

# The effect of brand image and consumer attitudes on the decision to purchase Batik Jetis Sidoarjo mediated by intent to buy

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## ABSTRACT

*In the context of regional economic development, the development of the local economy according to its potential is a very important factor. The owners of the batik industry face problems in marketing. In an effort to influence consumer decisions to buy, they must try one of them is to attract consumers. Therefore, they must pay attention to the image and attitude factors of the industrial owners so that consumers also have a positive attitude towards the image of their products. The purpose of this study was to determine the effect of brand image and consumer attitudes on purchasing decisions directly and indirectly mediated by intent to purchase. The population in this study were consumers of Batik Jetis Sidoarjo with a sample of 100 people taken using judgment sampling method. Data collection method uses a questionnaire. Then, the data were analyzed using path analysis with the IBM SPSS 21 program. The results showed that brand image has a positive and significant direct effect on purchasing decisions; (2) consumer attitudes also has a significant direct effect on purchasing decisions; (3) Brand image and consumer attitudes have a positive and significant indirect effect on purchasing decisions through intent to purchase. It is advisable for Batik Jetis Sidoarjo innovate their batik products, both from the combination of motives and colors. They also have to improve the kiosk spatial sector and adequate facilities, and organize batik events and festivals. Increased promotion and marketing see objects classified as new, strategies for batik events to sell and demand and have their own image by visitors.*

## ABSTRAK

*Dalam rangka pengembangan ekonomi daerah, pengembangan ekonomi lokal sesuai potensinya merupakan faktor yang sangat penting. Para pemilik industri batik menghadapi masalah dalam pemasarannya. Dalam upaya mempengaruhi keputusan konsumen untuk membeli, mereka harus berusaha salah satunya adalah untuk menarik minat konsumen. Oleh karena itu, mereka harus memperhatikan faktor citra dan sikap para pemilik industri agar konsumen juga memiliki sikap positif terhadap citra dari produk mereka. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh brand image dan sikap konsumen terhadap keputusan pembelian secara langsung dan secara tidak langsung yang dimediasi minat beli. Populasi dalam penelitian ini adalah konsumen Batik Jetis Sidoarjo dengan sampel penelitian sejumlah 100 orang yang diambil dengan menggunakan metode judgement sampling. Metode pengumpulan datanya menggunakan kuesioner. Kemudian, data dianalisis dengan menggunakan analisis jalur dengan program IBM SPSS 21. Hasilnya menunjukkan bahwa : (1) brand image berpengaruh positif dan signifikan secara langsung terhadap keputusan pembelian ; (2) sikap konsumen berpengaruh signifikan secara langsung terhadap keputusan pembelian ; (3) Brand image dan sikap konsumen berpengaruh positif dan signifikan secara tidak langsung terhadap keputusan pembelian melalui minat beli. Saran dari penelitian ini yaitu bagi para pengusaha batik di Jetis Sidoarjo, hendaknya selalu berinovasi akan produk batiknya, baik dari kombinasi motif dan warnanya. Perbaikan pada sektor tata ruang kios dan fasilitas yang memadai, menyelenggarakan event dan festival batik. Peningkatan promosi dan pemasaran melihat objek tergolong masih baru, strategi agar event batik lebih menjual dan diminati serta memiliki citra sendiri oleh para pengunjung.*

## 1. INTRODUCTION

Today, the era of free trade and globalization are indicated by the wider range of products and services, and this causes a business competition the companies are facing becoming more stringent. With the existence of a free market, the increasingly wide-open marketing and competition in the business world is getting in higher degree. This can be seen from the volume of imported products into the Indonesian market as the impact of Indonesia's agreement and signatory to the ASEAN-China Free Trade Area (ACFTA). With this agreement, imported products are free to enter the Indonesian market. Therefore, marketers are required to be more careful in addressing in determining competitive strategies and taking advantage of opportunities. Besides that, they are also required to be creative and innovative in order to attract the attention of consumers and bring interest from consumers to buy products offered.

The companies should use various media in marketing their products, one of which is as an effort to provide a good image for consumers. Brand image is an interpretation of the accumulation of various information received by consumers (Simamora & Lim, 2002) in Arista (2011: 5). The company's good image cannot be separated from the consumer's view of what the company provides and what consumers feel. According to Kotler (2005) it is the consumers who interpret and what they interpret is the information they get. Therefore, image information can be seen from logos or symbols used by companies to represent their products, where these symbols and logos not only differentiate from similar competitors but can also reflect the quality and vision and mission of the company. This image is used by companies in attracting consumer interest by trying to provide information that will be interpreted later, consumers who are positive about the product tend to have a strong desire to choose and buy the preferred product (Syriac, 2008: 160).

