitment to the promotion will be able to make consumers more confident about the safety of a product and its benefits of the product. Through sales promotion, a company can attract new customers, influence its customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase unplanned purchases or seek closer cooperation with retailers (Persistent, 2019). In other words, it can be said that sales promotion is a form of marketing communication that seeks to disseminate information, influence or persuade and remind the target market of the company and its products, in order to buy and be loyal to the products offered. A similar study conducted by Bawono et al., (2018), Njoto & Sienatra (2018), and Pramezwary et al., (2021), found that there was a positive and significant effect between promotion and purchasing decisions. Based on the literature review that has been put forward, then the first hypothesis can be concluded:

H₁: Promotion affects purchase decisions

b. The Effect of Product Innovation on Purchase Decisions

Product innovation is considered to be able to eliminate consumer boredom or boredom with product choices that tend to be less diverse and not unique (Al Rashid & Tri Indah, 2015). The more attractive the product innovation created will encourage consumers

to buy the product. This shows that product innovation has a positive and significant impact by innovating well and with quality (Almira and Sutanto 2018). Other research is also supported by Al Rashid and Tri Indah (2018), Ardiantika and Rachmi (2018), and also Almira & Sutanto (2018) who said there was an influence between product innovation and purchasing decisions. Based on the literature, the following hypothesis can be generated:

H₂: Product Innovation Affects Purchase Decisions

c. Effect of Product Quality on Purchase Decisions

Walukow et al. (2007) state that there is a relationship between product quality and purchasing decisions. If the quality of the product is good, the buyer's intention is expected to continue into a purchase decision. In addition, if the quality of the product can meet the needs and expectations desired by the buyer, then the buyer will not feel sorry for the sacrifices that have been given to buy the product (Prihartono, 2020). It is supported by Weenas (2013), Abi (2020), as well as Mapaung et al. (2021), who proved that quality has a positive and significant effect on purchasing decisions. Based on the literature, the next hypothesis is:

H₃: Product Quality Affects Purchase Decisions

Thus, Figure 1 represents a research model based on the proposed conceptual framework.

