



## Theory of Reasoned Action : Purchasing Behavior of Batik Jambi

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*Received: 30 September 2022; Revised: 15 October 2022; Accepted: 26 October 2022*

**Abstract:** One uniqueness that can be identified as a historical heritage in Indonesia is Batik. Almost every region in Indonesia has its characteristics, including motifs, color patterns, and philosophical meanings. In Jambi, Batik is always worn on formal occasions and has even become the community's uniform at various events. On the other hand, in terms of sales, MSMEs must maintain their brand quality and compete competitively in the market. Therefore, this study investigates consumers' brand image, attitude, and intention to buy Batik and the decision of consumer behavior to buy Batik as an implementation of the Theory of Reasoned Action (TRA). One hundred eighty-eight participants from Jambi province participated in filling out this online questionnaire. Then, the data that has been collected is tested using PLS-SEM. The results showed that all elements of TRA had a positive effect on the buying behavior of Batik in Jambi.

**Keywords:** theory of reasoned action, batik, jambi, purchasing behavior

**How to Cite:** Utami, Nanda Febby, et al., (2023). Theory of Reasoned Action : Purchasing Behavior of Batik Jambi. *JPPM (Jurnal Pendidikan dan Pemberdayaan Masyarakat)*, 10(2), 181-191. doi: <https://doi.org/10.21831/jppm.v10i2.63629>



## INTRODUCTION

One of the world heritages that continues to be maintained as an Indonesian identity is Batik (Muarifuddin, 2017). Batik is an Indonesian symbol and life philosophy. UNESCO recognizes Batik as Indonesia's original cultural heritage (Manalu & Adzimatinur, 2020). It is unseparable between Batik and Indonesian culture, as Batik represents one of the famous Indonesian cultures in the world.

Batik is a heritage craft with high artistic value and is one of the creative economies that can drive the national economy (Sutarjo, 2023). Having so many cultures, Indonesia always exports Batik to foreign countries, including the United States, which receives the most Indonesian batik exports with an export value of around US\$ 24.7 million (Figure 1).



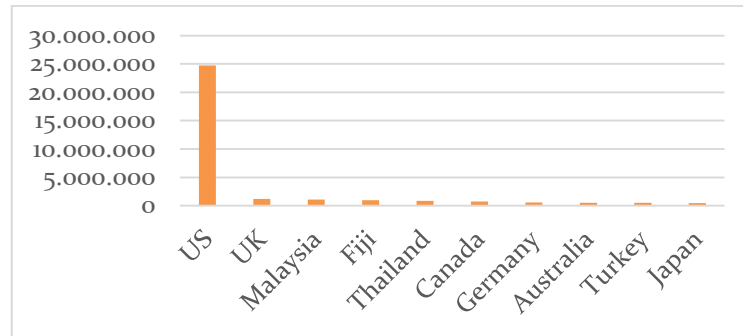


Figure 1. 10 Destinations for Indonesia's Largest Batik Exports (2021)  
 Source: katadata.co.id

Having thousands of islands, Batik has numerous patterns, colors, and even hidden values that should be shown in symbols of Batik patterns. These various kinds of Batik in each region have their diversity, which causes the Batik industry to develop in Indonesia, including Jambi. Jambi is one of the provinces with the highest number of batik industries, namely 59 for micro-small-medium and three large-medium industries in 6th place (Figure 2).

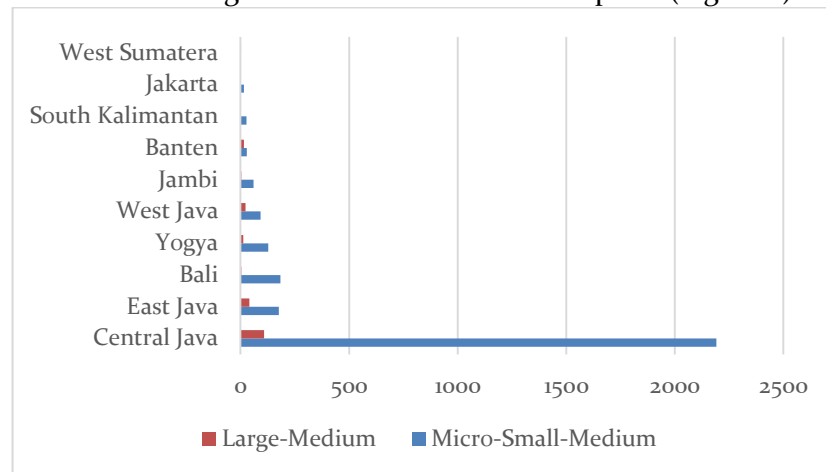


Figure 2. 10 Provinces with the Most Number of Batik Industries (2018-2021)  
 Source: katadata.co.id