Consumers' attitude is formed by their tendency to do something to the object that is the consumer's actions to assess an object of interest to be owned. Attitude as a comprehensive evaluation and allows someone to respond in a way that is beneficial or not to the object being assessed. Consumers who have a positive attitude towards a product or brand will generate interest in buying the product or brand. Bhaduri (2011: 11) argues that interest plays an important role in determining

how people behave. The term intent to purchase has the purpose of purpose and is generally used to understand the purpose of consumers in making a purchase decision. The better the image of the product or brand, will increase the decision of consumers to make a purchase of a product or brand.

An intent to purchase as encouragement is a strong internal stimuli that motivates an action, where this impulse is influenced by stimulus and positive feelings about the product (Kotler 2006: 165; Mahendrayasa, 2014: 2). Therefore, if the stimulation is strong and positive, it will encourage consumers and increase their intent to purchase. Conversely, if the stimulus or impulse is weak and it does not affect consumers' feelings, their intent to purchase is weak. If the stimulus or impulse that is given exceeds expectations, the consumer will be able to accept positive or pleasant feelings so that they have a stronger intent to purchase and the impact comes a decision to buy compared to if a weak intent to purchase consumers will choose another alternative before making a purchase decision.

Purchasing decisions can be defined as a process in which consumers assess various alternative choices and choose one or more alternatives that are needed based on certain considerations. Purchasing decisions made by consumers describe how far the level of influence of marketing efforts carried out on a product so that marketers must know consumer behavior in terms of determining their purchasing decisions. This study tries to see the effect of brand image and consumer attitudes on purchasing decisions mediated by intent to purchase-Batik Jetis Sidoarjo.

## 2. THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT

### 1. Brand Image

As stated by Setiadi (2003: 180), brand image refers to the memory scheme of a brand, which contains the customer's interpretation of the attributes, advantages, usage, situation, users, and characteristics of the manufacturer or the characteristics of the manufacturer's the product or brand. In addition, brand image is what consumers think and feel when they hear or see the name of a brand. Kotler (2005) said that consumers who interpret and what they interpret is the information. In this case, image information can be seen from logos or symbols used by companies to represent their products, where these symbols and logos do not only differentiate from similar competitors but can also reflect

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the quality and vision and mission of the company.

Based on the description above, it can be inferred that brand image is a series of descriptions of associations and consumer confidence in certain brands. A brand image of a positive product will encourage consumers to purchase the product rather than buying the same product with another brand. Besides that, logos and advertisements also play an important role in creating a brand image. The brand image that is built can be an identity and a reflection of the vision, excellence, standards of quality, service and commitment of business people or their owners. Therefore, it is important for companies to pay attention to their buying behavior to determine the future steps that will be taken to anticipate it.

### **Measurement for brand image**

According to Shimp (2003) as in Rizan (2012: 5), there are three parts contained in the measurement of brand image. The first part is the attribute. Attributes are characteristics or various aspects of the brand advertised. Attributes are also divided into two parts: things that are not related to the product (example: price, packaging, user, and usage image), and things related to the product (for example: color, size, design). The second about measuring the brand image, according to Shimp, it is the benefit. Benefits are divided into three parts, namely:

- 1) Functional, it is the benefit that seeks to provide solutions to consumption problems or potential problems that can be experienced by consumers.
- 2) Symbolic, it is directed at the desires of consumers in an effort to improve themselves, valued as members of a group, affiliation, and sense of belonging.
- 3) Experience, namely consumers that are a representation of their desire for products that can provide a sense of pleasure, diversity, and cognitive stimulation.

### **Brand image building**

According to Durianto in Amanah (2011: 226), image formation is called positioning. A successful brand is a brand that has a strong position. In order to position a strong brand, the brand must be known first. Brand recognition is the basis for the formation of brand associations. Various associated brand associations will lead to a series called brand image. Brand image is related to the attitudes related to beliefs and perceptions of a brand. The more interconnected associations, the stronger the image that the brand has. Associations related to a brand

refer to various things, namely:

1. Product attributes
2. Intangible attributes
3. Benefits for consumers
4. Relative prices
5. Use
6. Consumers

### **2. Consumers Behavior**

Kotler and Keller (2008) define consumer behavior as the study of how individuals, groups, and organizations choose, buy, use, and place goods, services, ideas or experiences to satisfy their wants and needs. In addition, Schiffman and Kanuk (2010) define consumer behavior as the behavior shown by consumers in finding, buying, using, evaluating, and spending products and services that they hope will satisfy their needs. In relation to it, consumer behavior is an action that is directly involved in obtaining, consuming, and spending products and services, including decisions that precede and follow these actions (Engel, Blackwell and Miniard (1995) in Sumarwan (2011: 4). Sumarwan (2011) states that consumer behavior is all the activities, actions and psychological processes that encourage such actions before buying, when buying, using, spending products and services after doing the above or evaluating activities.