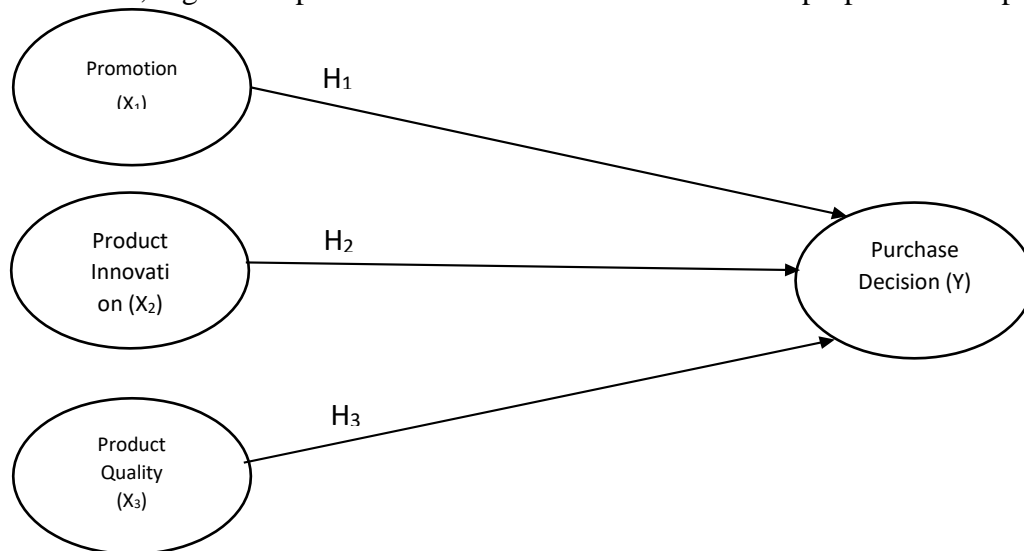


Figure 1. Research Model

III. Research Method

This study uses a type of approach with quantitative methods. The population used in this study were consumers of batik cloth in Sukoharjo. According to Sugiyono (2017) population is an area that has certain characteristics and quantities that have been determined by researchers and can be concluded by researchers. The sample of this research is on consumers who have bought Batik in Sukoharjo. The sampling technique used is a sampling technique, namely purposive sampling. The purposive sampling technique is a sampling technique with certain considerations, Sugiyono (2017). In this study, 200 respondents were used and the samples taken in this study were respondents who knew and had bought Sukoharjo batik cloth. Collecting data used in this study using primary data. collected or obtained directly by the researcher. Obtained data in this study through direct distribution of questionnaires with a Likert scale.

IV. Result and Discussion

4.1 Validity Test

First, a pre-test was conducted with 30 respondents on the variables in this study, including purchasing decisions, promotions, innovation, and quality. The results of the test show that all variables are valid because they have an average value of r count (Corrected item-total Correlation) of 0.763, which is greater than the value of the r table, which is 0.349. In addition, the value of "Cronbach's Alpha" is greater than 0.60 which means that the four variables are declared reliable. From these results, it is continued with the actual test using 200 respondents consisting of validity, reliability, classical assumption tests, and hypothesis testing.

This study tested the validity of only 200 respondents. Decision-making is based on the value of r-count > r table of 0.138 then the statement is valid and vice versa. Table 1 are the results of the validity test data.

Table 1. Validity Test Results

No	Variable	Indicator	r count	r table	Criteria
1	Purchase decision	Y.1	0.746	0.138	Valid
		Y.2	0.773	0.138	Valid
		Y.3	0.820	0.138	Valid
2	Promotion	X1.1	0.816	0.138	Valid
		X1.2	0.694	0.138	Valid
		X1.3	0.761	0.138	Valid
3	Innovation	X2.1	0.770	0.138	Valid
		X2.2	0.735	0.138	Valid
		X2.3	0.760	0.138	Valid
4	Quality	X2.1	0.731	0.138	Valid
		X2.2	0.767	0.138	Valid
		X2.3	0.738	0.138	Valid
		X2.4	0.752	0.138	Valid
		X2.5	0.347	0.138	Valid

Source: Primary data processed (2022)

Based on Table 1, it can be concluded that all indicators for purchasing decision (r-count between 0.746 and 0.820) variables, promotions (r-count 0.694 and 0.816), innovation (r-count 0.735-0.770), and product quality (r-count 0.347-0.767) are declared valid because the value of the r count is greater than the r table, namely 0.138. Furthermore, a reliability test was conducted on the statement items that were declared valid if the variable had a Cronbach alpha value > 0.60. The results of the reliability test showed that all variables were reliable (Table 2) with an alpha value of more than 0.60.

Table 2. Reliability Test Results

No	Variable	r alpha	r critical	Criteria
1	Buying decision	0.676	0.60	Reliable
2	Promotion	0.629	0.60	Reliable
3	Innovation	0.620	0.60	Reliable
4	Quality	0.708	0.60	Reliable

Source: Primary data processed (2022)

The character of the respondents in this study is shown in Table 3. It is known that the number of respondents in this study was 200 people, dominated by men with a percentage of 58 percent with an age range of 20-30 years.

Table 3. Characteristics of Respondents

Category	Subcategory	Frequency	Percentage
Age	≤20 years	25	12.5%
	20-30 years old	169	84.5%
	31-50 years old	6	3%
	>50 years	0	0%
	Total	200	100%
Gender	Men	116	58%
	Woman	84	42%
	Total	200	100%

Source: Primary data processed (2022)

Furthermore, the average results of descriptive analysis for the promotion variable (Table 4) show that Sukoharjo batik is able to persuade consumers to be interested in buying batik cloth with an average acquisition of 4,495 which is categorized as strongly agree. Overall, Batik Sukoharjo is able to promote batik cloth to consumers so as to encourage increased purchasing decisions.