Types, motifs, and techniques of making Batik slowly began to develop rapidly (Sutarjo, 2023), one of which is the progress of Jambi batik culture. The main motifs of Jambi batik are flora and fauna, which are independent of one another. This Batik uses straightforward colors uniquely (Nifita & Tialonawamarni, 2020). The coloring itself represents the untold legendary old culture story of certain represented area.

Jambi Batik is an original Jambi product that has 14 unique motifs (Aksaro, Bungo, and Bungo Pauh) and 86 creative motifs (such as Duren Pecah, Kajang Lako Encong, Kerinci, and Bungo Rayo) (Sriayudha & Nifita, 2018). Each motif tells a story and describes the characteristics of cultural symbols and subcultures unique to the Jambi region and not found in Batik from the other areas (Nifita & Tialonawamarni, 2020).

The uniqueness of Jambi Batik is a challenge to attract customers. Customer preferences can be influenced by the shape, size, color, style, and uniqueness of the Batik itself (Murdayanti et al., 2020). On the other hand, demand for Batik is also driven by ceremonial events that require Jambi batik to be worn at formal events, weddings, or traditional events (Syafmaini et al., 2023). The leader of the ceremonial events contributes to promoting Batik in the event so the public can assess the value of it.

Public awareness of the importance of a product is expected to influence purchasing decisions (Paul et al., 2016) on Jambi batik. However, using Batik can also provide an identity

for the wearer to appreciate the original product of a region (Ratuannisa et al., 2020), especially Jambi.

However, the intention to buy Batik can also indirectly affect the purchase of Batik by the people of Jambi. The background that encourages someone to do something before the intention appears must also be considered. Several factors of interest in buying Batik by the people of Jambi can also be influenced by Batik brands that are well-known to the people of Jambi, such as the Batik Berkah shop and Batik Cempaka Putih. Furthermore, as part of a high brand image, the quality of Batik products can attract customer interest and loyalty to buy Batik (Mahila, 2018).

Based on social cognitive theory, four components drove the intention of purchasing Batik: human agency, human capabilities, vicarious learning, and self-efficacy (Nabi & Prestin, 2017). The last two elements, namely vicarious learning by observing others who wear Batik on formal occasions, can lead to self-efficacy for the actual actions of not leaving behind in the community.

In some conditions, people prefer shops to buy familiar Batik (Mahila, 2018). Then, their attitude towards the importance of using Batik on various occasions can also influence them to buy Batik (Indah Sepwina Putri 1\* and Annisa Dewi Akbari 2, 2019). This study aims to prove the relationship between brand image, attitude, and purchase intention in buying batik products. This research presented in the introduction, the theory of reasoned action (TRA), Brand Image as loyalty value, attitude, intention, and purchasing towards Batik.

## **Theoretical Basic**

### ***Theory of Reasoned Action(TRA)***

*Theory of Reasoned Action* (TRA) by Fishbein and Ajzen (1985) developed an explanation of customer behavioral intentions. Their study also assumes that intention is an essential predictor of human behavior, and humans have rationalization in making informed decisions based on available information (Paul et al., 2016). The intention based on the rationalization of humans can be interpreted in the way they act in their lives.

The theory of Reasoned Action (TRA) by Fishbein and Ajzen (1985) also recognizes that people consciously understand the actions they take and the consequences of those actions before they decide to take part in certain behaviors (Copeland & Zhao, 2020). According to the TRA model, when consumers perform a purchase action, they benefit from that behavior and gain approval from others. TRA tries to predict consumer behavior and purchase intentions (Liu & Tsaur, 2020). Approval from others is a part of society's norm that should be gained in terms of societal acceptance. This cyclical model states that people adopt attitudes toward certain behaviors that earn them rewards or punishments based on certain assumptions about the outcomes of those behaviors (Kurniawan et al., 2022). Furthermore, the rewards that people will obtain can be a form of society's approval.

