An integrated analysis of factors affecting consumers' purchase intention toward batik: a comparative study between Indonesia and Malaysia

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Abstract: This paper was written to understand which factors play a significant and important role in determining consumers' intention to purchase batik in Indonesia and Malaysia. This study implements the survey method, with questionnaires as the tools which had been used to collect all of the data required in this study. A total of 208 samples were collected in Indonesia, while a total of 204 samples were collected in Malaysia. All the respondents were those who have bought, used, or purchased batik for the past two years. After collecting all the data required in this study, the data were then analysed using PLS-SEM method in order to understand and gather some important information regarding the relationships between variables assessed in this study. After analysing all data, it can be concluded that in Indonesia, only perceived value has a direct and significant impact on purchase intention, while in Malaysia, only perceived quality has a significant and positive impact toward purchase intention through trust.

Keywords: batik sector; perceived value; perceived quality; trust; purchase intention; multi-country study.

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1 Introduction

Batik has been playing an integral role in defining the culture of both Indonesia and Malaysia for a such a long time. Despite most known as the traditional type of fabric or textile originated from Indonesia, however, what people mostly didn't know is that Malaysia also has its own kind of batik. Known as a special kind of fabric or textile which was possessed or designed in such a special way which differentiate it with the other kinds of fabrics or clothes, batik is viewed not only as a normal fabric or goods which are traded and sold to consumers, but also as the national identity of both countries. Particularly in Indonesia, wearing batik as a cloth doesn't only mean that the person is wearing a usual kind of cloth, but it could also be perceived or understood that the person has shown his/her love to the nation and contribute to promote the culture of either Indonesia or Malaysia to others by wearing it. In Indonesia itself, other than during several important national events, currently almost all office-workers wear batik as their main outfit when they work every Friday. Furthermore, currently a lot of people have also chosen to wear batik instead of suit when they're going to attend ceremonies, events, or wedding parties of which they're invited to. Therefore, compared to the number of

people wearing batik around ten years ago, surely such numbers had been increasing today considering that more and more people are wearing batik as their main outfit, not only when they are working, but also when they're going to the wedding parties, department stores, or even when just staying at home during their holidays.

However, other than to show or promote the culture of a country to the rest of the world, there must be some other reasons why people choose to wear batik instead of other types of clothes during their normal days, and to explain why more and more people are showing their interests on batik in recent times compared to the past. Based on the literature studies conducted by the authors in regard with this phenomenon, authors found that perceived value, perceived quality, and trust play quite an important role in affecting people's intention regarding their decision to purchase a batik. Understood as people's perception or judgement regarding the quality of the product, Perceived quality plays such an important role in affecting people's judgement as of why they should buy batik instead of other kinds or typed of cloth. In this case, before people purchase batik, they'll compare or assess the quality of the product, in which such perceptions or judgements are derived from the comparison which is made between the real quality of the product and the expectations that customers are having regarding the quality of the batik itself. And such judgements, regarding whether or not the real quality of batik has matched or exceeded the perception or expectation that consumers are having toward the batik product, will have a significant role in affecting consumers' trust toward the batik, which in turn could also affect their intention to buy it.

Meanwhile, other than perceived quality, perceived value could also play an important role in affecting people's or consumers' intention to buy a batik. Perceived value itself could be understood as consumers' or people's perception regarding whether or not a product or brand could give some additional number of benefits relative with the all the costs that are incurred to the consumers. In other words, when people or consumers perceive or think that the amount of costs that they should spend exceed the number of benefits that they could get or feel from buying a batik, then there's a high chance that consumers will eventually opt against buying a batik and might be looking for other kind of clothes to buy and wear (Ponte et al., 2015). Therefore, it is important for those who venture out in the batik Industry, either in Indonesia or Malaysia, to really pay attention or give some kinds of additional value to the batik that are produced or crafted in order to differentiate itself from other types of clothes or fabrics. Meanwhile, trust could be understood as consumers' judgement or assessment regarding the reliability of conducting some transactional or business activities with a company. Furthermore, trust could also be understood as consumers' belief that the products or services that consumers will use or buy won't disappoint their feelings and expectations, and the products that consumers will buy, will perform in accordance with what they are expecting from the products.

