

The Influence of Cultural Pride, Perceived Price, and Perceived Quality on Prestige and Brand Loyalty on Indonesia's Batik

Angelyna Heriman¹, Lydia Ari Widyarini²

¹Widya Mandala Catholic University Surabaya, Faculty of Business, International Business Management.

²Widya Mandala Catholic University Surabaya, Faculty of Business, Management Department.
angelynaheriman@gmail.com, lydiaari@ukwms.ac.id

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ABSTRACT



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Fashion is something that can't be separated from human life. Batik can be categorized as a form of fashion that originated in Indonesia. Batik itself is a traditional Indonesian fabric that originated on the island of Java. Batik cloth has unique characteristics that other types of cloth do not have. Over time, batik has become increasingly in demand in the community because it can be used for formal and non-formal clothing. This study aims to examine the impact of cultural pride, perceived price, and perceived quality on prestige, as well as the relationship between prestige and brand loyalty on Batik Keris. Batik Keris is known as one of the biggest batik companies in Indonesia. The data for this study was collected through a Google Form survey. The researcher gathered responses from 154 individuals residing in Surabaya, aged above 17 years old, who had purchased Batik Keris fashion products for at least the last year and had a monthly expenditure of \geq IDR 1.200.000,00. The collected data was then processed using Smart PLS 3.0 and analyzed through the Structural Equation Model (SEM) method. The findings of the study indicate that cultural pride doesn't have any influence on prestige, whereas perceived price and perceived quality have a significant influence on prestige. Additionally, prestige also exerts a significant influence on brand loyalty.

Keywords: Cultural pride, perceived price, perceived quality, prestige, brand loyalty

1. Introduction

Fashion is something that cannot be separated from human life. Because of its intimate connection, fashion has the power to transform and influence lives. People's lives depend on their clothing in several ways. They have several advantages for both beauty and health. History needs fashion because it establishes the standard for how people portray themselves at every age. Everybody wears fashion, sometimes out of choice and sometimes because of social expectations. Due to the high necessity of fashion, there are many fashion brands that try to fulfill the needs of society by offering various types of clothing.

Batik can be categorized as a form of fashion that originated in Indonesia. Batik itself is a traditional Indonesian fabric that originated on the island of Java in the late 1800s and is still in use today all throughout Indonesia. Batik cloth has unique characteristics that other types of cloth do not have. There are now two types of batik: traditional batik and contemporary batik. Additionally,

there are other categories into which batik may be categorized, including printed batik, stamped batik, and written batik (Poon, 2017). Over time, batik has become increasingly in demand in the community because it can be used for formal and non-formal clothing.

For generations, Indonesian culture has been heavily influenced by batik, both in terms of its techniques and patterns, particularly on Java Island. Different batik designs might be employed in ancient Javanese cultures to preserve history, appreciate nature, signify social position, or commemorate virtues. The lessons of life, religion, culture, and nature in Indonesia are incorporated into batik design and motif creation (Dinata & Fan, 2019). Batik motif composition enhances aesthetic value and adds unique elements that support local content in fashion. Even though modern batik contains traditional motifs, it is more adaptable to wear since the forms and motifs are not restricted by the rules governing batik apparel from earlier times. Individuals may now openly

* Angelyna Heriman

E-mail addresses: angelynaheriman@gmail.com (Widya Mandala Catholic University Surabaya)
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express their identities through their clothing choices. Among them is the batik they were wearing.

Batik's "distinctiveness" as a type of Indonesian traditional culture that may represent Indonesia in the global arena originates from its authenticity. Batik was proposed to UNESCO in 1972 as a global cultural heritage piece for inclusion in the intangible cultural heritage category (Hakim, 2018). As a result, batik was acknowledged by UNESCO in 2009 as an intangible cultural legacy of the world that requires preservation. President Susilo Bambang Yudhoyono at the time also contributed to this momentum, which led to the creation of the Indonesian National Batik Day (Aruman, 2015). For Indonesians, batik is a form of cultural expression with great aesthetic and symbolic value. The beauty and uniqueness of batik shape the character of the nation, which differentiates Indonesia from other countries. Batik is the nation's pride, so it is celebrated on October 2nd to raise awareness and appreciation for batik.

