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An Empirical Investigation of Hand-Drawn and Stamped Batik to Determine Authenticity Perception in Local Product Shopping Intentions

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Research Article

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ABSTRACT

The aim of this study is to examine how visitors behave when they buy while traveling, with a focus on local handicrafts and crafts. The multifaceted variable of product authenticity is comprised of legacy, distinctiveness, and quality commitment. It is thought that the buying habits of visitors vary from those of regular people. Travelers value authenticity greatly and are prepared to pay a premium for genuine goods. To accomplish the research goal, a quantitative technique is used. Using the PLSSEM approach, 189 valid surveys were utilized for further statistical analysis. The results demonstrate that attributes that contributed to product authenticity were legacy, distinctiveness, and quality commitment. Additionally, this research showed that behavioral intentions are significantly impacted by product authenticity. The consequences, in particular, are to advise the government and managers of tourism and marketing to concentrate on investigating authenticity in order to establish distinction and develop marketing positioning plan.

Keywords: Product authenticity, behavior intentions, tourism shopping, batik arts

1. Introduction

Due to its extensive effects on other businesses, tourism has expanded quickly and is now the focus of attention. People travel more and look for new experiences, especially those they can't get in their native nations, as a result of growing affluence, education, and technology. Discovering something unusual when traveling may be a lot of fun. Travelers are often prepared to pay a premium for goods or services they perceive to be distinctive or to have genuine values. People can more quickly locate information sources thanks to increased public access to information technology. It is true that information technology raises people's awareness of both local and global concerns. People's awareness of political, cultural, and environmental concerns is growing. The tourist sector is seeing a significant rise in awareness of cultural variety and the pursuit of authenticity (Gilmore and Pine, 2007; Okumus, et al., 2007). In order to improve tourist positioning, this tendency has led marketers to think about authenticity as a marketing tool or even as a brand-positioning strategy (Robinson and Clifford, 2012). "Authenticity" has been included as a unique selling proposition in the tourist industry's marketing strategy.

Since the tourist industry is becoming more competitive and each nation or area needs to develop its own plan to gain market share, authenticity is being utilized more and more as a strategy for both brand positioning and product and service strategies (Sedmak and Mihali, 2008; Robinson and Clifford, 2012). The importance of authenticity for consumer behavior and product positioning has been recognized by both scholars and industry professionals (Newman and Dhar, 2014). Gilmore and Pine (2007) in Assiouras et al. (2015) have reinforced marketers' concerns about authenticity by asserting that "authenticity has overtaken quality." When the market is better knowledgeable and has more purchasing power, it will take into account factors other than quality. Similar to this, the trend toward authenticity and originality in the tourist industry should be included into marketing plans that highlight regional or local distinctiveness. One of the most significant tourist activities is shopping. Tourists spend a large portion of their money on souvenirs, local experiences, entertainment, food, and other tourism-related items. One of the most popular items that visitors to Indonesia look for is batik. It is a

locally produced cloth that has been hand-drawn with wax. Authenticity or uniqueness are frequent indicators of batik quality, and they can influence cost. Up until now, the tourist industry—specifically, the batik industry—has not examined the rising emphasis on authenticity perception. Because of the intricacy of its creation, the skills needed, and its significance to Indonesian culture, research on authenticity in the batik business is crucial. Therefore, further research on authenticity in the Indonesian batik sector was required. Analyzing the effects of product authenticity on consumer behavior intentions is the aim of this research. Specifically, the quality, history, and originality of the product will be examined in order to determine its authenticity. It is anticipated that investigating the nature of authenticity in batik would help the sector establish its marketing strategy in a way that is consistent with the genuine values that are specific to the area and the art of batik.