In previous studies using TRA in research of various individual or organizational behaviors, TRA is the basic perception and attitude of a decision (Han & Chen, 2021). The measurement of TRA represents the basic behavior of people with the attitude value that they already have, then extracted along with the intention and action as a result of the set of behaviors.

### **Brand Image – Batik**

*Brand image* is a memory of a particular brand/type of goods following the customer's interpretation, benefits, use, situation, and product characteristics (Mubarok, 2018). *Brand image* is consumers' overall perceptions and evaluations of brands, influencing their purchasing and consumption behavior (Mao et al., 2020). The loyalty of customers also can be interpreted as how proud they are through the brand. For example, buying an exact brand for shoes, bags, and clothes. However, brand recognition is essential for brand management (Lu &

Chen, 2017). It is the reason why the brand management needs to do market research in line with the brand philosophy and customer's needs in the market.

*Brand image* can also represent what consumers think and feel or the characteristics of a product or brand. For consumers to have a particular brand image, they must first have a brand tie in their memory that influences how various types of information are associated with that brand. Brand image interest is one of the subjective norms of the value of a product (Mao et al., 2020; Surjanti et al., 2019). It is understandable that every customers have their own preference and loyalty through the certain brands. Hence, the customer's subjective assessment and subsequent behavior are strongly influenced by brand image as one of the factors (Putra & Aksari, 2018), such as the local value, colors, the phylosophy, and the unique pattern of the brand.

Customers tend to buy goods/products that they expect will provide benefits and satisfaction when using these products (Lu & Chen, 2017). A brand is said to be special if consumers believe that the brand is really special (Puspaningrum, 2020). A good brand image and meeting customer expectations will provide a higher intention to buy the product in the future (Othman & Rahman, 2014). When customers receive a batik brand image, customers can adapt further behavior, namely having the intention to buy (Paul et al., 2016). The research conducted by Desi Lestari & Gunawan (2021) and Putra & Aksari (2018) showed that brand image influences purchase intention.

### **Attitude Towards Batik**

Attitudes are evaluations, emotional feelings, tendencies for one's long-term usefulness, and actions towards a thing or an object. Attitude can also be interpreted as learning a behavior on an object that can or cannot be accepted (Mubarok, 2018). This learning behavior can be a part of an individual's everyday habit. Furthermore, attitude also includes an element of judgment on what to do and what not to do (Paul et al., 2016). Depending on the decision, the judgment tend to have strong movement to influence the results of action. Consumers tend to have a positive attitude when the results are positive and usually correlate with certain habits (Dwitari & Kusdiby0, 2019).

Research by Theben et al. (2020) states that attitudes strongly predict buying decisions. When customers have a more positive attitude towards a product, they are more likely to say that they intend to purchase it. Attitude towards Batik can be an essential motivation to increase one's intention to buy Batik (Herawati et al., 2019). Feeling proud to promote Indonesian heritage through Batik in every occasion can bet he major point of Batik's purchasing behavior. Rather than force, Batik attire is the symbol of Indonesian to show to the world in terms of showing the Indonesian heritage.

### **Batik Purchase Intention**

Purchase intention is obtained from the learning and thinking processes as a form of perception. Purchase intention refers to consumer interest in a brand or product and the possibility of buying that item (Dabbous & Barakat, 2020). Further, the intention of individuals to purchase the products is often based on the taste and the sophisticated display of the products.

Intention to buy can motivate customers and record it in memory and mind, leading to a strong desire to realize it in the mind (Mubarok, 2018). Even the desire can be changed in such a short amount of time. Furthermore, the intention to purchase a product is part of the motivation to encourage the purchase of the product (Tulipa & Muljani, 2015). The motivation to have the product can encourage the consumer to have more intention to buy the product. Then, according to Kurniasih (2018), a consumer will consider the benefits, uses, prices, and options available before buying a product. The more benefits they get, the more intention they have in mind. Then, for the use of the Batik itself, if Batik can be used for a long time, it will be value added of Batik to get chosen by the customer. Although the variety of prices also can be a

consideration, for quality, customers will choose quality over the price (Dabbous & Barakat, 2020).