Based on the above description about consumers behavior, it can be stated that consumer behavior is all the activities, actions, and psychological processes that encourage these actions before and after using, the behavior shown by consumers in investigating, buying, using, evaluating and determining products and services and idea, where eventually they will get satisfaction or dissatisfaction after using products or services to their needs.

### **3. Consumers Attitudes**

Attitudes are evaluations, emotional feelings, and tendencies of beneficial or unfavorable and long-lasting actions of a person against an object or idea (Kotler and Keller 2008). Moreover, Schiffman and Kanuk in Sumarwan (2011: 166) describe that in the context of consumer behavior, " Attitude is a tendency that is learned in behaving in a way that is pleasing or unpleasant to a particular object ". For that reason, consumers' behavior is the attitude as a mental mechanism that evaluates, shapes the views, and emotions learned determines the behavior or individual towards a particular object.

### **Function of the Consumers Behavior**

Daniel Kazt in Sumarwan (2011: 168) classifies four

attitudinal functions namely

- 1) The Utilitarian Function  
Someone expresses his attitude towards an object or product because he wants to benefit from the product or avoid the risk of the product (punishment).
- 2) The Ego-Defensive Function  
Attitude serves to protect a person (self images) from doubts that arise from within himself or from external factors that might be a threat to him.
- 3) The Value-Expressive Function  
Attitude serves to express the values, lifestyle and social identity of a person. Attitudes will describe the interests, hobbies, activities and opinions of a consumer.
- 4) The Knowledge Function  
Curiosity is one of the important consumer characters. He always wants to know many things, is the needs of consumers. Often consumers need to know the product before they like it and then buy the product.

#### **Factors Influencing Attitude Forming**

Attitudes are shaped up through learning done by the individuals. Therefore, the attitude formation cannot be separated from the environment in which consumers do learning. According to Suryani (2008: 175) the factors that play an important role in the formation of attitudes, namely:

- 1) Direct experience
- 2) Family influence
- 3) Peers
- 4) Direct marketing
- 5) Mass media impressions

#### **4. Intent to Purchase**

Intent to purchase is obtained by a learning process and thinking processes that form a perception. This intent to purchase can motivate the consumers and recorded in their mind and becomes a very strong desire for them to fulfill their needs and actualize what is in their mind. According to Keller (1998), consumer interest is how likely consumers are to buy a brand or how likely consumers are to move from one brand to another. Schiffman and Kanuk (2010: 201) in Febiana (2014: 3) state that interest is wrong one psychological aspect that has a considerable influence on behavioral attitudes. Consumer's assessment of the product depends on his knowledge of information about the actual function of the product, thus consumers who are interested in purchasing a product are affected by the information received.

Based on the description above, it can be concluded that intent to purchase arises because of the learning process that creates a motivation for consumers to fulfill their needs and is a psychological aspect that influences consumers' attitudes and behavior to buy a product that is influenced by the information they receive..

#### **Factors forming intent to purchase**

Some factors that shape consumers' intent to purchase (Kotler, 2005):

- 1) The attitude of others, the extent to which other people's attitudes reduce alternatives favored by someone will depend on two things, namely, the intensity of the negative nature of others towards alternatives that consumers like and the motivation of consumers to obey the wishes of others.
- 2) Unanticipated situation factors, this factor will later be able to change the customer's position to purchase. This depends on the customer's own thinking, whether he is confident in deciding whether to buy an item or not.

Swastha and Irawan (2005: 349) in Febiana (2014: 3) suggested that factors that influence intent to purchase are related to emotional feelings, if someone feels happy and satisfied in buying goods or services then it will strengthen intent to purchase, failure usually eliminates interest. There are no purchases that occur if consumers are never aware of their needs and desires. Problem recognition occurs when consumers see a significant difference between what they have and what they need.

