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Analysis of Product Image and Product Authenticity of Batik Tanah Liek towards Purchase Decision Process through Perceived Value as Intervening Variables in Padang City

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Abstract

This study aims to analyze the product image and product authenticity on the purchase decision process Batik Tanah Liek through perceived value as an intervening variable. The study was conducted on 185 respondents in Padang City who have made a decision at least once in purchasing Batik Tanah Liek. Sampling technique used is purposive sampling. Survey methods used to obtain primary data by distributing questionnaires. Data was analyzed by Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of this study showed that the product image had no effect on the purchase decision process. Meanwhile, product authenticity has a positive and significant effect on the purchase decision process. Testing intervening variables on perceived value to the purchase decision process, has a positive and significant effect.

Keywords
product authenticity; product image; perceived value; purchase decision process

I. Introduction

Amid the current fashion development, producers, and marketers are required to understand consumer tastes, needs, and the impact or response of these consumers to be able to develop and survive in the fashion industry, especially in batik fashion products. This is the main attraction for batik products, one of which is Tanah Liek Batik, which is starting to be seen as one of the fashion products in the city of Padang. There are three centers of the batik industry in West Sumatra, namely Kab. Dharmasraya, Padang City, and Kab. Solok Selatan (Herwandi, 2016). Previously, Tanah Liek Batik was used by parents such as bundo kanduang and datuak when attending traditional events. The product image of Batik Tanah Liek, adapted from the theory of brand image is considered something that is prestige for the community. Product image shows an attitude in the form of belief in a product (Amilia, 2017).

Tanah Liek Batik is a product with its pride that can increase the social status of its users because it has authentic Minangkabau characteristics and is a prestige product. Consumers before concluding their decisions and desires for a product, of course, will see and consider the image of the product, including the consumers of Batik Tanah Liek. Several batik craftsmen have emerged in West Sumatra, even in certain markets there are original and imitation products. Consumers are increasingly looking for authenticity in brands because authenticity has taken over quality as the prevailing buying criterion (Gilmore & Pine, 2007). Almost the same as batik in general, Tanah Liek Batik has several differences in the process of workmanship and the motifs used. The motifs found in Tanah Liek Batik have meaning and a philosophy of life for the Minangkabau people, such as the motif of the back of the patang duck (Arsaad, 2015). For its authenticity, it can

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be seen in the process of making Tanah Liek Batik, the process of dyeing the cloth into clay to get the natural color of the clay (Putri E. H. & Herwandi, 2020). In the article published by Aziz (2020) on the official website of the West Sumatra Provincial Government, theoretically, Tanah Liek Batik is made using natural dyes and utilizes clay as a raw material so that it is named "Batik Tanah Liek".

II. Research Method

Tanah Liek batik is widely used as a legacy and hereditary ownership. This makes Tanah Liek Batik an authentic product. According to Interbrand (2014), a brand is based on truth and internal capabilities and has a definite heritage and value. Previous research conducted by Schallehn et al., (2014) found that belief in authenticity has strong values and principles. According to Herwandi (2016), the batik industry in West Sumatra has not developed so well when compared to batik in Java. Market demand is greater than existing production, but market demand is not met by local production (Herwandi, 2016). So that most of the needs for batik in West Sumatra are still supplied from the island of Java. Indirectly, this phenomenon shows the great interest of the people of West Sumatra in batik.

Purchases made by consumers affect sales, where many factors encourage consumers to buy products (Haryanti, Hastuti, Lako, & Krisprantono, 2020). Consumer behavior will be different and affect the reaction to a product, including Batik Tanah Liek. Based on the results of a brief interview with Beni who is the owner of the Pusako Mande shop in Padang City, Batik Tanah Liek in terms of product quality is seen from the type of fabric used and the area of origin of the production or craftsmen. He continued, that customers who buy Tanah Liek Batik products are currently still not that big except on certain days such as after Eid al-Fitr, when there are quite large buying and selling due to the rise of weddings, especially for those who hold Minangkabau customs. According to Beni, not all customers who buy Tanah Liek Batik products understand the meaning and value of the batik. They know that Tanah Liek Batik is a typical Minangkabau batik product.