In this case, it is important for a company to be able to provide the necessary products with the necessary qualities (relevant to what the consumers are hoping from the products) to ensure that consumers won't be disappointed, and they will eventually buy the products from the vendor or company (Wilson et al., 2019; Malik et al., 2019). Therefore, in regards with all these variables, this study was conducted in order to further understand the impact of several factors which were hypothesised to have significant impact on consumers' purchase intention toward batik in Indonesia and Malaysia, in which, these factors are perceived value, perceived quality, and trust. Furthermore, this paper was written to fill several gaps that existed in this field regarding the context. First,

some studies which tried to understand the relationships between perceived value, perceived quality, trust, and purchase intention in the context of batik were scarcely conducted, thus making this study as one of a few which tried to delve deeper in this context. Furthermore, the studies to understand the important roles of some variables toward purchase intention in a multi-country context within the Southeast Asia region were also limited, in which, this study was also conducted in order to fill in this gap. Moreover, other previous studies which were conducted in order to assess the importance of either perceived value, perceived quality, or trust toward loyalty tend to be conducted in the context of consumer goods or services, which seemed that they did not have such important value related to the culture of the country. Therefore, this study was aimed to fill in this gap, in which this study was conducted in the context of batik serving as the cultural symbol of both Indonesia and Malaysia and tend to induce additional value in the consumers' mind when they are wearing batik for themselves.

2 Literature review and hypotheses development

2.1 Perceived value

Perceived value could be understood as consumers' or people's judgement regarding the comparison between the benefits that they will get and the costs that they should pay or spend regarding the products or services that they should and have to consume or use (Feng et al., 2020; Meeprom and Silanoi, 2020). Furthermore, perceived value could also be understood as consumers' or people's perception toward the products that they will use, in which people will perceive whether or not the products that they'll use, could be beneficial for improving the quality of their life. Perceived value plays quite an important role in affecting both trust and purchase intention toward a product, in which people or consumers perceive that using or buying a product could bring some benefits or additional value for themselves, thus they tend to put their trust toward the products. And finally, such trust which has been developed in the consumers' mind could finally affect or determine their purchase intention toward the company and the products (Rasoolimanesh et al., 2020).

2.2 Perceived quality

Perceived quality could be understood as consumers' assessment regarding the quality of products that they will use or buy, in which such assessment is based on whether the quality of the products exceeds the expectations that consumers had prior to the purchase of the products (Dettori et al., 2020; Cassia, 2020). Because quality is quite subjective in the way that each consumer is thinking and the criteria of quality that each consumer is having toward the same product might be different, then it is quite necessary for each company to ensure that the products or services they are delivering and selling to consumers are those with the highest-quality that they could produce. When companies are able to provide such products with such qualities to every consumer, then it will or can increase the chance that consumers will eventually buy the products and keep buying them from the same companies in the future. Therefore, it is important for the company to be able to always provide or create a high-quality product which could cater the demand of consumers to enhance and increase the company's ability to attract more and

more consumers, affecting their purchase intention toward the products, and finally increasing the sales of the product in the market (Liu et al., 2017).

2.3 Trust

Trust itself could be understood as consumers' belief or perception that a company won't disappoint or 'betray' its consumers through the products or services offered by the company (Akrout, 2019). In other word, it could be understood that when people or consumers had put their trust on the company, they believe that the company only exists in order to satisfy their needs. In this case, trust also serves as an important aspect which could positively connect both consumers and companies, in which such connection is incredibly important in order to ensure that both parties could establish such a relationship which will be beneficial to one another (Sharma et al., 2019; Lind and Lattuch, 2020). Moreover, trust could also be understood as people's or consumers' perception that there will not be any negative risks which could be incurred to the consumers while buying a product from the company, in which the perception or existence of such negative risks could prevent them from buying a product or service from the company. Therefore, building trust in consumers' mind is an important aspect which could determine how consumers will behave and think about the company (Kwon et al., 2020).