Lucas and Britt (2003) in Mardiasatika (2012: 15) say that aspects of intent to purchase include:

- 1) Attention, there is a great attention from consumers to a product (goods or services).
- 2) Interest, after the attention will arise a sense of interest in consumers.
- 3) Desire, continue with the feeling of wanting or having a product.
- 4) Confidence, then the confidence in the individual of the product arises so that it gives rise to a decision (the final process) to obtain it with an action called buying.
- 5) Decision, concluded that aspects of intent to purchase are interests, desires and beliefs.

Factors that influence intent to purchase are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen intent to purchase, dissatisfaction usually eliminates interest. Super and Crites (1998) in Mardiasatika (2012: 17) explain that there are several factors that influence interest, namely:

- 1) Difference in work
- 2) Socio-economic differences
- 3) Differences in hobbies or hobbies
- 4) Sex differences
- 5) Age difference

### **5. Purchase Satisfaction**

In general, decision is a selection of two or more alternative choices. These choices can be about the choice of brand, time, distribution, etc. (Schiffman and Kanuk, 2010: 485). In this case, Kotler and Armstrong (2008: 129) translate purchasing decisions as a process where consumers recognize the problem, find information about a particular product or brand and evaluate how well each of these alternatives can solve the problem which then leads to a purchase decision. According to Kotler and Armstrong (2008: 181), consumer purchasing decisions are buying the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is situational factors. Therefore, purchase preferences and intentions do not always produce actual purchases.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. According to Setiadi (2003: 341), defining a decision (decision) involves choosing between two or more alternative actions or behaviors. Decisions always require choices between several different behaviors.

Based on the description above it can be concluded that the purchase decision is an action taken by consumers in purchasing a product or problem solving action by individuals in the selection of alternatives from several alternative solutions to problems based on the knowledge possessed by consumers.

### **Factors determining consumers' decision**

Setiadi (2003: 425-231) argues that the factors that influence purchasing decisions include:

- 1) Consumer Purpose
- 2) Consumer Purpose Hierarchy
- 3) Consumer Engagement and Knowledge
- 4) Environment

### **Degree of consumers' decision making**

Not all situations of consumer decision-making need the same level of information seeking. If all purchase decisions require a lot of effort, the customer's decision-making effort will be tiring and time-consuming. Conversely, if all purchases

are routine, they will tend to be boring and give little pleasure. In a series of businesses that range from the highest to the lowest, the level of consumer decision making can be distinguished as follows (Schiffman and Kanuk, 2010: 487):

- 1) Broad Problem Solving
- 2) Limited Problem Solving
- 3) Regular behavior as a response

### **6. Hypothesis Development**

#### **Brand image toward intent to purchase**

Shah (2012: 5) who studied the effect of brand image on intent to purchase explains that brand image has a positive effect on consumers' intent to purchase. He stated that the more positive the brand image the higher the intent to purchase and concludes that consumers in this study smokers pay attention to brand image to attract their intent to purchase.

Arista (2011: 6) who examined the influence of brand image on the intent to purchase of Telkom Speedy products concluded that brand image does not have a significant effect on intent to purchase. Consumers do not choose the brand image as a variable that supports intent to purchase because consumers trust other consumers more about the superiority and reliability that have used Telkom Speedy so that consumers decide more about using Telkom Speedy based on the experience of other consumers who have used Telkom Speedy first. Based on the two studies above, the research hypothesis can be made, namely:

H1: Brand image has a positive effect on intent to purchase

#### **Consumers attitude toward intent to purchase**

Cheng (2011: 4) who examines the effect of consumer attitudes on intent to purchase and concludes that intent to purchase is influenced by consumer attitudes, the more positive the consumer's attitude is the higher the consumer's intent to purchase.

Based on the research above, the research hypothesis can be made, namely:

H2: consumer attitudes have a positive effect on intent to purchase.

#### **Brand image towards Decision to purchase**

Mendrofa (2010: 4) studied the effect of brand image on purchasing decisions and explained that brand image has a positive and significant effect on consumers' desire to buy HP brand laptops, concluding that brand image has a positive effect on purchasing decisions. A positive influence can

be interpreted that the more positive the brand image the higher the intensity of consumer purchases on purchasesHP brand laptops.

Saeed et al (2013: 5) also examined factors that effect purchasing decisions in the clothing industry in Sahiwal, Pakistan but found that brand image did not have a significant effect on consumer purchasing decisions. It was concluded that consumers in Sahiwal did not pay attention to brand image in buying clothing the products.