2. Literature Review

2. 1.Indonesia Batik History

3. Indonesia has a rich cultural heritage that includes batik. Hindu, Chinese, and European civilizations have all had an impact on the creation of batik, which dates back to the fourth or fifth century. Batik has a unique concept for the Javanese, and the pattern incorporates several motifs that symbolize the human cycle. Animals, leaves, flowers, and clouds are among the most prevalent themes seen in the thousands of batik patterns that have been created. Batik is derived from the Javanese term "amba," which means "to write." Hand-drawn batik, hand-stamped batik, and a mix of hand-drawn and hand-stamped batik are the three methods used to create batik. Batik is an art and craft product that emphasizes handiwork and handcrafted skills, where authenticity is highly valued. The price is determined by the level of detail and intricacy involved in the creation. The genuine design connected to the place of origin is crucial while purchasing batik. The majority of batik manufacture occurs in Java, namely in the areas of Surakarta, Yogyakarta, Pekalongan, Cirebon, and Lasem. The Dutch colony was the catalyst for the globalization of batik. Indonesia has exported batik to the United States, the Netherlands, France, Germany, and the Arab Emirates since gaining independence (Kemendag, 2012). UNESCO approved Indonesian batik as a Masterpiece of Oral and Intangible Heritage of Humanity on October 2, 2009. The second of October has been observed as Batik Day ever since.
Batik's popularity skyrocketed when UNESCO designated it as cultural treasure in 2009. The younger generation supports wearing batik just as much as the older age does. Since then, the market for batik has become quite appealing. From USD 28 million in 2014 to USD 34 million in 2015, Indonesia's batik imports and exports both exhibit an upward trend (Budiman, 2016). It has been noted that the market's appeal has led to an increase in the import of batik, or "bahi printing," mostly from China and Malaysia. The local producers of hand-drawn and stamped batik are undoubtedly concerned about the existence of batik printing. Since batik printing is a common cloth with a manufactured batik motif, Indonesians do not consider it to be batik. However, the price is still the most significant factor for the middle-class, low-end market when buying batik, therefore this batik printing really captures market share from those who desire inexpensive prices. In light of this circumstance, the government and regional manufacturers of handcrafted batik are urged to both safeguard and promote competition among the local batik artists. Among the tools used to combat batik printing are authenticity, distinctiveness, trademarks, and intellectual property rights. Thankfully, a lot of visitors, both domestic and foreign, still believe that authenticity and originality are crucial considerations when purchasing batik. Since the government and batik manufacturers see batik as an art and craft product where authenticity is crucial, they must preserve the middle-up market. Customers in this sector respect authenticity and are willing to pay a premium for genuine goods (Moulard et al. 2015).

2.2. Product Authenticity

Authenticity is a word where originally came from the Greek word authentikos (Assiouras, et al., 2015). In a Latin word, authenticus means trustworthy. As a concept, authentic city has been translated differently either in different meaning or in different ways (Lu, et al., 2015; Napoli, et al., 2014). Authenticity in today's literature has commonly explain the genuineness of the object, the reality of something or the truth about something (Lu, et al., 2015). Others have defined

authenticity as something that has sincerity, something with innocence, and something original (Fine, 2003). Authenticity also refers to naturalness, honesty and simplicity (Assiouras, et al., 2015). In business, consumers have different interest, therefore authenticity is differently perceived. People with different knowledge, different background and different culture have different way in evaluating authenticity. Consumers use different range of cues to evaluate authenticity to an object. In the tourism industry, the willingness to travels away from home can be motivated by the authentic and unique offerings by the destination. It is believed that authenticity is an important determinant for tourists' motivation to visit. Kolar and Zabkar (2010) argue that authenticity is considered as a universal value and a critical driving motivationfor tourists in travelling decisions. Tourists have different shopping behavior compared to day to day shopping activities. Tourists appreciate authentic goods and experiences that they cannot find from their daily routines. When tourist belief that the products offer authenticity, they will pay high.

Within the discipline of marketing, authenticity has been studied within several structural model. Authenticity is commonly discussed in terms of brand with only few discussing on product authenticity. Morhart, et al., (2015) developed a structural model explaining the antecedent and consequences of brand authenticity. Specifically, Morhart et al., (2015) integrative model relates brand authenticity and brand equity. Morhart, et al., (2015) authenticity model was expected to give theoretical foundation for perception of a brand as authentic. Other studies have treated authenticity as a mediator between variables such as liking, perceived value, perceived quality, residents support and purchase intention (Starr, 2011; Zhou, et al., 2015).