The value of Batik Tanah Liek is considered by the community in making purchasing decisions. Perceived value is the perception of the value of goods received by consumers (satisfaction, quality) and the price given to make purchases of an item (Netemeyer et al., 2004). Tanah Liek Batik is made from selected fabrics that are comfortable to wear and there are variations in prices for consumers so that those who buy Tanah Liek Batik are satisfied with their purchases. The value of Batik Tanah Liek, of course, involves several factors such as product image and product authenticity owned by Batik Tanah Liek. After being satisfied with the value felt by consumers for Batik Tanah Liek products, consumers will not think long about making a purchase. The purchase decision is one of the most complex mechanisms in the human thought process (Furaji et al., 2013). Purchasing decisions are based on information about the advantages of a product that creates a pleasant feeling so that it will change someone to make a purchase decision (Malau, 2018).

Several previous research results show that there is a relationship between each variable such as research conducted by Lien et al., (2015) that the image of a product or brand has a very strong relationship with purchasing decisions, Huang et al., (2019) in his research says that there is a positive and significant relationship between the brand image of a product and the value perceived by consumers, Su et al., (2021) explain that brand authenticity of an object and interpersonal authenticity significantly affect perceived value and loyalty. given by someone, Cheah et al., (2016) also explained that the authenticity of

a product (brand authenticity) can improve consumer purchasing decisions for branded products, Liu, Yu, & Huang (2017) from the results of data analysis conducted it turns out that perceived value has a significant influence on purchase decisions on the purchase of commercial housing in China, Lien et al., (2015) also explain that brand image, price, and perceived value are three important determinants that directly influence purchasing decisions, and Pittman & Sheehan (2021) regarding the effect of product authenticity, perceived value on intention to repurchase ceramic souvenirs.

III. Research Method

3.1 Methodology

This study employs quantitative research methods and correlational investigation methods. The time horizon utilized is a cross-sectional (one-shot) study, in which researchers only collect data once, in 2022, to answer the research question. In this study, the process of determining the study (study setting) uses a field series, where the research is carried out in a natural environment, typically or in unregulated (nonsituational) conditions.

3.2 Data collection

This study's population consists of Padang residents who have Batik Tanah Liek. The sampling technique used in this study will be a nonprobability sampling technique with a purposive sampling type. Using the Hair method, this study only used a portion of the overall object of study or population. Hair et al., (2014) recommend that a minimum of 5-10 samples be collected for each number of indicators on the question. This study uses 29 items of independent, dependent, and intervening variable indicators. For sample calculations are:

$$29 \times 6 = 174 \text{ samples collected}$$

According to Hair et al. (2010), the corresponding sample size ranges from 100 to 200 respondents. To eliminate data inaccuracies, researchers increased the sample size to 185 respondents in Padang City. The distribution of questionnaires was utilized to collect information in this investigation.

3.3 Conceptual framework

Exposure to previous studies states that there are various factors that influence purchasing behavior for a product, not least in the study of Batik Tanah Liek. Where the variables to be tested include, product image, product authenticity, perceived value, and purchase decision process. So that the framework of thought in this research can be formed as follows:

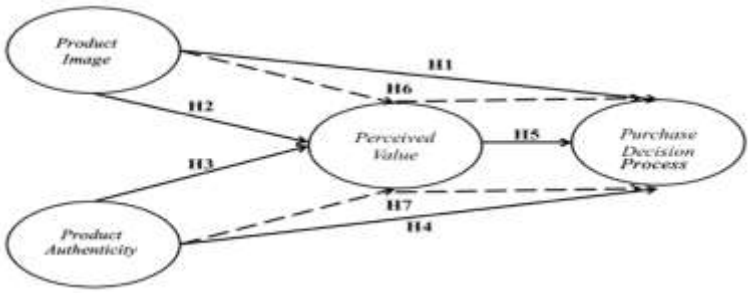


Figure 1. *Conseptual framework*

IV. Result and Discussion

4.1 Respondent Characteristics

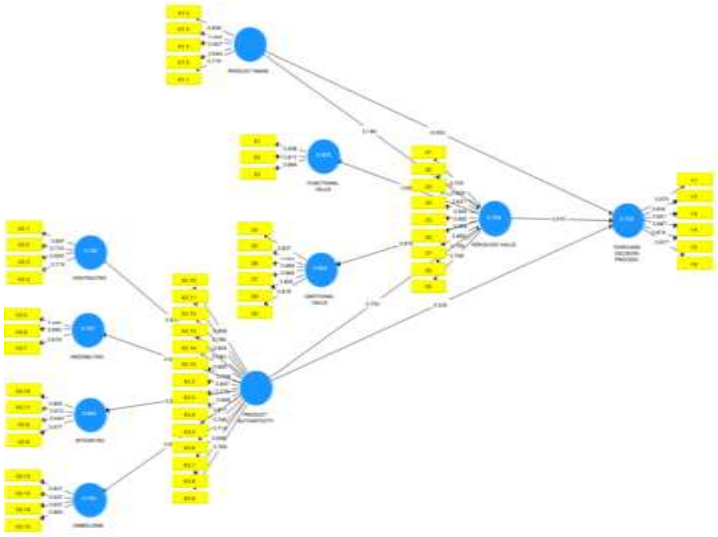
Women made up most respondents, who were largely between the ages of 56 and 65, according to 29.2 % (54 respondents). Most respondents were also married by 73.51 % (136 respondents), the last education completed was a bachelor's degree (S1), 61.08 % (113 respondents), most respondents were employed as civil servants/employees of BUMN and other organizations, accounting for 24.86 % (46 respondents), most respondents had a monthly income of Rp 2,280,000 (155 respondents), and most respondents owned 1-2 Tanah Liek Batik (136 respondents). Research questions and research hypotheses are tested through data analysis. Partial Least Square-Structural Equation Modeling was the analysis technique used in this investigation (PLS-SEM).

4.2 Outer Model

a. Validity Testing

1. Convergent Validity Test

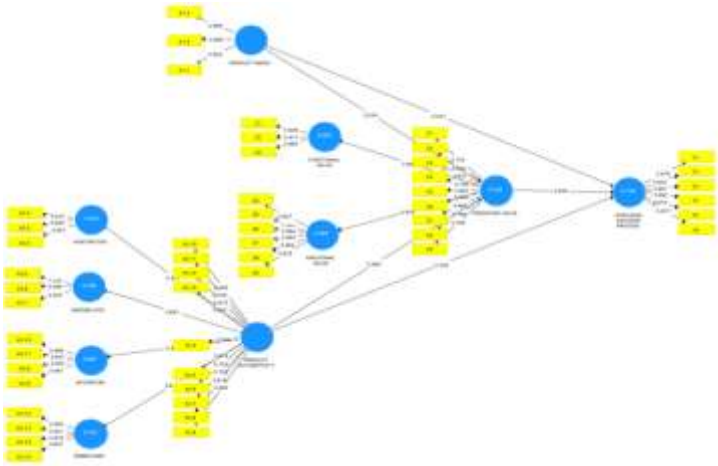
To test convergent validity, the outer loading value is used. An indicator is declared to meet good convergent validity if the outer loading value is > 0.7. The following is the result of the outer loading of each variable before being dropped:



Source: SmartPLS 3.0 Processed Data, 2022

Figure 2. *Outer Loading Value Before Dropping*

Based on figure 1, there are still some variable indicators that have an outer loading value of < 0.7. The data shows that there are six variable indicators whose outer loading values are below 0.7, namely X1.3, X1.5, X2.1, X2.2, X2.4, and X2.14. The indicator is said to be invalid, so it needs to be dropped or deleted. The following is the calculation result of the SEM-PLS model after the invalid indicators are deleted, where there is no variable indicator whose outer loading value is below 0.7.