Batik Keris is an Indonesian batik brand that is based in Solo, Central Java (Puspaningrum, 2020). It was founded by Kasoem Tjokrosaputro (Kwee Som Tjiok) in 1946. Thus, Batik Keris has developed from generation to generation for more than 70 years. Batik Keris produces products ranging from batik clothes for children, teenagers, and adults. In addition, there are traditional Indonesian crafts, women's purses, home decorations, and even a selection of aromatherapy, as well as traditional Indonesian souvenirs (batik-keris.co.id, 2015). Batik Keris offers batik clothes with distinctive, cutting-edge patterns and a modern look. This is apparent in the richness and elegance of the Batik Keris motif, which is stitched to international standards and mixed with appealing colors to retain its excellence.

Batik Keris is known as one of the biggest batik companies in Indonesia. The company has outlets, stores, and traditional batik manufacturers across Indonesia. In total, it has 65 outlets across Indonesia. Batik Keris has always placed a significant emphasis on quality, and it was the first to export and promote batik to overseas markets. "Preserving the culture of the archipelago" is the motto of Batik Keris. As the epicenter of archipelagic crafts, "Batik Keris" aspires to preserve archipelagic culture via the design and production of archipelagic goods such as batik (batikkeris.co.id, 2015).

Due to the high number of enthusiasts of Batik Keris' products, Batik Keris has won first place in the Top Brand Index Phase 2 Year 2023. It stands out over its competitors, such as Kencana Ungu, which ranks 2nd, and Danar Hadi, which is in 3rd place.

According to certain surveys, most customers believe that international brands are more prestigious and high-quality than local brands. Compared to local brands, global brands are more developed and ready to design apparel that is in line with market trends, stock items, and capital (Devi & Setiawan, 2018). However, local brands that produce typical Indonesian fashion, like batik, can also provide high prestige to their users. The higher customers' prestige towards a

brand, the higher brand loyalty they will have. Customers typically demonstrate their brand loyalty by continually buying from the same brand. Brand loyalty is a crucial aspect that influences a customer's decision to buy a product. Because of their brand loyalty, customers might not remember the entire selection process and instead only rely on their prior purchases to make the same choice.

According to Harsono (2016), the marketing mix is one element that affects brand loyalty. Companies will therefore be able to persuade customers to learn about and buy their product by offering a good product (product), fair pricing (process), an accessible location (place), and an efficient promotion plan (promotion). This increases the likelihood of gaining customer loyalty to a brand.

Batik Keris is a batik brand that is quite old and still survives today. Batik Keris products are made from high-quality cotton fabric and go through a good production process so that the colors and patterns of the batik do not fade easily. Batik Keris is always associated with good quality; therefore, perceived quality is worth analyzing. The price of the Batik Keris product will follow its quality. The price of Batik Keris is aimed at the upper middle class, but in terms of marketing or market expansion, Batik Keris does not only target certain segments, so it is necessary to analyze whether consumers have the appropriate price perception desired by Batik Keris. The location for purchasing batik keris in Surabaya is in malls, which are easy to reach. Promotion of Batik Keris is carried out through word-of-mouth since Batik Keris has strong branding.

Researchers have been interested in brand loyalty for a long time. Brand loyalty is a relatively fanatical behavioral reaction that a consumer has towards a brand during the time and in the buying action, and it leads to the decision to repurchase that special brand (Ghanbari et al., 2017). Building client loyalty is crucial in the fashion industry since retail examines consumer happiness concerning the services, pricing, and goods they provide. How people view Batik Keris and its values has a big impact on brand loyalty. Additionally, it's a vital strategy for boosting repurchase rates and maintaining customer loyalty. Brand loyalty can be affected by many factors, one of which is prestige. The value of prestige has repeatedly been shown regarding its effect on customer satisfaction, which leads to brand loyalty (Jin et al., 2016).