2.4 Purchase intention

Purchase intention could be understood as people or consumers' willingness and intention to conduct a purchasing activity toward a company regarding the products or services offered (Khan et al., 2020). Furthermore, Purchase intention could also be understood as consumers' interest and feeling on whether or not they'll purchase a product or service from a certain company, and how it would differ from buying similar product or service from another company. Purchase intention has long been understood as an important factor which could strongly affect a companies' success within the industry, as purchase intention is the first feeling or factor which would exist in the consumers' mind toward a product or service, before eventually they buy the product and become loyal to it (Wilson, 2019; Chetioui et al., 2020). Therefore, it could be understood that without the existence of any feelings of intention to purchase a product or service, then the actual purchase decision won't be occurred at any time before consumers have some intention to it. Thus, strengthening the consumers' purchase intention toward a product or service offered by the company is an important strategy which could eventually lead to the purchase decision, and loyalty afterwards. (Chakraborty, 2019).

2.5 The effect of perceived value on purchase intention

Previous study by Ponte et al. (2015) had underlined the significant impact that perceived value had on purchase intention. Furthermore, another study conducted by Chen and Chang (2012) also underlined that perceived value has a significant impact on trust, which further can bring another significant effect on purchase intention in the green-product sector in Taiwan. On the other hand, Wu and Chang (2016) also stated that perceived value also has a positive and significant impact toward purchase intention in

the Chinese online-sector. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{1a} Perceived value has a positive and significant effect on Indonesian consumers' purchase intention toward batik.

H_{1b} Perceived value has a positive and significant effect on Malaysian consumers' purchase intention toward batik.

2.6 The Effect of Perceived Quality on Purchase Intention

Prior study conducted by Asshidin et al. (2016) found out that there's a positive impact of perceived quality on purchase intention. On the other hand, Saleem et al. (2015) also found similar results in which in Pakistani laptop-sector, consumers' perceived quality toward the product could positively and significantly affect consumers' purchase intention toward the brand and company. Moreover, Yan et al. (2019) also found out that perceived quality plays an integral role in affecting and determining consumers' purchase intention toward a product in the Chinese private-label sector. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{2a} Perceived quality has a positive and significant effect on Indonesian consumers' purchase intention toward batik.

H_{2b} Perceived quality has a positive and significant effect on Malaysian consumers' purchase intention toward batik.

2.7 The effect of perceived value on trust

Previous study conducted by Aurier and Séré de Lanauze (2011) had found out that perceived value has a significant impact toward trust, in which consumers' personal perception regarding the value which could be generated or obtained from buying or using a product could increase their sense of trust toward the product and the company itself. Furthermore, another study conducted by Chae et al. (2020) also found a similar result, in which perceived value has a significant and positive impact in building consumers' trust toward a brand or product. Similarly, Kim and Cho (2017) also found out that perceived value has a significant and important impact on building and enhancing consumers' trust toward a company. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{3a} Perceived value has a positive and significant effect on Indonesian consumers' trust toward batik.

H_{3b} Perceived value has a positive and significant effect on Malaysian consumers' trust toward batik.

2.8 The effect of perceived quality on trust

Prior study conducted by Konuk (2018) had concluded the significant and positive effect that perceived quality has on consumers' level of trust toward a company. Furthermore, another study performed by Aurier and Séré de Lanauze (2012) also underlined the significant and positive effect that perceived quality has toward trust. Moreover, similar

study performed by Ali et al., (2018) also found out the positive and significant effect that perceived quality has toward trust. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{4a} Perceived quality has a positive and significant effect on Indonesian consumers' trust toward batik.

H_{4b} Perceived quality had a positive and significant effect on Malaysian consumers' trust toward batik.

2.9 The effect of trust on purchase intention

Previous study by Wilson (2020) had underlined the significant and positive impact that trust has toward purchase intention, and ultimately repurchase intention. Moreover, another previous study conducted by Chae et al. (2020) had also concluded that consumers' trust toward a product, brand or company could effectively, positively, and significantly affect consumers' purchase intention toward the brand. Meanwhile, another study conducted by Sharma and Klein (2020) in the USA had found out the significant effect that trust has toward consumers' intention to purchase or buy certain products from the company. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{5a} Trust has a positive and significant effect on Indonesian consumers' purchase intention toward batik.