Source: SmartPLS 3.0 Processed Data, 2022
***Figure 3.** Outer Loading Value After Dropping*

Based on Figure 3 shows that all indicators on each variable have an outer loading value > 0.7. This means that all indicators have a high level of validity so that they meet the Convergent Validity value.

2. Average Variance Extracted (AVE) Test

The AVE value after being dropped for each variable can be seen in the following table:

Table 1. Average Variance Extracted (AVE) value

	***Average Variance Extracted* (AVE)**
Emotional Value (PV)	0,727
Functional Value (PV)	0,780
Integritas (PA)	0,730
Kontinuitas (PA)	0,686
Kredibilitas (PA)	0,758
Perceived Value (Z)	0,676
Product Authenticity (X2)	0,628
Product Image (X1)	0,728
Purchase Decision Process (Y)	0,751
Simbolisme (PA)	0,711

Source: SmartPLS 3.0 Processed Data, 2022

Based on Table 1, the average variance extracted (AVE) product image, product authenticity, perceived value, and purchase decision process values are more than 0.5. This proves that all the constructs used in this study have good validity values.

b. Discriminant Validity Test

Based on the results of cross loading, it is known that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. So, it can be concluded that all latent constructs show good discriminant validity because they can predict other block indicators.

In addition, discriminatory validity can also use the method of comparing the Square Root of Average Variance Extracted (AVE) of each construct with the correlation value between the construct and other constructs in the model. The model has sufficient discriminatory validity if the AVE root for each AVE in each construct is greater than the correlation between constructs and other constructs.

Table 2. Square Root of Average Variance Extracted (AVE) Value

	EV (PV)	FV (PV)	I (PA)	Ko (PA)	Kr (PA)	PV (Z)	PA (X2)	PI (X1)	PDP (Y)	S (PA)
EV (PV)	0,853									
FV (PV)	0,794	0,883								
I (PA)	0,757	0,656	0,855							
Ko (PA)	0,699	0,563	0,709	0,828						
Kr (PA)	0,787	0,718	0,730	0,720	0,871					
PV (Z)	0,976	0,907	0,759	0,686	0,802	0,822				
PA (X2)	0,853	0,749	0,939	0,800	0,887	0,859	0,792			
PI (X1)	0,718	0,688	0,642	0,703	0,784	0,743	0,752	0,853		
PDP (Y)	0,826	0,788	0,737	0,574	0,783	0,854	0,819	0,664	0,866	
S (PA)	0,808	0,696	0,768	0,649	0,685	0,809	0,851	0,595	0,753	0,843

Source: SmartPLS 3.0 Processed Data, 2022

Based on table 2, the value of the Square Root of Average Variance Extracted (AVE) product image, product authenticity, perceived value, and purchase decision process is higher than the correlation value between other constructs so it can be concluded that each construct has high validity. and worthy of research.

c. Reliability Test

1. Composite Reliability Test

Table 3. Composite Reliability Value

	Composite Reliability	Keterangan
Emotional Value (PV)	0,727	***Reliable***
Functional Value (PV)	0,780	***Reliable***
Integritas (PA)	0,730	***Reliable***
Kontinuitas (PA)	0,686	***Reliable***
Kredibilitas (PA)	0,758	***Reliable***
Perceived Value (Z)	0,676	***Reliable***
Product Authenticity (X2)	0,628	***Reliable***
Product Image (X1)	0,728	***Reliable***
Purchase Decision Process (Y)	0,751	***Reliable***
Simbolisme (PA)	0,711	***Reliable***

Source: SmartPLS 3.0 Processed Data, 2022

Based on Table 3, composite reliability value of all variables is above 0.6. The highest composite reliability is in the functional value which is the dimension of perceived value with a composite reliability value of 0.780. Thus, these results indicate that each variable has met composite reliability and has a good level of reliability.