Based on the two studies above, the research hypothesis can be made, namely:

H3: brand image has a positive effect on purchasing decision

### Consumers behavior towards purchasing decision

Lendo (2013: 5) who examined the effect of consumer attitudes on purchasing decisions on online shop concludes that consumer attitudes have a positive effect on purchasing decisions. This means that the more positive consumer attitudes, the higher the consumer purchases at the online shop. It is also stated by Utami (2010: 7), that consumer attitudes did not affect purchasing decisions and concluded that the decision to purchase formula milk was not influenced by consumer attitudes.

Based on the two studies above, the research hypothesis can be made, namely:

H4: consumer attitudes have a positive effect on purchasing decisions

### Intent to purchase toward purchasing decision

Mahendrayasa (2014: 4) who examined the effect of intent to purchase on the GSM card purchase decision concluded that intent to purchase has a positive and significant effect on purchasing decisions. This means that the more positive intent to purchase, the higher the decision to purchase a GSM card.

Yet, Montjai's Research (2014: 9) suggests that consumer intent to purchase does not have a significant effect on motorcycle purchasing decisions. It was concluded that consumers in Manado do not pay attention to intent to purchase in buying a motorcycle.

Based on the two studies above, the research hypothesis can be made, namely:

H5: intent to purchase has a positive effect on purchasing decisions

Based on the theoretical foundation presented, the following is presented in the theoretical framework outlined in the research model as shown in Figure 1.

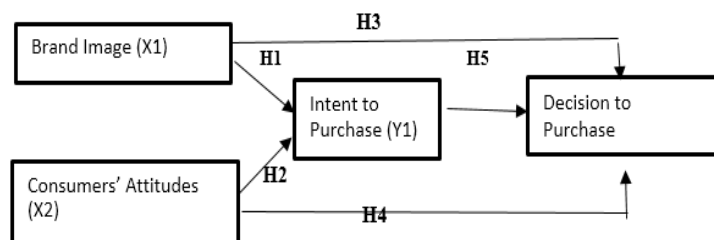


Figure 1: Research Model and Hypotheses

## 3. RESEARCH METHODOLOGY

### 1. Population and Sample

The population are the elements, which are usually of people, objects or events where we are interested in learning them for research (Kuncoro, 2009: 103). The population in this study were consumers who had bought Jetis Batik during August and September 2016.

The sampling technique used in this research is nonprobability sample which means sample design where the sample is collected by a process where individuals in the population are not given the same opportunity to be chosen as a sample. The researcher used nonprobability sample technique

because the researcher did not know the population of consumers who shop online to be used as the sample. The nonprobability sample technique used is judgment sampling. Judgment sampling is a sample chosen based on the researchers' assessment that 100 consumers have purchased Batik Jetis at a minimum of 200,000 rupiah.

### Operational definition of the variables

Brand image: A series of descriptions of consumer associations and beliefs about a particular brand. The indicators are: Quality, Awareness, Personality and Self Image (Iwan 2013)

### Consumer Attitude:

The mental mechanism that evaluates, shapes the views and emotions learned determines the behavior or individual of a particular object. The indicators used are: cognitive, affective and conative (Sumarwan, 2011).

### Intent to purchase:

Intent to purchase is obtained from a learning process and thought processes that form a perception. This intent to purchase creates a motivation that continues to be recorded in his mind and becomes a very strong desire which in the end when a consumer must fulfill his needs will actualize what is in his mind. The indicators used are transactional interests, preferential interests and explorative interests (Ferdinand, 2011).

### Purchase Decision:

A decision (decision) involves choosing between two or more alternative actions or behaviors. Decisions always require choices between several different behaviors. Indicators used are: product choice, dealer choice, time choice and brand choice (Kotler Keller, 2006).

## 3. Technic of Analysis

### Validity test

Validity test is done to measure the data obtained after the research is valid data with a measuring instrument (questionnaire). The method used is comparing the mean or calculated from the research variable with the value of r table. Testing the validity

in this study uses the help of SPSS (Statistical and Social Sciences) software version 21.0 for windows (Ghozali, 2013).

If the value  $r$  counts  $> r$  table then the statement is valid. If the value of  $r$  count  $< r$  table then the statement will not apply.