Purchase intention can also be used to test the adoption of new distribution channels to help managers determine whether the concept is worth further development and decide which geographic markets and consumer segments to target through these channels (Pena-García et al., 2020).

### **Batik Purchase Decision**

Buying behavior owned by customers is related to how customers take action to hold a product. In this condition is Batik. The customer initially goes through several steps to arrive at a buying decision, the sequential process used when buying goods or services (Astuti et al., 2021). The sequential processes are a problem or need recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior (Fauzi & Asri, 2020). The process of purchasing decision itself can be measured by the amount of products that customers purchase, in this case, Batik. Although the alternative option also contributes to Batik purchasing, such as popular culture attire or international brand clothing, Batik purchasing has its own demand in the market.

A decision is choosing one option from the available alternatives (Nifita & Tialonawamarni, 2020). Eliminating products and choosing the best option requires effort and other considerations. Product purchasing decisions depend on the product assessment (Nusawieta et al., 2018). Either the products match with customer needs or not at all. Purchasing decisions involve a series of choices the customer makes before purchasing, beginning when he desires to satisfy a need (Hanaysha, 2018). Satisfaction from customers is a crucial part of the increasing purchasing decision.

One of the supporting factors in purchasing Batik is the brand image attached to the product, which is known by customers (Othman & Rahman, 2014). Then, research by Fauzi & Asri (2020) states that the brand image variable positively influences the variable buying decision of Batik. It indicates that a positive brand image of Batik will stimulate an increase in purchasing decisions. Therefore, the research model is shown below:

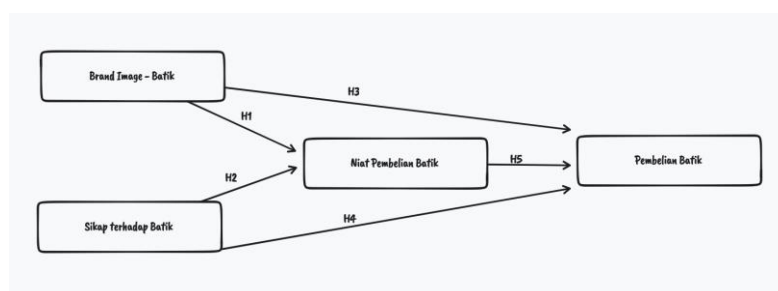


Figure 3. Research Model

Hypothesis formulation:

H1: Brand image has a positive effect on the intention to buy Batik

H2: Attitude towards Batik has a positive effect on the intention to purchase Batik

H3: Brand image has a positive effect on the decision to buy Batik

H4: Attitude towards Batik has a positive effect on the decision to purchase Batik

H5: The intention to buy Batik has a positive effect on the decision to buy Batik

## METHOD

### Method of collecting data

The research data was collected by distributing questionnaires to those in Jambi Province who completed the questionnaire (Sugiyono, 2018). The questionnaire distributed in Januari until May, 2023, in several areas of Jambi provinces. In this study, Google forms used online questionnaires and became the researchers' choice as a data collection tool. This study uses the Likert scale five scale as a measurement (Hartono, 2018).

Table 1.

Code	Information	Scale
STS	Strongly Disagree	1
TS	Disagree	2
N	Neutral	3
S	Agree	4
SS	Strongly agree	5

### Hypothesis test

The hypothesis is tested by comparing the path coefficients calculated from the inner model test with the research hypothesis to see whether or not the influence of the independent variables on the dependent variable and penetration significance. The threshold of significance for this study was 5% (Ghozali & Latan, 2016).

### Results

The total participants in this study are 188, with 112 females and 76 males. All the participants are college students in Jambi. The analyses of this study consist of construct validity and construct validity. The validity tests show the AVE values for Brand Image, Attitude, Purchase Intention, and Purchase Behavior are 0.795, 0.846, 0.732, and 0.737, respectively. All the value has  $AV > 0.50$  (Hair et al., 2019), which is adequate. Then, all of the construct's values of Composite Reliability and Cronbach's Alpha are  $> 0.70$ , which indicates all of the constructs are reliable.