2. Cronbach Alpha Test

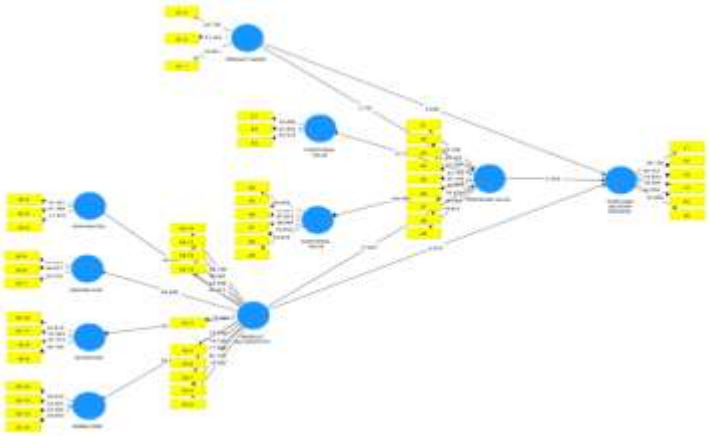
Table 4. Cronbach Alpha Value

	Cronbach's Alpha	Keterangan
Emotional Value (PV)	0,925	***Reliable***
Functional Value (PV)	0,859	***Reliable***
Integritas (PA)	0,876	***Reliable***
Kontinuitas (PA)	0,774	***Reliable***
Kredibilitas (PA)	0,840	***Reliable***
Perceived Value (Z)	0,940	***Reliable***
Product Authenticity (X2)	0,934	***Reliable***
Product Image (X1)	0,812	***Reliable***
Purchase Decision Process (Y)	0,934	***Reliable***
Simbolisme (PA)	0,867	***Reliable***

Source: SmartPLS 3.0 Processed Data, 2022

Based on Table 4. Cronbach's alpha value for all variable indicators has a value greater than 0.6. The highest reliability of cronbach's alpha value is in the perceived value with cronb'ch's alpha value of 0.940. Thus, these results indicate that all variables in the study have good reliability.

d. Second Order Confirmatory



Source: SmartPLS 3.0 Processed Data, 2022

Figure 4. *Outer Model Results*

The assessment of the significance of the influence between variables will be carried out by a bootstrapping procedure. The bootstrapping procedure uses the entire original sample for resampling. In the resampling bootstrapping method, the significance value used (two-tailed) with the t-value is 1.96.

Table 5 is the result of the t-stratistic test to test the significance of the indicator on the latent variable in the second order construct.

Table 5. Value of Reliability and Validity constructs

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Value -> Emotional Value	0,976	0,975	0,005	205,992	**0,000**
Perceived Value -> Functional Value	0,907	0,906	0,019	47,736	**0,000**
Product Authenticity -> Integritas	0,939	0,937	0,015	61,131	**0,000**
Product Authenticity -> Kontinuitas	0,800	0,794	0,042	19,232	**0,000**
Product Authenticity -> Kredibilitas	0,887	0,886	0,030	29,286	**0,000**
Product Authenticity -> Simbolisme	0,851	0,850	0,022	38,512	**0,000**

Source: SmartPLS 3.0 Processed Data, 2022

Based on the results of the path coefficient in Table 5, all items are significant to the construct with t-statistic values greater than 1.96 and p-values less than 0.05. This shows that all indicators are manifest variables forming constructs on the Product Authenticity and Perceived Value variables.