Prestige is a type of attitude based on one's interactions with society, material possessions, and hedonistic ideals (Vigneron & Johnson, 1999). Thus, brand prestige can result from numerous interactions between the customer and environmental factors. Customers will select Batik Keris over the other brands because Batik Keris may satisfy their emotional desire for a prestige brand. Customers can increase their prestige when wearing Batik Keris since Batik Keris has already broadened its market scope to the international market. By wearing batik keris, consumers will think that the batik they wear has a high level of class. Apart from that, Batik Keris has also collaborated with Walt Disney by producing

batik with Mickey Mouse and Friends characters. Collaboration with international companies makes Batik Keris' branding even stronger, so it cannot be denied that people who wear Batik Keris will feel prestige.

The comparatively high status of a brand's product positioning is referred to as brand prestige. A high-class sense of belonging can be psychologically induced by a prestigious brand image (Hwang & Han, 2014). In other words, using and owning things with a prestige brand raises the user's social worth. Several variables affect prestige, such as cultural pride, perceived quality, and perceived price.

Cultural pride comes from nationalism and national pride (Liu & Xing, 2017). While nationalism includes both individual and societal attitudes, national pride is made up of personal feelings (Liu & Xing, 2017). Cultural pride is important because it facilitates the development of a sense of identity and self-worth. The capacity to appreciate one's own culture and to take pride in one's heritage is the key to a sustainable culture.

Cultural pride is an individual's favorable views about their cultural history and resources, as well as feeling pleased to have an ethnic identity connected to a particular culture. Fashion has established itself as an essential tool for showcasing cultural pride. By having cultural pride, customers are likely to purchase the product of Batik Keris, especially Batik, as it shows their pride in Indonesian culture.

Perceived quality is a way of assessing the brand to be purchased and whether it meets consumer expectations (Prasetia & Hidayat, 2021). The quality of the garments can be evaluated during the design and construction of the garments through their style, fit, features, and construction. Moreover, quality may be evaluated by the functionality and durability of the garment itself throughout usage and storage (Aakko & Niinimäki, 2022).

A solid quality will make Batik Keris keep its customers happy and loyal while lowering the risk and expense of having to replace damaged items. The overall quantity of advantages offered by the product or service is included in product quality (Danish et al., 2018) Customers' perceptions of good quality can have a variety of positive effects on brand growth. Batik Keris established a reputation for quality by becoming accredited with a recognized quality standard.

Prices have a significant impact on customer purchasing decisions and are essential for building loyalty (Khalikussabir et al., 2022). Perceived price is the cost that customers assign to a good or service (Phan Tan & Le, 2023). It is the value that customers are willing to pay for a particular product or service based on their perception of the product. Consumers' ability to judge a product's price depends heavily on both its absolute worth and how customers perceive its cost. Thus, it talks about the overall perception of prices that customers have for Batik Keris products.

This study aims to examine the impact of cultural pride, perceived price and perceived quality on prestige. The researcher also exam-

ines the relationship between prestige and brand loyalty, which can be described in the research model in Figure 1.

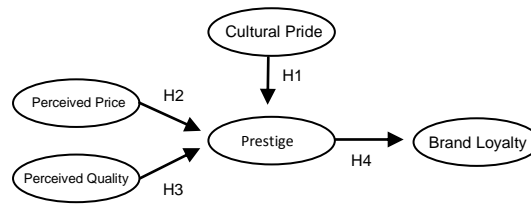


Figure 1 Research Framework
Source: Processed Data

The hypothesis is as follows:

- H1: Cultural pride influences prestige.
- H2: The perceived price influences prestige.
- H3: Perceived quality influences prestige.
- H4: Prestige influences brand loyalty.