Table 2. AVE, composite reliability, Cronbach alpha

	Cronbach's Alpha	Composite Reliability	(AVE)
Brand Image	0.872	0.921	0.795
Attitude	0.909	0.943	0.846
Purchase Intention	0.882	0.916	0.732
Purchase Behavior	0.822	0.894	0.737

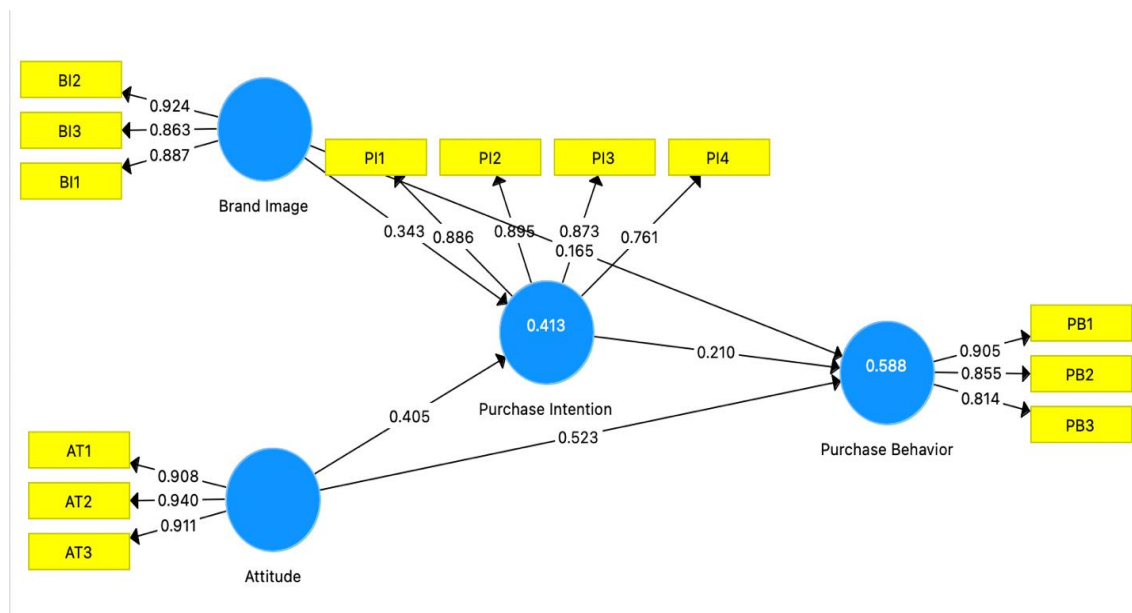
Source: data processed (2023)

Then, the next step of discriminant validity to measure the model was conducted in Table 3, shown below:

Table 3. Discriminant validity

	Attitude	Brand Image	Purchase Behavior	Purchase Intention
Attitude	0.920			
Brand Image	0.471	0.892		
Purchase Behavior	0.720	0.524	0.859	
Purchase Intention	0.567	0.534	0.595	0.855

Source: data processed (2023)



#### Research Construct

Table 5 shows the result of a hypothesis test. The information follows the first hypothesis between brand image and purchase intention, has a positive association with p-value 0.000 and  $\beta$  0.343, and  $H_1$  is supported. This result supports the study of Fatimah & Prihandono (2020) conducted in Poeniko Barik Pekalongan, which implies a positive and direct effect on purchasing decisions. It is related to the higher degree of involvement of product information, quality, and design. As Lu & Chen (2017) state, consumers desire to buy Batik Jambi as their first preference. The elegance and formality of Batik Jambi reflect the consumer, which later can be explained by Jambi's pride. However, this study has different results from Putri & Akbari (2021) which found there is no significant effect between batik brand image on purchase intention, but there is an indirect effect on purchase intention by mediating attitudes toward behavior. The different results shows that there is different behavior in different age measurement of the research subject.