Table 4. Promotional Variable Descriptive Analysis

No	Statement	mean	Category
X1.1	Sukoharjo batik promotion changes existing behavior	4,335	Strongly agree
X1.2	Sukoharjo batik promotions persuade consumers	4,495	Strongly agree
X1.3	Sukoharjo batik promotion reminds consumers to buy	4,485	Strongly agree
	Product promotion average	4,438	Strongly agree

Source: Primary data processed (2022)

Table 5 shows that the factor that most influences product innovation is the absence of competitors who produce batik such as at Batik Sukoharjo with an average acquisition of 4.470. Then seen from the overall average of 4,398 Batik Sukoharjo is able to innovate products well.

Table 5. Descriptive Analysis of Innovation Variables

No	Statement	mean	Category
X2.1	Manufacturers use quality materials	4,305	Strongly agree
X2.2	Manufacturers have a breakthrough to create new models	4.420	Strongly agree
X2.3	There is no competitor who produces this batik model	4.470	Strongly agree
	Product innovation average	4,398	Strongly agree

Source: Primary data processed (2022)

Based on Table 6 the highest average is 4.450 which shows that Batik Sukoharjo has beauty in every batik motif so that it can add aesthetic value to consumers. The overall average is 4.305 which proves that the batik produced from Batik Sukoharjo has good product quality.

Table 6. Descriptive Analysis of Product Quality Variables

No	Statement	mean	Category
X3.1	The production of Sukoharjo Batik is carried out carefully and produces quality products	4,265	Strongly agree
X3.2	The product has features that are convenient for consumers to use	4,295	Strongly agree
X3.3	Products have affordable prices and quality materials	4,295	Strongly agree
X3.4	The products in Batik Sukoharjo are according to your wishes	4.220	Strongly agree
X4.5	Batik Sukoharjo has beauty in every motif so that it adds to the aesthetics for consumers	4.450	Strongly agree
	Average product quality	4,305	Strongly agree

Source: Primary data processed (2022)

Table 7 can be seen that the highest average is 4.480 which indicates that giving product recommendations to others is able to influence purchasing decisions for batik cloth, especially at Batik Sukoharjo. Consumer purchasing decisions that occur in Batik Sukoharjo are good with an average of 4.453.

Table 7. Descriptive Analysis of Purchase Decision Variables

No	Statement	mean	Category
Y1.1	I'm sure to buy batik in Sukoharjo	4,445	Strongly agree
Y1.2	I will recommend Batik Sukoharjo to others	4.480	Strongly agree
Y1.3	I am willing to re-purchase Batik Sukoharjo	4,435	Strongly agree
	Average purchasing decisions	4,453	Strongly agree

Source: Primary data processed (2022)

Based on descriptive statistics, it is known that in this study 200 samples were used. The promotion variable has an average of 13,315 with a standard deviation of 1.343. The average acquisition of the innovation variable is 13.195 with a standard deviation of 1.388. The quality variable has an average of 21.525 with a standard deviation of 2.283. While the purchasing decision variable has an average of 13.36 with a standard deviation of 1.291. Overall, the average of each variable is greater than the standard deviation value, thus indicating a fairly good result.

Table 8. Results of Descriptive Statistical Analysis

	Promotion	Innoation	Quality	Purchase Decision
mean	13,315	13,195	21.525	13.36
Min	9	9	8	10
Max	15	15	25	15
St. Dev	1.343	1.388	2,283	1,291
N	200	200	200	200

Source: Primary data processed (2022)

4.2 Classic assumption test

The normality test in this study uses the Kolmogorov-Smirnov test, which is known to have a significance value of Asymp.Sig (2-tailed) of 0.193, which is greater than 0.05, so it can be concluded that the research data is normally distributed. Furthermore, Table 10 shows that the promotion variable tolerance value is 0.997 with a VIF value of 1.003. Then the Tolerance value of the product innovation variable is 0.992 with a VIF value of 1.008. While the product quality variable has a tolerance value of 0.992 with a VIF value of

1.008. Therefore, it can be concluded that there is no multicollinearity because the Tolerance value of the independent variable is greater than 0.1 with VIF less than 10.