2. Research Method

This research uses quantitative methods. According to Mohajan (2020), quantitative methods are utilized to generate numerical data to quantify attitudes, views, actions, and other specific factors and generalize findings from a broader sample group. The collected data was then processed using Smart PLS 3.0 and analyzed through the Structural Equation Model (SEM) method in this research, object identification is employed using hypotheses. This research was designed as a survey, and the data used for both data collection and analysis were directly from the studied data. The data utilized were primary, meaning that respondents themselves provided the data. It has a causal relationship as it shows the relationship of cultural pride (CP), perceived price (PP), and perceived quality (PQ) to brand loyalty (BL) that is mediated by prestige (P).

A sample of the research is a group of respondents (people) chosen from a broad population to serve as representatives. In other words, a sample is a section or segment of the population (Al Kindy et al., 2016). According to Al Kindy (2016), there are two types of sampling techniques: probability sampling and non-probability sampling. This research uses the non-probability sampling technique, where the sampling is not done randomly. The sample of this study is 154 respondents who purchased the fashion product of Batik Keris in Surabaya. The sample characteristics that have been determined by the researcher are as follows: 1) Age: ≥ 17 years as adult age and is considered mature; therefore, people aged 17 and above can make good decisions; 2) have purchased Batik Keris fashion products for at least the last year; 3) Have a monthly expenditure of ≥ IDR 1.200.000,00, The respondents to this research

are upper-middle-class people. According to Kusnandar (2022), the minimum monthly expenditure of middle-class people is Rp 1.200.000.00; 4) live in Surabaya.

3. Results and Discussion

Descriptive Statistics Analysis

Based on Table 1, the overall mean value of cultural pride is 3.787, which indicates that the respondents agree with the indicators of cultural pride. The overall mean value of perceived price is 3.839, which indicates that the respondents agree with the indicators of perceived price. The overall mean value of perceived quality is 3.970, which indicates that the respondents agree with the indicators of perceived quality. The overall mean value of prestige is 3.842, which indicates that the respondents agree with the indicators of prestige. Lastly, the overall mean value of brand loyalty is 3.671, which indicates that the respondents agree with the indicators of brand loyalty.

Table 1 Descriptive Statistics of the Variables

Variable	Overall Mean Value	Category
Cultural Pride	3.787	Agree
Perceived Price	3.839	Agree
Perceived Quality	3.970	Agree
Prestige	3.842	Agree
Brand Loyalty	3.671	Agree

Source: Processed Data

Outer (Measurement) Model Evaluation

The primary objective of the outer model evaluation in this study is to thoroughly comprehend the connections between the variable construct and indicator by examining the reliability, discriminating validity, and convergent validity of the composite.

Convergent Validity

According to Hair (2014), the computation of the structure that must be positively contrasted with another alternative construct is known as convergent validity. Information may be considered valid if it passes the unified legitimacy test, which can be done by looking at the outer loading with a cutoff of ≥ 0.6 . Table 2 shows the correlation that was found between the contraction and the indicator (Hair et al., 2014).

Additionally, average variance extracted (AVE) is a different metric that is used to assess convergent validity with a cutoff of ≥ 0.5 . Table 2 demonstrates that AVE's value for each variable satisfies the requirements for this study.

Composite Reliability

According to Hair (2014), composite reliability is a method that is used to measure the

indicator in the variable. A variable's composite reliability value must be 0.60 or greater to be considered reliable. The variables' composite reliability listed in Table 2 can be regarded as reliable considering the previous assertion.

Internal consistency was demonstrated using Cronbach's alpha measurement to prove the reliability of the instrument. When an item's Cronbach's alpha score is more than 0.6 or acceptable between 0.6 and 0.8, it is deemed reliable (Raharjanti et al., 2022). Table 2 shows the value of Cronbach's alpha for each variable, which is categorized as reliable.

Table 2 Convergent Validity and Composite Reliability

Variable	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability	
CP	CP1	0.786	0.672	0.788	0.858
	CP2	0.945			
	CP3	0.710			
PP	PP1	0.648	0.570	0.630	0.797
	PP2	0.804			
	PP3	0.802			
PQ	PQ1	0.880	0.559	0.622	0.789
	PQ2	0.639			
	PQ3	0.704			
P	P1	0.775	0.642	0.813	0.877
	P2	0.863			
	P3	0.796			
	P4	0.768			
BL	BL1	0.707	0.592	0.658	0.813
	BL2	0.772			
	BL3	0.826			

Source: Processed Data

Inner Model Measurement

This research will employ an inner model measurement to investigate the correlation between the latent variables. The inner model will be calculated using the following methods: R-square value, predictive relevance, f-square value, path coefficient, and hypothesis testing.