H_{5b} Trust has a positive and significant effect on Malaysian consumers' purchase intention toward batik.

2.10 The effect of perceived value on purchase intention through trust

Prior study commenced by Al-Ansi and Han (2019) found out that perceived value has a significant and positive impact toward trust, which ultimately will significantly affect consumers' purchase intention and loyalty toward the brand or company. Furthermore, similar result was also obtained by Wu et al. (2018) concluding that consumers' personal perception regarding the value gained from using or buying a product or service could enhance and affect their sense of trust, which will ultimately affect their purchase and behavioural intention toward the product or company. Similarly, another study by Sharma and Klein (2020) also stated and concluded that perceived value has a positive and significant impact toward trust, in which once consumers' trust has been established toward the company or product, then it will increase or strengthen the consumers' intention to purchase the product or service. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{6a} Perceived value has a positive and significant effect on Indonesian consumers' purchase intention toward batik through trust.

H_{6b} Perceived value has a positive and significant effect on Malaysian consumers' purchase intention toward batik through trust.

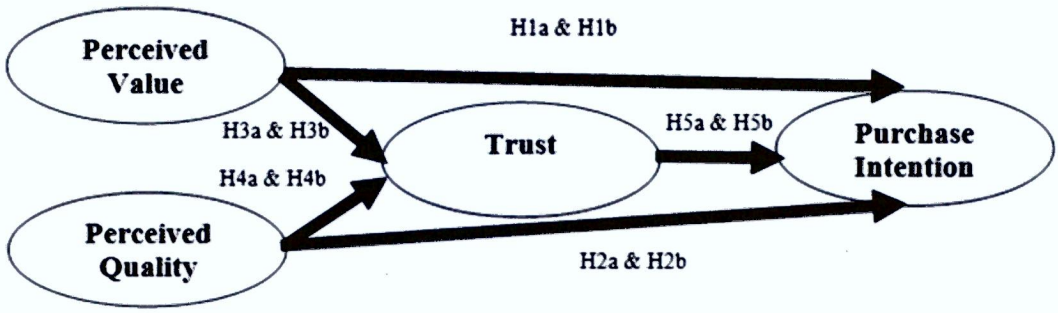
2.11 The effect of perceived quality on purchase intention through trust

Previous study by Marakanon and Panjakajornsak (2017) in Thailand found that perceived quality has an indirect effect on purchase intention through trust. Moreover, another similar research performed by Ali et al. (2018) also found out that trust partially mediated the impact of perceived quality on purchase intention. Meanwhile, further study conducted by Ali et al. (2020) in China also found out that trust fully mediated the impact of perceived quality on purchase intention. Based on the results of these previous studies, authors would like to posit the following hypotheses:

H_{7a} Perceived quality has a positive and significant effect on Indonesian consumers' purchase intention toward batik through trust.

H_{7b} Perceived quality has a positive and significant effect on Malaysian consumers' purchase intention toward batik through trust.

Figure 1 Research model



3 Methodology

This study implements the survey method with questionnaires which were distributed to all respondents who participated in this study. Since this is a multi-country study, then the same number of questionnaires were distributed to the respondents situated or located in two Southeast Asian countries, which are Indonesia and Malaysia. All questionnaires consist of two parts, in which the first part consists of all the questions intended to find out the respondents' profile, while the second or the main part of the questionnaire consists of a total of 24 questions representing all four variables included in this study. In regard with this, a total of six questions or items representing each variable in this study are included in the questionnaires. Indicators representing perceived value were adopted from Mohammed and Swidi (2019) and Özkan et al. (2019); while indicators which representing perceived quality were adopted from Mohd Yusof et al. (2020) and Pooya et al. (2020); indicators representing trust were adopted from Shankar and Jebarajakirthy (2019) and Wilson and Jessica (2020); and indicators representing the variable of purchase intention were adopted from Wilson et al. (2019), Wilson (2020) and Nisar et al. (2020).