4.3 Inner Model

a. Model Test (R-Square)

Table 6. R-Square Value

	R-Square	Keterangan
Emotional Value (PV)	0,953	***Reliable***
Functional Value (PV)	0,823	***Reliable***
Integritas (PA)	0,881	***Reliable***
Kontinuitas (PA)	0,639	***Reliable***
Kredibilitas (PA)	0,786	***Reliable***
Perceived Value (Z)	0,759	***Reliable***
Product Authenticity (X2)	0,758	***Reliable***
Product Image (X1)	0,725	***Reliable***
Purchase Decision Process (Y)	0,953	***Reliable***
Simbolisme (PA)	0,823	***Reliable***

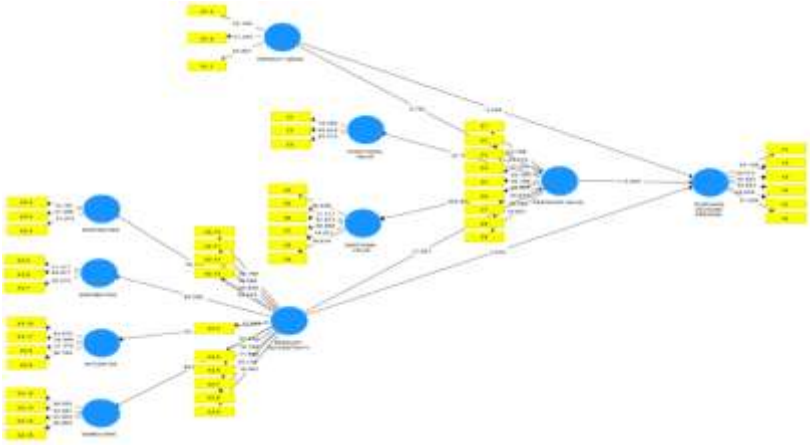
Source: SmartPLS 3.0 Processed Data, 2022

Based on Table 6 above, it shows that the R-square value is in a strong range of values, which is above the value of 0.75. The variable perceived value (Z) has an R-square value of 0.759 and purchased decision process (Y) of 0.953. The R-square value of 0.759 means that the dependent variable perceived value which can be explained by the product image and product authenticity variables is 75.9% while the remaining 24.1% is explained by other variables outside of the research.

In addition, the acquisition of the purchase decision process variable R-square value of 0.953 means that the purchase decision process variable which can be explained by the product image and product authenticity variables is 95.3% and the remaining 4.7% is explained by other variables outside researched. If the value of the R-square number is greater, this can indicate that the greater the independent variable can explain the dependent variable so that the better the structural equation.

b. Hypothesis Test

The value of testing the hypothesis of this research can be shown in Table 7 and the results of this research model can be described as shown in the following figure:



Source: SmartPLS 3.0 Processed Data, 2022

Figure 5. *Bootstrapping Output*

Based on the display in Figure 3, the output is known to be related to variables and the indicator is if the coefficient or direction of the variable relationship (viewed from the original sample value) is in line with the hypothesis, if the t-statistical value > 1.96 and p-value < 0.05, the more dominant the indicator in measuring the variable or the indicator has a direct influence between the variables. So it can be concluded that:

a. The product image factor is dominated by the X1.2 indicator in measuring the product image variable, namely Batik Tanah Liek has a quality product,
b. The product authenticity factor is dominated by the X2.5 indicator in measuring the product authenticity variable, namely Batik Tanah Liek according to your expectations,
c. The perceived value factor is dominated by the Z5 indicator in measuring the perceived value variable, namely I am satisfied with the Tanah Liek Batik products that I have,
d. The purchase decision process factor is dominated by the Y6 indicator in measuring the purchase decision process variable, namely I suggest buying Tanah Liek Batik products to others.