Table 3 Path Coefficient

Variable Relationship	Original Sample	t-statistics	p-value	Description
CP → P	0.061	0.659	0.533	Rejected
PP → P	0.361	3.507	0.000	Accepted
PQ → P	0.182	2.191	0.023	Accepted
P → BL	0.571	9.481	0.000	Accepted
CP → P → BL	0.035	0.603	0.547	Rejected
PP → P → BL	0.206	2.833	0.005	Accepted
PQ → P → BL	0.104	2.283	0.023	Accepted

Source: Processed Data

Path Coefficient

A test to ascertain the link between two latent variables is called a path coefficient. The original sample value can be used as an indication to assess the path coefficient; if a variable's value is near +1, it is thought to have a strong positive link with other variables. If a variable's value is near -1, it may be regarded as having a negative association with other variables.

According to Table 3, cultural pride has a positive path coefficient of 0.061, or 6.1%. It indicates that when the cultural pride variable increases, the prestige variable also increases by 6.1%. Perceived price has a positive path coefficient of 0.361, or 36.1%. It indicates that when the perceived price variable increases, the prestige variable also increases by 36.1%. Perceived

quality has a positive path coefficient of 0.182, or 18.2%. It indicates that when the perceived quality variable increases, the prestige variable also increases by 18.2%. Prestige has a positive path coefficient of 0.571, or 57.1%. It indicates that when the prestige variable increases, the brand loyalty variable also increases by 57.1%.

It can be concluded that the greatest path coefficient is the influence of prestige on brand loyalty (57.1%). Whereas, the smallest path coefficient is the influence of cultural pride on prestige, at 6.1%.

Coefficient of Determination (R²) and Predictive Relevance (Q²)

Table 4 R-Square and Q-Square

	R-Square	Q-Square
BL	0.326	0.181
P	0.251	0.146

Source: Processed Data

The Coefficient of Determination, or R² may be used to quantify both the amount of exogenous variable contribution to endogenous variables and the degree to which endogenous factors can account for the diversity of exogenous variables. If the R-squared value falls between 0.25, 0.50, and 0.75, it is deemed weak, moderate, or strong.

According to Table 4, the R-square value of the brand loyalty variable is 0.326, or 32.6%. This indicates that the variation in the brand loyalty variable can be demonstrated by the prestige variable at 32.6%. Since this value is regarded as weak, the prestige variable's ability to explain the variation in the brand loyalty variable is narrow. Based on Table 4, the R-square value of the prestige variable is 0.251, or 25.1%. This indicates that the variation in the prestige variable can be demonstrated by the cultural pride, perceived price, and perceived quality variables for 25.1%. Since this value is regarded as weak, the Cultural Pride, Perceived Price, and Perceived Quality variables's ability to explain the variation in the Prestige variable is narrow. A low R-Square significance level implies that the dependent variable may be influenced by other variables or factors that the model did not consider (Hair et al., 2014). According to Ratnadewi et al. (2022), one of the strong variables that can influence prestige is brand image, and according to Bernarto & Ian N. Suryawan (2020), stronger variables that influence brand loyalty are brand image and brand awareness (Bernarto et al., 2020; Ratnadewi et al., 2022).

In this research, if the value of Q² is larger than 0, it may be claimed that the exogenous (independent) variable influences the endogenous (dependent) variable. The Q² predictive relevance of the structural model evaluates both the model's parameter estimates and its ability to predict the observed value. An exogenous variable is a good explanatory variable that can predict endogenous variables when its predictive significance is greater than 0. Table 4 shows that the Q² value of the brand loyalty and prestige

variables is greater than 0, thus the variables have excellent predictive relevance.