Furthermore, regarding the sampling method, this study implements the convenience sampling method, in which all of the questionnaires were both physically and electronically distributed to the respondents located in both countries. Meanwhile, authors also implement the ten-point Likert scales to measure their responses toward the questions or indicators provided in the questionnaire. All of the respondents who participated in this study had to fulfil the following criteria, in which they had bought and worn batik at least once for the past two years, in which, such criteria were set in order to ensure that all respondents did qualify and conform as the valid respondents in this study.

After collecting all data, authors implement the PLS-SEM method in order to analyse it to acquire or get some important results to conclude this study. As this is a comparative study between two countries, authors conducted some data analyses separately, in which all data gathered from the Indonesian respondents was analysed first, before moving out to analyse another set of data obtained from the Malaysian respondents. After obtaining the results of data analyses on both sets, then authors compared the results of both countries in order to get some insights as of whether or not there are some differences regarding the behaviour or characteristics of the consumers from both countries who participated in this study.

Before conducting thorough analyses regarding the data and variables included in this study, first some analyses regarding the profile of the respondents were conducted in order to gain a thorough understanding and information regarding their characteristics. Out of 208 respondents who are originated from Indonesia, a total of 110 respondents were females, while the rest of them, which are a total of 98 respondents were males. Furthermore, most of them are students (110 respondents) with an average age-level of 29 years old. Meanwhile, out of 204 respondents originated from Malaysia, similar with the profile of the Indonesian respondents, most of the respondents in Malaysia were females (120 respondents) and most of them are students (126 respondents) with an average age-level of 28 years old.

4 Results and analyses

All data which has been collected in this study were then analysed using the PLS-SEM method with SmartPLS software. A total of 208 respondents from Indonesia and 204 respondents from Malaysia participated in this study. In analysing the data using PLS-SEM method, a two-step analysis needs to be conducted beforehand in order to ensure that all data gathered in this study has fulfilled the validity and consistency criteria before being further analysed to obtain or understand the relationships among variables in this study. The first step of the analysis is the measurement model assessment which was conducted in order to ensure that all data (together with the model) proposed in this study are valid and reliable. After ensuring the validity and the reliability of all data and model, then the structural model assessment was conducted in order to determine the relationships among variables assessed in this study.

In this study, all data gathered or obtained from the Indonesian respondents was first analysed, in which after that, the data gathered from the Malaysian respondents was analysed too.

4.1 Measurement model assessment

The measurement model assessment was conducted in order to ensure that all data and model in this study is valid and reliable prior to further analysis in order to understand the impact of each variable in this study on the others. In conducting this assessment, there are several aspects which should be fulfilled in order to conclude that all data are valid and reliable. Those aspects are: the factor loadings of each indicator should exceed 0.5; the AVE and the composite reliability should exceed 0.7; using the Fornell-Larcker criterion to assess the discriminant validity in this study, the correlation between variables should exceed the correlation that a variable has toward the others. Furthermore, in order to assess the discriminant validity in this study, the HTMT criterion was also implemented, in which the discriminant validity could be fulfilled when the HTMT value of each variable is lower than the cut-off value of 0.85. The results of the measurement model from the data of Indonesian respondents are presented on Tables 1, 2, and 3, while the results of the measurement model assessment gathered from the Malaysian respondents are presented on Tables 4, 5, and 6 respectively.

Table 1 The measurement model results – Indonesian data

Variables	*Indicators*	*Factor loadings*	*C.R*	*AVE*
Perceived quality	PQ_1	0.782	0.910	0.629
	PQ_2	0.760		
	PQ_3	0.862		
	PQ_4	0.758		
	PQ_5	0.825		
	PQ_6	0.765		
Perceived value	PV_1	0.773	0.888	0.570
	PV_2	0.828		
	PV_3	0.772		
	PV_4	0.721		
	PV_5	0.762		
Trust	TR_1	0.640	0.819	0.534
	TR_2	0.632		
	TR_5	0.813		
	TR_6	0.817		
Purchase intention	PI_1	0.522	0.888	0.619
	PI_2	0.818		
	PI_3	0.844		
	PI_4	0.878		
	PI_5	0.819		

Table 2 The discriminant validity results – Indonesian data

	PQ	*PV*	*PI*	*TRU*
PQ	0.793			
PV	0.779	0.776		
PI	0.336	0.401	0.787	
TRU	0.595	0.645	0.256	0.731

Note: Using Fornell-Larcker criterion.