In order to be considered as having authentic value, Morhart, et al., (2015) offer various dimensions, which consist of indexical cues, iconic cues, and existential cues. Napoli, et al., (2014) study on the other hand offer usable measurement scale for authenticity. They argue that product authenticity can be measured from three dimensions which include: the quality commitment, the sincerity and the heritage. In align with Batik as the object of this study, Napoli, et al., (2014) dimensions representing product authenticity are used. The quality commitment, the sincerity and the heritage are dimensions that are closely related with Batik as cultural product for the Javanese.

2.3. Behavioural Intentions

In order to gain success in tourism shopping, government and tourism agencies should consider the intention - behaviors theories. These theories will help to understand what motive behind people decision to shop or to purchase.According to Theory of reasoned action (TRA), Fishbein and Ajzen (1975) argue that individual's behaviors can be determined by their intentions. Ajzen and Fishbein (1980) further explain that behavioral intentions refers to how people's beliefs about intention they decide to take in a certain situation. There are favorable behavioral intentions which include consumers' intention to say positive things, to remain loyal, to recommend to other customers, to spend more with the organization and to pay price premiums. The intention-behavior theories have been empirically validated in the tourism and hospitality sectors such as tourists' intentions to visit a place or destination (Shen, et al., 2009l; Yamada and Fu, 2012) and intentions for medical tourism (Lee, et al., 2012).

In the tourism sectors where majority of the offerings are intangible in nature, tourists often rely on other people review or suggestion. In the service business, direct Word-of-mouth (WOM) communication is believed to be more effective than using other promotions. This is because tourists can only have the experience after they came to the site. In this situation, since the total cost is expensive and the risk is big, thus tourists prefer to have opinion or suggestions from someone who already have the real experiences.Wang, et al.,(2017) explain that WOM is "an informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, and organization, or a service". WOM is also define as sharing experiences to others, where communication developed may influence someone for buying decision (Virvilaite, et al., 2015). It is important to note that positive WOM should encourage people to stay loyal, however, for some travelers, they do not comeback to previous shop only because they always want to experience new and different things.

2.4. Product Authenticity and Behavioral Intentions Relationships

Since authenticity became a concern for brand positioning and marketing strategy, an integrative framework was built to explain how authenticity may influence brand equity. Antecedents and consequences of brand and product authenticity was built in structural model to further explore the role of authenticity. As previously discussed, product authenticity is a multidimensional construct. According to Napoli, et al., (2014), product authenticity is best to be measured with three dimensions that are quality commitment, heritage and sincerity. Assiouras, et al., (2015) study have modelled product authenticity as a reflective model and product authenticity is both directly and indirectly influence behavioural intentions. Measured as multidimensional model with quality, heritage and uniqueness, authenticity may entail positive responses by consumers (Morhart, et al., 2015). Zhou, et al., (2015) study in tourism also have evidenced on the objective and existential authenticity on behavioral intentions particularly on resident supports. Therefore, this study proposes that:

H1: Product authenticity has a positive impact on purchase intentions in Batik shopping.

3. Research Methodology

3.1. Research Design

This study applies quantitative methodologies to investigate the relationships between product authenticity and Batik purchase intentions. In order to attain the objective of the study, questionnaires were developed and distributed in

selected areas particularly in Central Java and Yogyakarta. Given the multivariate nature of the model Structural Equation Modelling (SEM)was employed using PLS (Partial Least squares). Product authenticity is designed as second order model which is measured by product quality, heritage and uniqueness. A two-step approach as recommended by Anderson and Gerbing (1988) was applied where measurement model is tested before further running structural model. Measurement model is analyzed to ensure validity and reliability. Whereas, the structural model is to analyze the relationship between exogen and endogen variable (product authenticity and purchase behaviors relationships).