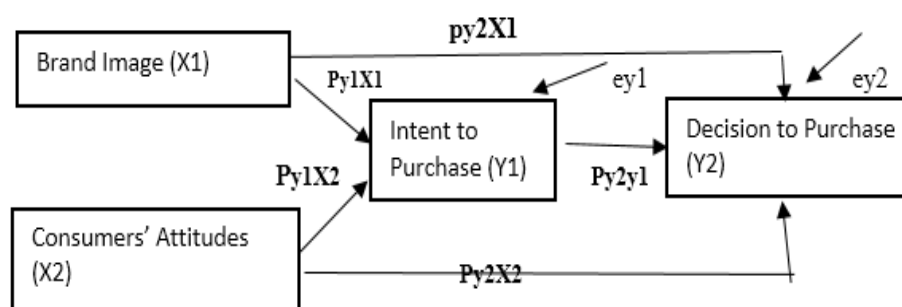
### Reliability Test

Reliability test is used to see whether the measuring instrument used shows consistency in measuring the same symptoms. Reliability testing in this study uses the help of SPSS (Statistical Package and Social Science) software version 21.0 for windows. Questions that have been declared valid in the validity test, the reliability will be determined with the following criteria: (Ghozali, 2013).

- 1) If the value of Cronbach's Alpha  $> 0.60$  is a reliable statement.
- 2) If the value of Cronbach's Alpha is  $< 0.60$ , the statement is not reliable

### Path analysis

Path analysis aims to identify the pathway that causes a particular variable to other variables affected (Sarwono, 2012: 18). In the model of the relationship between these variables, there is an independent variable which in this case is called the exogenous variable and the dependent variable is called the endogenous variable. Exogenous variables are consumer attitudes and brand image. Endogenous variables of intent to purchase and purchasing decisions.



**Figure 2**  
**Model of Path Analysis**

Path equation based on Figure 2 is as follows:

$$Y1 = py1x1 X1 + py1x2 X2 + ey1$$

$$Y2 = py2x1 X1 + py2x2 X2 + py2y1 Y1 + ey2$$

#### 4. RESULTS OF ANALYSIS

##### 1. Validity and Reliability Test

Test results brand image validity (12 items) can be seen in table 1.

Based on Table 1, it can be seen that all the questions used to measure the brand image variable have  $r$  counted  $> 0.361$ . This shows the twelve items of questions to measure a valid brand image.

**Table 1**  
**Validity Test Of Brand Image**

| No | rx    | r table | Criteria |
|----|-------|---------|----------|
| 1  | 0,787 | 0,361   | Valid    |
| 2  | 0,573 | 0,361   | Valid    |
| 3  | 0,480 | 0,361   | Valid    |
| 4  | 0,529 | 0,361   | Valid    |
| 5  | 0,655 | 0,361   | Valid    |
| 6  | 0,487 | 0,361   | Valid    |
| 7  | 0,676 | 0,361   | Valid    |
| 8  | 0,510 | 0,361   | Valid    |
| 9  | 0,561 | 0,361   | Valid    |
| 10 | 0,541 | 0,361   | Valid    |
| 11 | 0,676 | 0,361   | Valid    |
| 12 | 0,625 | 0,361   | Valid    |

Test results Validity of consumer attitudes (9 items) can be seen in Table 2.

**Table 2**  
**Validity test of Consumers Attitudes**

| No | rx    | r table | Criteria |
|----|-------|---------|----------|
| 1  | 0,490 | 0,361   | Valid    |
| 2  | 0,695 | 0,361   | Valid    |
| 3  | 0,764 | 0,361   | Valid    |
| 4  | 0,697 | 0,361   | Valid    |
| 5  | 0,689 | 0,361   | Valid    |
| 6  | 0,362 | 0,361   | Valid    |
| 7  | 0,653 | 0,361   | Valid    |
| 8  | 0,441 | 0,361   | Valid    |
| 9  | 0,544 | 0,361   | Valid    |

Based on Table 2, it can be seen that all the questions used to measure consumer attitude variables have  $r$  count  $> 0.361$ . This shows nine items of ques-

tions to measure valid consumer attitudes.

Test results Validity of intent to purchase (12 items) can be seen in Table 3.

**Table 3**  
**Validity Test Of Consumers Attitudes**

| No | rx    | r table | Criteria |
|----|-------|---------|----------|
| 1  | 0,402 | 0,361   | Valid    |
| 2  | 0,510 | 0,361   | Valid    |
| 3  | 0,512 | 0,361   | Valid    |
| 4  | 0,659 | 0,361   | Valid    |
| 5  | 0,439 | 0,361   | Valid    |
| 6  | 0,524 | 0,361   | Valid    |
| 7  | 0,460 | 0,361   | Valid    |
| 8  | 0,374 | 0,361   | Valid    |
| 9  | 0,395 | 0,361   | Valid    |
| 10 | 0,534 | 0,361   | Valid    |
| 11 | 0,681 | 0,361   | Valid    |
| 12 | 0,422 | 0,361   | Valid    |



Based on Table 3, it can be seen that all the questions used to measure consumer attitude variables have  $r$  count  $> 0.361$ . This shows twelve items of

questions to measure valid consumer attitudes. Test results Validity of intent to purchase (10 items) can be seen in Table 4.