Table 3 The discriminant validity results – Indonesian data

	PQ	*PV*	*PI*	*TRU*
PQ				
PV	0.799			
PI	0.610	0.654		
TRU	0.715	0.764	0.455	

Note: Using HTMT.

Table 4 The measurement model results – Malaysian data

Variables	*Indicators*	*Factor loadings*	*C.R*	*AVE*
Perceived quality	PQ_1	0.721	0.919	0.655
	PQ_2	0.802		
	PQ_3	0.854		
	PQ_4	0.801		
	PQ_5	0.892		
	PQ_6	0.778		
Perceived value	PV_1	0.870	0.921	0.660
	PV_2	0.748		
	PV_3	0.834		
	PV_4	0.812		
	PV_5	0.867		
	PV_6	0.732		
Trust	TR_1	0.540	0.868	0.530
	TR_2	0.606		
	TR_3	0.824		
	TR_4	0.829		
	TR_5	0.824		
	TR_6	0.690		
Purchase intention	PI_1	0.564	0.884	0.565
	PI_2	0.705		
	PI_3	0.895		
	PI_4	0.886		
	PI_5	0.717		
	PI_6	0.690		

Table 5 The discriminant validity results – Malaysian data

	PI	*PQ*	*PV*	*TRU*
PI	0.752			
PQ	0.544	0.810		
PV	0.501	0.668	0.812	
TRU	0.599	0.621	0.617	0.728

Note: Using Fornell-Larcker criterion.

Table 6 The discriminant validity results – Malaysian data

	PI	*PQ*	*PV*	*TRU*
PI				
PQ	0.676			
PV	0.751	0.609		
TRU	0.720	0.766	0.731	

Note: Using HTMT.

While analysing the validity and reliability of the data from Malaysian respondents, no indicators were omitted since all of them had fulfilled the validity criteria as shown by the results of the analysis. However, while analysing the validity and reliability of the data gathered from Indonesian respondents, a total of four indicators which comprise TR_2, TR_3, PV_6, and PI_6 need to be omitted since all of them failed to fulfil the minimum acceptance criterion set in this study. Therefore, after omitting these indicators, all data were then re-analysed using the same pattern and method, and the results show that all data and model had fulfilled the validity and the consistency (reliability criteria) determined in this study.

Therefore, authors would like to conclude that all the validity and reliability criteria set in the measurement model assessment had been fulfilled by both sets of data which were obtained from the Indonesian and Malaysian respondents, and therefore the next analyses could be conducted, which is the structural model assessment, in order to determine the relationships among variables in this study.

4.2 Structural model assessment

As opposed to the measurement model assessment which was conducted in order to test and assess the validity and reliability of the data, the structural model assessment was further conducted in order to determine whether there's a significant effect provided by one variable to another variable. Furthermore, the strength of the relationships among variables were also assessed in the structural model assessment, which could underline how much or how strong the impact given by one variable to another in the model proposed in this study. Meanwhile, the results of data analysis obtained from the structural model assessment would also be used as the basis in order to test and determine whether or not the hypothesis proposed in this study was rejected or supported. The results of the structural model assessment (using a two-tailed bootstrapping method) based on the data gathered from Indonesian respondents are presented in Tables 7 and 8, while those gathered from the Malaysian respondents are presented in Tables 9 and 10.

Table 7 R-square value – Indonesian data

Variables	*R-square value*
Trust	0.427
Purchase intention	0.186

Table 8 Sig. value assessment – Indonesian data

Relationships	*Sig. value*	*Results*
Perceived quality → purchase intention	0.873	Not significant
Perceived quality → trust	0.108	Not significant
Perceived value → purchase intention	0.018	Significant
Perceived value → trust	0.004	Significant
Trust → purchase intention	0.803	Not significant
Perceived quality → trust → purchase intention	0.834	Not significant
Perceived value → trust → purchase intention	0.823	Not Significant