Table 10. Multicollinearity Test Results

	Tolerance Value	VIF value
Promotion	0.997	1.003
Innovation	0.992	1.008
Quality	0.992	1.008

Source: Primary data processed (2022)

Heteroscedasticity testing using the Glejser test with the results in Table 11. Based on table 11 it is known that the significance value of the promotion, innovation, and quality variables, respectively, is 0.301, 0.463, and 0.302. This shows that this research does not have heteroscedasticity because the three independent variables have a significant value greater than 0.05.

Table 11. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,622	.794		2,044	.042
	Promotion (X1)	-.036	.034	-.074	-1.037	.301
	Innovation (X2)	.025	.033	.052	.735	.463
	Quality(X3)	-.021	.020	-.074	-1.034	.302

a. Dependent Variable: Abs_RES

Source: Primary data processed (2022)

4.3 Hypothesis Test Results

Hypothesis testing was carried out using the following T-test (Table 12).

Table 12. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,886	1.484		4,640	.000
	Promotion (X1)	.131	.064	.136	2.033	.043
	Innovation (X2)	0.070	.063	0.075	1.116	.266
	Quality(X3)	.177	.038	.313	4,651	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary data processed (2022)

From the results of hypothesis testing, it can be obtained that the equations of the multiple linear regression model are as follows:

$$Y = 6.886 + 0.131X_1 + 0.070X_2 + 0.177X_3 + e$$

4.4 Effect of Promotion on Purchase Decision

The results of testing the first hypothesis (Table 12), namely the significance value for promotion on purchasing decisions is $0.043 < 0.05$ and the t-count value is $2.033 > 1.972$ t-table (with the calculation of t-table = $t(a/2; nk-1) = t(0.025; 196) = 1.972$). Based on this test, H_1 is accepted, which means that there is an influence between promotions on purchasing decisions for Sukoharjo batik cloth. These results are supported by previous research by Bawono et al., (2018), Njoto & Sienatra (2018), and Pramezwarly et al., (2021) which states that promotion has a positive and significant effect on purchasing decisions. Commitment in promotion is very important because when the seller is able to maintain this commitment, it will affect consumer confidence in the safety and benefits of the products offered. In addition, the higher and more attractive the promotion carried out by the seller, the higher the consumer's decision to buy and subscribe to the products offered (Persistent, 2019). Promotion is very important in order to win market share competitively. Promotional activities play an important role in increasing sales because they will not be able to find their own market without being promoted first to buyers. Thus, the more intensive promotions are carried out, it will influence consumers to repurchase in the future.

Based on descriptive analysis of the promotion variable, the factor that most influences the promotion is the persuasion to consumers to buy batik cloth in Sukoharjo with the highest average acquisition of 4,495 categories strongly agree. The higher the intensity of the seller to persuade consumers to buy batik cloth, the higher the purchase decision. However, there are statements with the lowest average of 4,335 categories that strongly agree that promotions can change existing behavior. This proves that promotion in Sukoharjo has not been able to change the behavior of existing consumers. While the overall average of 4,438 categories strongly agrees, which means that Batik Sukoharjo has been able to carry out promotions well.

4.5 The Effect of Product Innovation on Purchase Decisions

The significance value of hypothesis testing related to innovation on purchasing decisions is $0.266 > 0.05$ and the t-count value is $1.116 < 1.972$ t table, then H_2 is rejected, which means that there is no effect of product innovation on purchasing decisions for Sukoharjo batik cloth. These results are not in accordance with research from Al Rasyid and Tri Indah (2018), Ardiantika and Rachmi (2018), and Almira & Sutanto (2018) who said there was an influence between product innovation and purchasing decisions. This happens allegedly because the innovations made by batik sellers in Sukoharjo have not been able to meet the needs of buyers and tend to be less diverse and do not have uniqueness.