Table 7. Path Coefficient (T-Values, P-Values)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Keterangan
Perceived Value (Z) -> Purchase Decision Process (Y)	0,584	5,443	0,000	Diterima
Product Authenticity (X2) -> Perceived Value (Z)	0,690	11,927	0,000	Diterima
Product Authenticity (X2) -> Purchase Decision Process (Y)	0,333	3,070	0,002	Diterima
Product Image (X1) -> Perceived Value (Z)	0,224	3,732	0,000	Diterima
Product Image (X1) -> Purchase Decision Process (Y)	-0,021	0,258	0,797	Ditolak

Source: SmartPLS 3.0 Processed Data, 2022

Based on Table 8 which is a calculation to see the direct influence between variables and variables with dimensions, only one hypothesis is rejected, namely H1 "product image on the purchase decision process" because it has a P-Value of 0.797 greater than a significance level of 0.05. and the T-statistic value of 0.258 is smaller than the T-table of 1.962.

c. Path Analysis

The indicator is said to have an indirect effect if the T-Statistic value is > 1.96 partially and the p-value is < 0.05 and is said to have no indirect effect if the T-Statistic < 1.96 and p-value > 0.05.

Table 8. Indirect Effect of Intervening Variables

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Keterangan
Product Authenticity (X2) -> Perceived Value (Z) -> Purchase Decision Process (Y)	0,403	4,838	0,000	**Diterima**
Product Image (X1) -> Perceived Value (Z) -> Purchase Decision Process (Y)	0,131	3,111	0,002	**Diterima**

Source: SmartPLS 3.0 Processed Data, 2022

Based on table 9, all variables have t-statistics above 1.96 where all variables are partially mediated and have an influence on each other. This study examines the indirect effect between product image and product authenticity on the purchase decision process through perceived value as the intervening variable.

V. Conclusion

Based on the results of this study, it can be concluded that:

1. The image of the product in Batik Tanah Liek is still not able to improve the community's purchase decision process. This is because some people still make Tanah Liek Batik products as exclusive products.
2. Product image in Batik Tanah Liek can increase the perceived value of the community. This shows that people pay attention to the image of the Tanah Liek Batik product then they will feel the value contained in the product such as the quality and price offered so that they respond to the community for the Tanah Liek Batik product.
3. The authenticity of the products owned by Batik Tanah Liek can increase the perceived value of the community. This shows that the community has an assessment that they feel about the Tanah Liek Batik product and the community knows and understands that Tanah Liek Batik is a product that has a high authenticity value and is different from other products.
4. The authenticity of the products owned by Batik Tanah Liek can improve the community's purchase decision process. This shows that people have a choice of Tanah Liek Batik products that they know about the authenticity of the product such as characteristics and differences from other products.
5. The perceived value of Batik Tanah Liek can improve the community's purchase decision process. This shows that people have choices in making purchases that are triggered by self-assessment.
6. Product image in Batik Tanah Liek can improve the community's purchase decision process which is driven by the perceived value of the community itself.

7. The authenticity of the product in Batik Tanah Liek can improve the community's purchase decision process which is driven by the perceived value of the community itself.

Businesspeople, culture, local government, and the community can take advantage of Tanah Liek Batik, which is identical to the main raw material for dyes from clay, to serve as educational tours and excellent shopping tours for Minangkabau in addition to songket and embroidery to introduce and educate consumers. related to the Tanah Liek Batik.

The limitation of the research while in the field is the object of research, namely Batik Tanah Liek, where Batik Tanah Liek has several ways of making processes so that each product has differences. In this study, researchers only took Tanah Liek Batik in general, all types of Tanah Liek Batik.

The author's suggestion based on the results of this study is for further research to increase data, not only quantitative data from questionnaires, but can also add data obtained from other methods such as direct interviews, for Tanah Liek Batik craftsmen, it is advisable to educate or introduce (especially utilizing digitalization as a promotional and sales medium) Batik Tanah Liek to consumers to increase consumer awareness of cultural heritage issues, for the general public, especially the next generation, should introduce Batik Tanah Liek as one of the local batik products and a typical Minangkabau fashion trend while maintaining the existence Tanah Liek Batik as a Minangkabau cultural heritage, as well as for the government or stakeholders, should be active in introducing Tanah Liek Batik among the government such as making Tanah Liek Batik as one of the clothes that can be used as uniform schools and offices on certain days in Padang City.

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