Effect Size (f²)

Table 5 f-square

	Prestige	Brand Loyalty
Cultural Pride	0.005	-
Perceived Price	0.120	-
Perceived Quality	0.032	-
Prestige	-	0.483

Source: Processed Data

The impact of every latent variable in the model is investigated using the f² test. Hair (2014) states that the latent variable will have an enormous impact if it is 0.35, a moderate impact if the value is 0.15, and a little impact if the value is 0.02. Based on Table 5, the effect size of cultural pride on prestige is 0.005, which indicates that cultural pride has a small impact on prestige is 0.120, which indicates that perceived price has a small impact on prestige. The effect size of perceived quality on prestige is 0.032, which indicates that perceived quality has a small impact on prestige. Lastly, the effect size of Prestige on brand loyalty is 0.483, which indicates that Prestige has a huge impact on brand loyalty.

Hypothesis Test

Hypothesis testing is a method for determining whether a hypothesis is accepted or rejected. A valid hypothesis test has a t-statistic of ≥ 1.96 and a p-value of ≤ 0.05. The outcome of the hypothesis test is displayed in Table 3. Following is an explanation of the hypothesis testing.

H1: Cultural pride influences prestige

The hypothesis testing has been carried out on the cultural pride variable and the prestige variable. The result shows that the t-statistic is 0.659, which is less than 1.96, and the p-value is 0.533, which is more than 0.05. Because the t-statistics and p-value didn't meet the criteria, the hypothesis is rejected. Therefore, it can be said that cultural pride doesn't influence prestige.

H2: Perceived price influences prestige

Hypothesis testing has been carried out on the perceived price variable and the prestige variable. The result shows that the t-statistic is 3.507, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05. The hypothesis is accepted since it satisfies the p-value and t-statistics requirements. Therefore, it can be said that perceived price influences prestige.

H3: Perceived quality influences prestige

The hypothesis testing has been carried out on the perceived quality variable and the prestige variable. The result shows that the t-statistic is 2.191, which is greater than 1.96, and the p-value is 0.023, which is less than 0.05. The hypothesis is accepted since it satisfies the p-value and t-

statistics requirements. Therefore, it can be said that perceived quality influences prestige.

H4: Prestige influences brand loyalty

The hypothesis testing has been carried out on the prestige variable and the brand loyalty variable. The result shows that the t-statistic is 9.481, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05. The hypothesis is accepted since it satisfies the p-value and t-statistics requirements. Therefore, it can be said that prestige influences brand loyalty.

Indirect Effect

Through the mediating variable, the indirect effects measurement offers a broad picture of how the connection between the independent and dependent variables affects each other. According to Hair (2014), the mediation effect may be evaluated if the t-statistic is larger than 1.96, indicating that the mediating variable affects the relationship between the independent and dependent variables. Referring to Table 3, below is the explanation of indirect effects.

The relationship between cultural pride and brand loyalty through prestige as the mediating variable has a t-statistic of 0.603 and a p-value of 0.547. This indicates that there is no indirect effect between cultural pride and brand loyalty through prestige.

The relationship between perceived price and brand loyalty through prestige as the mediating variable has a t-statistic of 2.833 and a p-value of 0.005. This indicates that there is a significant relationship between perceived price and brand loyalty through prestige.

The relationship between perceived quality and brand loyalty through prestige as the mediating variable has a t-statistic of 2.283 and a p-value of 0.023. This indicates that there is a significant relationship between perceived quality and brand loyalty through prestige.

This study intends to investigate how cultural pride, perceived price, and perceived quality influence prestige. Additionally, the researcher also looks into the relationship between prestige and brand loyalty. There are 4 hypotheses, as mentioned above; only one hypothesis is rejected while the others are accepted.