The structured questionnaire was applied and Likert scaling was used ranging from strongly disagree (1) to strongly agree (5).The questionnaires were developed from the previous literature. Product authenticity measure was developed from Assiouras et al., (2015) and Napoli et al., (2014), for example "Quality is central to the product", "The product has a strong connection to an historical period in time, culture and/or specific region", and "The product remains true to its espoused values". Purchase intentions measure were developed mainly from Assiouras. et al., (2015) and Park, et al., (2010) studies, for example "I would be happy to recommend this product to others" and "I like to buy this product in the future".

Variable	Range	Percentage	Range	Percentage
Gender	Female	55%	Male	45%
Age	< 20 21-30	47.6% 32.3%	31- 40 >40	6.3% 13.8%
Education	High School Bachelor	24.3% 54.5%	Post Graduate Other	20.6% 5%
Occupation	Students Post grad Private Civil	59.8% 20.1% 1.6%	Self employed Other	7.9% 10.6%
Reason to buy	Motif Quality Originality	29.1% 25.9% 25.9%	Low price Color	7.9% 11.6%

Table 1: Characteristics of Respondents

4. Data Collection and Analysis

Table 1 shows respondents' characteristics. This research applies purposive sampling where respondents should be those who have purchased Batik particularly hand drawn Batik or stamped Batik. The questionnaires were distributed around Central Java and Jogjakarta provinces where there are many Batik centers. Online and offline survey were conducted, and after checking the missing values, 189 were used for further statistical analysis. There were 55% female respondents and 45% male respondents participating in this survey. Majority ofrespondents are in the age range between less than 20 to 30 years old. Post graduate students and those who works in private sectors made the most participant according to occupations representing almost 80% of the respondents. There are also some interesting findings where the most common reason for buying Batik is because of the Motif accounting for 29.1%. The reasons for Batik are then followed with Quality 25.9%, originality 25.9%, low price 7.9% and color 11.6%.

4.1. Assessment of the Measurement Model

As previously stated, PLS-SEM modelling was chosen to estimatethe validity and reliability also to test the proposed hypotheses. Smart PLS software was developed by (Ringle, et al., 2015). And has been increasingly popular as statistical tool among researchers in the, hospitality and tourism research (Ali, et al., 2018). This study uses PLS-SEM due to its ability to test the existence of second order variable that exist in the proposed research model.In running PLS analysis, this study follows the suggestion from Hair, et al. (2014) where a two-stepapproach is taken. The two step approaches cover the measurement model assessment to test the validity and reliability, then followed by the structural model assessment to test the hypothesis. The measurement model in this study will discussed the cross-loading, the composite reliability, AVE and square root AVE.

Convergent validity can be measured with cross loadings, average variance extracted and composite reliability. Table 2 shows the AVE, composite reliability and Cronbach's Alpha. PLS analysis has given the results where the composite reliability index for all key constructs were above the minimum acceptable value of 0.7. Quality commitment shows the highest value with 0.9446 and heritage shows the lowest value of 0.9155. The Average Variance Extracted (AVE) indicates satisfactory value where all above the threshold value of0.5, this suggest that the measures have adequate convergent validity.

	AVE	Composite Reliability	R Square	Cronbach's Alpha	Communality	Redundancy
Behavior Intentions	0.6464	0.9358	0.5178	0.9216	0.6464	0.3293
Heritage	0.7304	0.9155	0.6609	0.8768	0.7304	0.4811
Product Authenticity	0.5664	0.9513	0	0.9448	0.5664	0
Quality Comm	0.709	0.9446	0.8701	0.9314	0.709	0.6164

Uniqueness	0.753	0.924	0.749	0.8894	0.753	0.5621

Table 2: AVE, Composite Reliability and Cronbach Alpha

Table 3 shows the cross-loadingsindicators where indicators of a variable should load to the related variable higher than other variables. Cross loadings provide identification of convergent validity. Internal consistency reliability is shown by both Composite Reliability (CR) and Cronbach's Alpha where all the values show well above the suggested threshold of 0.7.