Table 5. Path Coefficient

Hypothesis		$\beta$	T-Statistics	P-Values	Result
H <sub>1</sub>	Brand Image -> Purchase Intention	0.343	5.098	0.000	Supported
H <sub>2</sub>	Attitude -> Purchase Intention	0.405	5.746	0.000	Supported
H <sub>3</sub>	Brand Image -> Purchase Behavior	0.165	2.656	0.008	Supported
H <sub>4</sub>	Attitude -> Purchase Behavior	0.523	6.935	0.000	Supported
H <sub>5</sub>	Purchase Intention -> Purchase Behavior	0.210	2.966	0.003	Supported

Source: data processed (2023)

The second construct, attitude, significantly influences people's intention to buy Batik Jambi. In this hypothesis, the attitude positively correlates to purchase intention with p-values

0.000 and  $\beta$  0.405, and H<sub>2</sub> is supported. This research aligns with the result of Putri & Akbari (2021), which tested Batik's purchase intention to Indonesian millennials and Gen Z on Java Island. Further, the study by Lu & Chen (2017) implied that the attitude of recognition by others in one community correlated to their intention to do the same for acceptance purposes. Attitude as a part of the social value variable was found to be the most vital element of purchasing intention (Antonio & Astika, 2019; Manalu & Adzimatinur, 2020) which can encourage both intrinsic and extrinsic motivation for buying Batik. Feeling Batik is a part of the community attire. This environment has ultimate motive for people to purchase and being accepted in society because of the Batik uniform in formal occasion.

Third, Hypothesis 3 is supported by the p-value of the association of brand image to purchase behavior, which is 0.008 and  $\beta$  0.165. It is supported by the study of Sriayudha & Nifita (2018), in which Batik Jambi has attributes such as color, motive, material, and price that keep Batik Jambi of high quality. The quality is the main factor that consumers always view essentially, and it will lead to consumers' behavior to decide to buy Batik. In Jambi, there are some famous high-quality brands, such as Bungo Pauh, Aksaro, Bungo, Kerinci, Lako Encong, and Bungo Rayo Sriayudha & Nifita (2018) that show every unique motive of Jambi's area, which already has serving good quality.

Then, Hypothesis 4 is supported by the p-value 0.000 and  $\beta$  0.523 between attitude to purchase behavior. The attitude of young adults has represented their spending behavior. Purchasing Batik Jambi is definitely to support the culture of Jambi. Growing up in society, people will learn basic values, desires, and behaviors of family, institutions, and the environment (Purnama et al., 2020). These factors shape the people's internal attitude and then take action to purchase Batik Jambi, mainly if formal ceremony uniforms exist. In addition, supporting local culture and values can be shown if someone can represent Batik in every formal occasion, and every important event.

Last, after examining the brand image and attitude to purchase intention, this study expands to the next stage from intention to action, purchase intention to purchase behavior. The association of purchase intention to purchase behavior has shown the p-values 0.003 with  $\beta$  0.523. It means that H<sub>5</sub> is supported. This research aligns with the results of Herawati et al. (2019) and Mubarak (2018) study. The extended behavior from a set of brand loyalty, attitude, and positive intention on purchasing the certain Batik brand will lead the strong action to purchase Batik, even though Batik price is not cheap for groups of people. The intangible values shadow the price and cover it with pride, loyalty, and proof of Batik's existence.

The results establish that all of the Theory Reasoned Action constructs have relationships among the constructs. As a customary uniform, Batik Jambi is worn on several occasions. The authenticity of Batik Jambi has a value that should be preserved by society. Pride in using Batik Jambi on formal occasions is a primary factor that drives people to keep purchasing Batik, especially if there is an upgrade in design or fabrics. Then, it should be noticed that the attitude of society. Society tries to keep its cultural heritage, and wearing Batik on formal occasions is a way to preserve Batik Jambi. It can indirectly be a tool to promote identity and Jambi (Sriayudha & Nifita, 2018). Wearing Batik as a uniform is also a formal part of school regulation in Jambi, and formal occasions such as weddings, and important meetings.

## **CONCLUSION**

This research has concluded that all the predictor variables of TRA have a positive association and all drive batik purchase behavior. This research implements TRA for analyzing consumers' desire to purchase Batik Jambi, and it is undeniable that culture and the formal occasion also play a role in purchasing Batik. This research suggests that Batik sellers are aware of intrinsic and extrinsic factors of consumer behavior. Then, this research is only limited to Jambi's participants. It can be extended to have all participants from all the regions of Sumatera island, or even the Indonesian scale for future research with a large amount of participants.



#### ACKNOWLEDGMENT

The authors would like to thank Universitas Dinamika Bangsa for funding this research.

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