The Influence of Cultural Pride on Prestige

The hypothesis testing of cultural pride on prestige shows a result of t-statistics for the amount of 0.659 and a p-value for the amount of 0.533. This indicates that the hypothesis is rejected. Respondents mostly believed that their cultural pride in batik doesn't increase or decrease their prestige in wearing batik keris. The possible cause is that many Batik Keris competitors out there sell batik with good quality and prices, such as Danar Hadi and Batik Semar. Moreover, the batik sector is extremely competitive due to the existence of local batik traders and imported batik such as those produced by China (Iswahyudi et al., 2023). The rivalry between domestic and Chinese-imported

batik is becoming more intense. Just because someone has cultural pride in batik, that doesn't mean she has to wear Batik Keris products; she can wear any other batik brand products due to the high number of batik brand options. This finding is aligned with previous research conducted by Rahadi (2020) and Pujiastuti et al. (2023) that most people choose batik not based on its brand; the brand of batik is their last consideration in choosing batik (Pujiastuti et al., 2023; Rahadi et al., 2020).

Batik patterns contain deep meaning and life values. However, people tend not to understand the meaning of the batik they wear due to a lack of empowerment of the batik. This is aligned with previous research conducted by Sulaiman et al. (2022) that most people never participate in batik empowerment in the form of counseling, training, and mentoring that can give them insight into batik patterns and their meaning (Sulaiman et al., 2022). There is a great variety of batik motifs, and every batik motif has its distinct philosophy and meaning. Some batik motifs, such as the Sekar Jagad motif, According to Susilaningtyas et al., 2020, the Sekar Jagad motif symbolizes the hope of becoming the best human being possible with a noble character. The Sido Asih batik motif symbolizes love for all living things, including humans. Brides usually use this motif during weddings. The Kawung motif, which looks like a palm tree, symbolizes that humans in their lives can be useful for the nation and state like palm trees (Ayu et al., 2019). The deep meaning of batik is an aspect that is less considered by current batik users. Even nowadays, batik motifs rarely follow the original identity of batik, which is characterized by philosophy and history, because the motifs have followed market needs and trends (Atika et al., 2021).

The lack of attachment to batik is also one of the possible factors that cause the hypothesis to be rejected. This finding is aligned with previous research conducted by Manurung (2022) and Yulianingrum et al. (2022) that people, especially young generations, aren't interested in domestic products; they tend to prefer foreign-made products. In the era of globalization, many local fashions have been neglected, and one of them is batik. People often like wearing clothes that have been inspired by international styles. Therefore, batik is considered obsolete and out-of-date. This would reduce the competitiveness of local brands in the fashion industry. Naturally, this will lead to the erosion of batik as a domestic product in Indonesia (Eskak, 2013; Manurung et al., 2022; Yulianingrum et al., 2022).

The Influence of Perceived Price on Prestige

The hypothesis testing of perceived price on prestige shows a result of t-statistics for the amount of 3.507 and a p-value for the amount of 0.000. This indicates that the hypothesis is accepted. The respondents mostly agreed that the higher the price of Batik Keris products, the more prestige they'll feel. Thus, perceived price influences prestige. According to Table 3,

perceived price has a path coefficient of 0.361; therefore, it has the greatest influence on prestige compared to other variables. Customers tend to consider price as the first indicator in determining their prestige.

The findings have a similar result to Devi & Setiawan (2018), suggesting that buyers will receive a stronger sense of prestige the higher the perceived price. The price of items becomes a symbol of prestige and superiority to reap societal advantages. Because they want to get respect from others and influence others by purchasing things at greater costs, consumers are price-oriented (Devi & Setiawan, 2018).

Additionally, customers engage in prestige behavior, known as the Veblen effect, which leads them to make purchases when their primary concern is the price as a measure of prestige, intending to impress others. These customers will increase their purchases despite price rises, since the greater the price, the higher the Veblen effect. Therefore, the higher the price perception of Batik Keris, the higher the prestige consumers will feel.

The Influence of Perceived Quality on Prestige

The hypothesis testing of perceived quality on prestige shows a result of t-statistics for the amount of 2.191 and a p-value for the amount of 0.023. This indicates that the hypothesis is accepted. The respondents mostly agreed that the better the quality of the Batik Keris product, the more prestige they'll feel. Thus, perceived quality influences prestige.