	Behavior Intentions	**Heritage**	**Quality Commitment**	**Uniqueness**		**Behavior Intentions**	**Heritage**	**Quality Commitment**	**Uniqueness**
B1	0.8282	0.4592	0.6255	0.5355	K5	0.6103	0.5935	0.8007	0.5712
B2	0.8455	0.5002	0.617	0.5912	K6	0.5851	0.5624	0.8387	0.5867
B3	0.8655	0.4423	0.6127	0.5517	K7	0.559	0.5574	0.839	0.5866
B4	0.7306	0.3555	0.4017	0.4338	NW 1	0.3856	0.8569	0.5142	0.4956
B5	0.8246	0.5197	0.5995	0.5987	NW 2	0.4718	0.878	0.512	0.5348
B6	0.8005	0.3633	0.484	0.452	NW 3	0.4724	0.8461	0.5133	0.5419
B7	0.7832	0.4201	0.5199	0.5332	NW 4	0.4921	0.837	0.6064	0.5269
B8	0.7437	0.3245	0.4387	0.4772	U1	0.5305	0.4547	0.5132	0.8138
K1	0.5628	0.4718	0.8519	0.5815	U2	0.5579	0.5589	0.6549	0.9277
K2	0.5732	0.5085	0.8845	0.6066	U3	0.5813	0.5636	0.6382	0.9067
K3	0.5692	0.5345	0.849	0.6028	U4	0.6026	0.547	0.6317	0.8167
K4	0.5398	0.4793	0.8281	0.6233					

Table 3: Cross Loadings

Next, discriminant validity was assessed. Table 4 shows that the square root of each AVE (shown on the bold diagonal value) is greater than the correlation between related inter-construct in the construct correlation table. This AVE square root indicates the evidence of the discriminant validity for all the reflective constructs proposed in the model.

	Behavior Intentions	**Heritage**	**Quality Commitment**	**Uniqueness**
Behavior Intentions	0.80399	0	0	0
Heritage	0.5342	0.8546	0	0
Quality Commitment	0.6787	0.6292	0.842	0
Uniqueness	0.6547	0.6145	0.7057	0.8677

Table 4: AVE Square Root

4.2. Assessment of the Structural Model

Smart PLS version 3.0 was used to test the structural model and hypotheses. A bootstrapping procedure with 2.000 iterations was performed to examine the statistical significance of the path coefficients. Here the bootstrapping procedure was conducted to calculate the significance of path relationships.

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**Standard Error (STERR)**	**T Statistics (|O/STERR|)**
Prod Authenticity -> Behavior Intent	0.7196	0.7204	0.0526	0.0526	13.6889
Prod Authenticity -> Heritage	0.813	0.8122	0.0413	0.0413	19.6751
Prod Authenticity -> Quality Comm	0.9328	0.9314	0.0166	0.0166	56.3241

Prod Authenticity -> Uniqueness	0.8655	0.8605	0.0341	0.0341	25.3646

Table 5: Path Coefficients

By using the valid and reliable data taken from the measurement model, the hypothesized relationships among the constructs can be identified. The structural model was evaluated by examining the path coefficients, t-statistics and rsquared value (Chin, 1998). According to table 5 and Figure 1, we can see that product authenticity was well explained by Quality commitment, heritage and uniqueness. Quality commitment has the strongest path coefficient which was 0.93. Heritage was 0.813 and uniqueness was 0.865. The results of t-statistics were shown in Table 5 where all the relationships values were above 1.96. Finally the r-squared value also shows satisfactory strong results where quality commitment is 0.870, heritage is 0.661 and uniqueness is 0.865. The hypothesis testing can be answered by the significant of the path coefficient between product authenticity and behavioral intentions. Here the impact of product authenticity and behavioral intentions is 0.720 which is considered strong. This finding thus supports the hypothesis of this study where "Product authenticity has a positive impact on purchase intentions in Batik shopping".