Based on the descriptive analysis of the innovation variable, it shows that the factor that most influences product innovation is the absence of competitors who produce batik such as at Batik Sukoharjo with an average of 4.47 categories strongly agree. While the statement with the lowest average is that manufacturers use quality materials with an average of 4,305 categories strongly agree. This shows that buyers do not fully believe that the materials used to make batik in Sukoharjo are of high quality. If viewed from the overall average of 4,398 categories strongly agree, that Batik Sukoharjo is able to make product innovations well to attract consumers to make purchasing decisions.

4.6 Effect of Product Quality on Purchase Decisions

The results of testing the third hypothesis regarding the effect of product quality on purchasing decisions indicate that the results are accepted. In other words, it can be said

that product quality has an influence on purchasing decisions for Sukoharjo batik cloth. The significance value is $0.000 < 0.05$ and the t-count value is $4.651 > 1.972$ which is shown in Table 12. The results of the study that quality influences purchasing decisions are supported by research that conducted by Weenas (2013), Abi (2020), and Mapaung et al. (2021) who say that quality has a positive and significant effect on purchasing decisions. The better the quality of the product, the better the consumer will buy the product. This proves that the quality of batik cloth in Sukoharjo can meet the needs and expectations of buyers so that buyers do not feel sorry for the sacrifices that have been made to buy these products (Prihartono, 2020).

Based on descriptive analysis of the quality variable with the highest average of 4.45, the category strongly agrees, indicating that Batik Sukoharjo has beauty in every batik motif so that it can add aesthetic value to consumers. The statement with the lowest average of 4.22 category strongly agrees that the products in Batik Sukoharjo are in accordance with the wishes. This proves that not entirely the products produced by Batik Sukoharjo are in accordance with the wishes of the buyer. However, the overall average of 4,305 categories strongly agree can prove that the batik produced from Batik Sukoharjo has good product quality so that it can encourage consumers to make purchasing decisions for batik cloth in Sukoharjo.

V. Conclusion

Based on the results of testing and analysis conducted in this study, the following conclusions can be drawn promotion is proven to have an effect on purchasing decisions. The promotion has an important role to win market share competitively. Supported by the commitment and attractive promotions will be able to improve product purchasing decisions, especially batik in Sukoharjo. The most influential factor in the promotion is the persuasion of consumers to buy batik cloth in Sukoharjo which is able to improve purchasing decisions.

Innovation is not proven to have an effect on purchasing decisions. This can be presumably because the innovations made by batik cloth sellers in Sukoharjo have not been able to meet the needs of buyers and tend to be less diverse and have no uniqueness. However, the most influential factor in innovation is that there are no competitors who produce batik so this opportunity can be used by sellers to make more interesting innovations to encourage buyers to make purchasing decisions.

Product quality is proven to have an effect on purchasing decisions. The better the quality of the products produced, the sellers will be able to meet the needs and expectations of buyers so as to encourage increased product purchasing decisions, especially batik cloth in Sukoharjo. The most influential factor on product quality is that batik cloth in Sukoharjo has the beauty of every batik motif so that it can add aesthetic value to consumers to improve purchasing decisions.

There are several things that need to be improved in order to improve consumer purchasing decisions at Batik Sukoharjo, namely related to making more attractive promotions by utilizing print and electronic media, so that later they can change consumer behavior to become interested in using batik cloth from Sukoharjo. In addition, from the discussion related to innovation, the seller needs to re-assure that the materials used to make the batik cloth are from selected materials that have good quality. Related to product quality, sellers are expected to be able to see the market share of batik cloth that is more modern for now so that later it can meet consumer desires.

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