According to Vigneron & Johnson (1999), customers are seeking quality, so they select brands with high prestige. There is an effect called the perfectionism effect on prestige behavior, which states that consumers rely on their assessment of a product's quality to determine its prestige. Prestige brands are supposed to exhibit higher standards of quality, and luxury or premium brands ought to exhibit even higher standards. Customers may also utilize the quality cue to assess a brand's degree of prestige. For instance, customers believe that their sense of prestige would be negatively impacted by a poor quality level. On the other hand, if the customer feels that the brand is high in quality, this will have a favorable impact on both the customer's opinion of quality and the brand's prestige (Vigneron & Johnson, 1999).

If a certain brand possesses high prestige in the eyes of customers, they will feel that using this brand's product will increase their prestige as well. This aligns with previous research conducted by Devi & Setiawan (2018). The enhancement in the customer's prestige level will encourage them to repurchase from the same brand. Ultimately, it will lead to brand loyalty. It can be concluded that customer perception of Batik Keris product quality has a positive influence on prestige (Devi & Setiawan, 2018).

The Influence of Prestige on Brand Loyalty

The hypothesis testing of prestige on brand loyalty shows a result of t-statistics for the amount of 9.481 and a p-value for the amount of 0.000. This indicates that the hypothesis is accepted. Respondents agree that the more prestige they feel when wearing Batik Keris, the higher their sense of loyalty to the brand. Thus, prestige influences brand loyalty.

According to the previous research by Devi & Setiawan (2018) that yields the same result, if the brand has high prestige among customers, it will inevitably boost brand loyalty. Brand prestige can affect consumers' buying intentions by boosting customer confidence during brand selection as well as their social status and confidence after purchasing a brand. Enhancing quality, boosting customer confidence when choosing a brand, and boosting social status and self-assurance following brand purchases are all ways that brand prestige may affect consumers' purchasing intentions. High levels of purchase intentions are always linked to brand loyalty.

If the brand itself has high prestige, consumers who use its products will feel the same way. They will feel as if their prestige is increased just by purchasing or using the product since prestige is always linked to self-esteem. When a consumer feels comfortable with a certain brand because it can give them prestige, they will buy from the same brand again and again. Finally, their loyalty to a brand emerges. Two factors contribute to brand loyalty that can be mediated by prestige, such as perceived price and perceived quality. In conclusion, customers who have prestige in wearing Batik Keris products will have loyalty towards Batik Keris.

4. Conclusion and Suggestion

The results of this research show that Perceived price and perceived quality have a significant relation to prestige, but cultural pride doesn't have any influence on prestige because there are many Batik Keris competitors, and people tend not to understand the meaning of the batik they wear, and there is a lack of attachment to batik. The higher the price perception of Batik Keris, the higher the prestige the customer will feel. Customer perceptions of quality in Batik Keris have a significant influence on their prestige. Customers who have prestige in wearing Batik Keris products will have loyalty towards Batik Keris.

This research has the following limitations of this study is only focused on one batik brand, namely Batik Keris, so the respondents who can be included in the research are very limited. Research findings show that the independent variables that influence prestige have a weak influence. That's because other variables are stronger, such as brand image.

According to the research limitations, there are a few suggestions that might be useful for future research, it is recommended to broaden the research scope so that respondents outside Surabaya can participate in the research. It is recommended to do research on batik brands in general, so the research is not only focused on

one brand. It is recommended to use other stronger variables that influence prestige, such as brand image, and involve the respondents who have purchased Batik Keris products multiple times to measure brand loyalty.

Based on the research findings, the researcher can offer a few helpful suggestions that Batik Keris may consider using in the future. Given this, the following are some useful suggestions to consider: Batik Keris needs to maintain high product quality in the judgment of customers to match the price. In this case, Batik Keris will be able to enhance customer prestige towards the brand and grow brand loyalty. Batik Keris needs to develop cultural pride towards batik among the customers through various campaigns or events. Batik Keris needs to develop its product in terms of uniqueness because customers like to be differentiated.

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