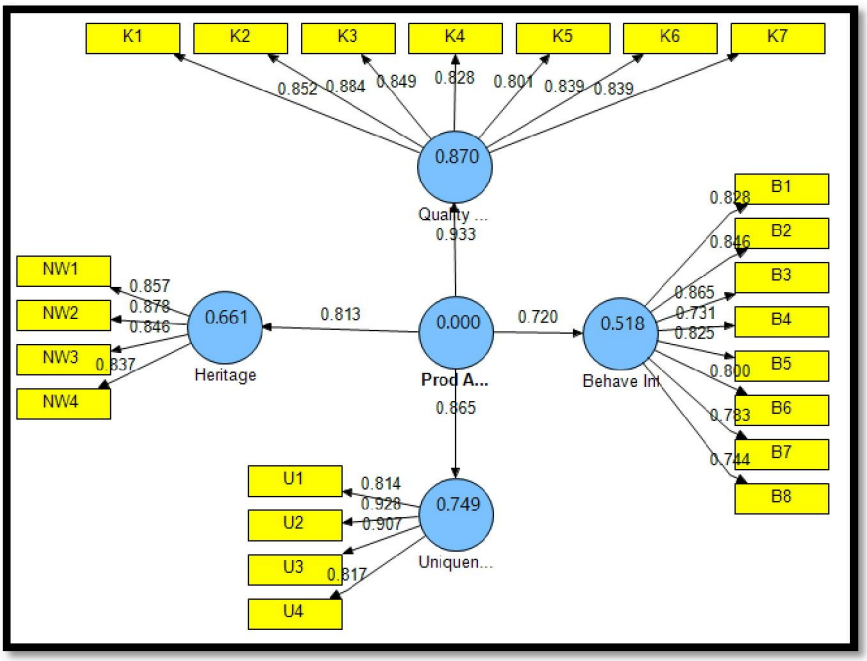


Figure 1: The Final PLS Output

5. Discussion and Implication

When shopping as part of travelling activities, people have attitudes and behaviors different from when they shop in their everyday life. In order to reach the destination areas, people often travel far away and spend lots of money to find and to experience something unique which cannot be found in their home country. It is why tourists have higher level of tolerance for the higher price of goods and services offered in the tourism centers. It was said that tourists spending in the destination areas are less price elastic than spending for their daily life. This study supports the hypothesis where "Product authenticity has a positive impact on purchase intentions in Batik shopping". This finding strengthens the previous research findings such as Assiouras, et al., (2015); Morhart, et al., 2015; Napoli, et al., (2014) and Zhou, et al., (2015). There has not been any study focusing the element of product authenticity and its relationship to tourists' behavior intention. Batik is an art crafts and manually made. Therefore the authentic values are really strong and determine the quality and price. The study on the different behaviors of tourism shopping and the case of Batik shopping enrich the literature on product authenticity study and marketing literature. Managers and policy makers in tourism area should consider the unique behavior of tourism shopping also the role of all dimensions that build product authenticity as a tool to differentiate tourism strategy.

6. Conclusion and Recommendation

These days, a lot more people travel. Traveling is now simpler because to technology, and information is easily available. Shopping is one of the most popular tourist activities. The buying habits of everyday people are not the same as those of tourists. It is thought that visitors place a high value on authenticity and are less price sensitive when they purchase. Therefore, product authenticity may be utilized as a technique to differentiate a business from its rivals and develop a marketing plan in the tourist industry. This research demonstrates that product activities influence behavior intention in batik purchasing in a beneficial way. This implies that in

order to encourage favorable tourist behavior when it comes to buying, product authenticity in terms of quality commitment, legacy, and originality should be properly handled. This study offers recommendations for further research that might broaden the scope of product activities. The assessment of other antecedent variables, such as trust, image, or brand equity, may further enhance the model that links behavior intentions to product authenticity. Product authenticity should be a top concern for managers in the tourism industry as it may provide distinctive difference and is highly regarded by tourists.

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