**Table 4**  
**Validity Test of Intent to Purchase**

| No | rx <sub>y</sub> | r table | Criteria |
|----|-----------------|---------|----------|
| 1  | 0,573           | 0,361   | Valid    |
| 2  | 0,442           | 0,361   | Valid    |
| 3  | 0,469           | 0,361   | Valid    |
| 4  | 0,621           | 0,361   | Valid    |
| 5  | 0,795           | 0,361   | Valid    |
| 6  | 0,419           | 0,361   | Valid    |
| 7  | 0,533           | 0,361   | Valid    |
| 8  | 0,394           | 0,361   | Valid    |
| 9  | 0,455           | 0,361   | Valid    |
| 10 | 0,493           | 0,361   | Valid    |

Based on Table 5, it can be seen that all the questions used to measure intent to purchase variables have  $r$

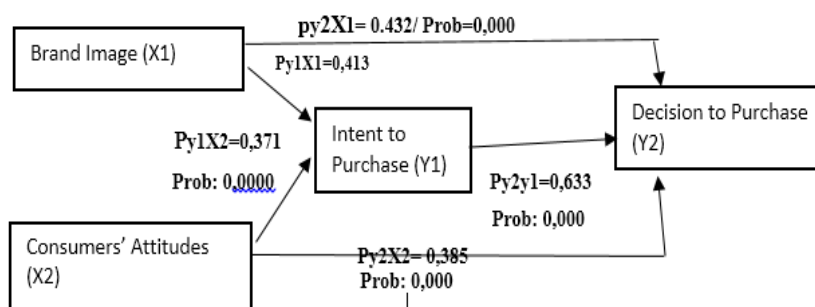
count  $> 0.361$ . This shows ten question items to measure valid intent to purchase.

**Table 5**  
**Instrument Reliability Test**

| No. | Variables           | Cronbach's Alpha | Cronbach's Alpha required | Criteria |
|-----|---------------------|------------------|---------------------------|----------|
| 1   | Brand Image         | 0,729            | 0,70                      | Reliable |
| 2   | Consumers attitudes | 0,761            | 0,70                      | Reliable |
| 3   | Intent to purchase  | 0,715            | 0,70                      | Reliable |
| 4   | Purchase decision   | 0,736            | 0,70                      | Reliable |

Table 5 shows that the value of Cronbach's Alpha in instrument for all research variables has Cronbach's Alpha  $> 0.70$ , so that it can be said that the instru-

ments in this study are reliable and suitable for collection and research.



**Figure 3**  
**Results of Path Analysis**

## 2. Results of Path Analysis

Based on figure 3, it can be obtained the path equation as follows;

- $Y_1 = 0,413X_1 + 0,371 X_2$
- $Y_2 = 0,432 X_1 + 0,385 X_2 + 0,633$

**Table 6**  
**Analysis of the Coefficient for the Direct and Indirect Effect Path**

| Results of Path Analysis               | Path Coefficient | Prob  | Description | Hypothesis  |
|--|------------------|-------|-------------|-------------|
| Brand image→intent to purchase         | 0,413            | 0,000 | significant | H1 accepted |
| Sikap konsumen→intent to purchase      | 0,371            | 0,000 | significant | H2 accepted |
| Brand image→purchasing decision        | 0,432            | 0,000 | significant | H3 accepted |
| Consumers attitudes→purchase decision  | 0,385            | 0,000 | significant | H4 accepted |
| Intent to purchase→purchasing decision | 0,633            | 0,000 | significant | H5 accepted |

Based on Table 6, it can be described that the test of hypotheses is as follows:

1. The first hypothesis (H1) states that brand image affects intent to purchase. The error probability value of the brand image value has an effect on intent to purchase of 0.000 <significance level ( $\alpha$ ) 0.05. The results of this analysis indicate that the first hypothesis (H1) which states that brand image influences intent to purchase is accepted. Path coefficient value of 0.413 indicates that the influence of brand image on intent to purchase is 0.413.
2. The first hypothesis (H2) states that consumer attitudes affect intent to purchase. The probability value of the error path value of the consumer attitude affects the intent to purchase of 0,000 <significance level ( $\alpha$ ) 0.05. The results of this analysis indicate that the second hypothesis (H2) which states the attitude of consumer's influences intent to purchase is accepted. The path coefficient value of 0.371 shows that the effect of the consume attitude on intent to purchase is 0.371.
3. The third hypothesis (H3) states that brand image influences purchasing decisions. The probability value of the brand image path error affects the purchasing decision of 0.000 <significance level ( $\alpha$ ) 0.05. The results of this analysis indicates that the second hypothesis (H2) which states the attitude of consumers influences intent to purchase is accepted. Path coefficient value of 0.432 indicates that the effect of the consume attitude on the purchase decision is 0.432.
4. The fourth hypothesis (H4) states that the attitude of consumption influences purchasing decisions. The probability value of the brand image path error affects the purchasing decision of 0.000 <significance level ( $\alpha$ ) 0.05. The results of this analysis indicate that the fourth hypothesis (H4) which states consumer attitudes influence the purchase decision is accepted. The path coefficient value of 0.385 indicates that the effect of the consume attitude on the purchase

decision is 0.385.

5. The fifth hypothesis (H5) states that intent to purchase influences purchasing decisions. The value of the probability of error in the path of intent to purchase affects the purchase decision of 0,000 <significance level ( $\alpha$ ) 0,05. The results of this analysis indicate that the fifth hypothesis (H5) which states intent to purchase influences the purchase decision received. Path coefficient value of 0.633 indicates that the effect of intent to purchase on purchasing decisions is 0.633.

## 5. CONCLUSION, LIMITATION, SUGGESTION, AND IMPLICATION

First of all, it has been proved that brand image has a positive and significant effect on intent to purchase. This means that the better the brand image of a batik product, the higher the consumer's intent to purchase for the Jetis Batik Sidoarjo. Likewise, if the brand image is lower, the intent to purchase will also decrease. Secondly, consumer attitudes have a positive and significant effect on intent to purchase. This means that the better the attitude of consumers of a batik product, the higher the consumer's intent to purchase in Jetis Batik, Sidoarjo. Likewise, if the attitude of consumers is lower, then intent to purchase will also decrease.

Thirdly, brand Image has a positive and significant effect on purchasing decision. This means that the better the brand image of a batik product, the easier it will be for consumers to make decisions in purchasing the batik in Sidoarjo. Likewise, the lower brand image will make consumers reluctant to buy the batik. Consumer attitudes have a significant effect on purchasing decisions. This means that the better the attitude of consumers, affecting the consumers in buying batik products in Sidoarjo. The positive attitude towards batik in Sidoarjo does not affect consumers to decide to buy.

Fourth, intent to purchase has a positive and significant effect on purchasing decisions. This means that the higher consumer's intent to purchase for batik products in Sidoarjo, the more consumer

decision making will be in buying the batik in Sidoarjo. The opposite is true if low intent to purchase will make consumers reluctant to buy the batik.

The fifth is that brand image has a positive and significant effect on purchasing decisions mediated by intent to purchase. This means that if the brand image gets better, the intent to purchase and consumer purchasing decisions also increase. Likewise, if the brand image is lower than intent to purchase and purchasing decision making will also decrease. The total indirect effect of brand image on purchasing decisions through intent to purchase is greater than the direct effect of brand image on purchasing decisions. For that reason, the intent to purchase can be said as a mediating variable.

The sixth is that consumer attitudes have a positive effect on purchasing decisions mediated by intent to purchase. This means that if consumer attitudes are better, purchase and consumer purchasing decisions also increase. Likewise vice versa if consumer attitudes are lower than intent to purchase and purchasing decision making will also decrease. The total indirect effect of consumer attitudes on purchasing decisions through intent to purchase is greater than the direct influence of consumer attitudes on purchasing decisions, so intent to purchase can be a mediating variable.

It can be implied that brand image of batik product is important and therefore the producers should pay attention to this factor. They have to create and provide more information so that the consumers can have awareness of batik products in Jetis Sidoarjo.

In this study, the researcher also suggests those who have want to do a study on the same research as follows:

1. For batik jetis in Sidoarjo, in connection with the image of batik jetis in Sidoarjo, they also should develop product innovation, so that the image of batik in Sidoarjo is positive. The better the image or the greater the awareness of consumers is. It will be the brand (awareness) that can encourage potential consumers to buy batik products because consumers have more familiar with the brand of their batik products.

In connection with the choice of distributor or place, they should improve especially the spatial sector for kiosks, a neat and clean canteen environment that can more accurately reflect that this object is orderly and beautiful. Then make adequate and adequate facilities so that visitors are comfortable when shopping.

Finally, in connection with the lack of information about batik, they should hold batik events

or batik festivals in Sidoarjo so that consumers know and like batik products and purchase these batik.

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