Table 9 R-square value – Malaysian data

Variables	*R-square value*
Trust	0.459
Purchase intention	0.413

Table 10 Sig. value assessment – Malaysian data

Relationships	Sig. value	Results
Perceived quality → purchase intention	0.078	Not significant
Perceived quality → trust	0.009	Significant
Perceived value → purchase intention	0.460	Not significant
Perceived value → trust	0.039	Significant
Trust → purchase intention	0.002	Significant
Perceived quality → trust → purchase intention	0.041	Significant
Perceived value → trust → purchase intention	0.090	Not significant

The R-squared values as presented in Tables 7 and 9 show how much the impact given by the predictor variables toward the criterion variables. Based on the R-square values (based on the data gathered from Indonesian respondents) in Table 7, it was revealed that the R-square value of trust is 0.427, and the R-square value of purchase intention is 0.186. Based on this result, it could be concluded that 42.7% of the variation in trust variable could be explained by the variations in perceived value and perceived quality variables, while the rest of them, which is 57.3% of the variation in trust variable, is explained by other variables not included in this study. Similarly, 18.6% of the variation in purchase intention variable could be explained by the variations in trust, perceived value, and perceived quality variables, while the rest of them, which is 81.4% of the variation in purchase intention variable, is explained by other variables not included in this study.

Meanwhile, based on the R-square values (based on the data gathered from Malaysian respondents) as presented in Table 9, it was revealed that the R-square value of trust is 0.459, and the R-square value of purchase intention is 0.413. Based on this result, it could be concluded that 45.9% of the variation in trust variable could be explained by the variations in perceived value and perceived quality variables, while the rest of them, which is 54.1% of the variation in trust variable, is explained by other variables not included in this study. Similarly, 41.3% of the variation in purchase intention variable could be explained by the variations in trust, perceived value, and perceived quality variables, while the rest of them, which is 58.7% of the variation in purchase intention variable, is explained by other variables not included in this study.

Next, after obtaining and analysing the results of the R-squared value of each variable based on the data gathered from two countries, the path coefficient analysis was also conducted in order to gain some insights regarding the relationships among variables assessed in this study. The data shown in Table 8 presents or illustrates the results of path coefficient analysis generated from the data obtained from Indonesian respondents, while the data shown in Table 10 presents or illustrates the results of path coefficient analysis generated from the data obtained from Malaysian respondents. Furthermore, the results obtained from the path coefficient analysis would also be used as the basis to test all the hypotheses posited in this study.

Based on the results of path coefficient analysis as presented in Table 8, it could be concluded that only two relationships are deemed significant, which are the relationships between perceived value and purchase intention, together with the relationships between perceived value and trust. A relationship could be deemed as significant if the sig. value of the relationship is less than 0.05 (sig. value < 0.05). In this case, based on the results of data analysis derived from the data of Indonesian respondents, only these two relationships had sig. values less than 0.05, while the sig. values of the other relationships are shown to have exceeded 0.05. The results of this data could illustrate that perceived value could be the most (and the only) significant factor or variable which could directly affect consumers' trust and purchase intention toward batik in Indonesia. Interestingly, despite the insignificant effect given by trust on purchase intention, and the insignificant indirect effect of perceived value on purchase intention while being mediated by trust, perceived value did have a direct and significant effect on both trust and purchase intention, which could further be understood that consumers' perception or judgement regarding the benefits they could get from purchasing batik could directly influence their purchasing behaviour or their intention on whether or not to purchase batik from a vendor or store in Indonesia.

After analysing the results of path coefficient of each variable based on the data obtained from Indonesia, the path coefficient analysis based on that obtained from Malaysia was also analysed in this study. From the results presented in Table 10, it could be concluded that all but three relationships are deemed significant, since the significance value of each relationships is less than 0.05. Three relationships which are not significant are the direct impact of perceived value on purchase intention, the direct impact of perceived quality on purchase intention, and the indirect impact of perceived value on purchase intention through trust. Based on the results obtained by analysing the data from Malaysian respondents, it could be understood that as opposed to the results obtained from Indonesian respondents, in Malaysia the consumers' perception regarding the quality of batik plays or becomes the most important factor which could affect their purchase intention. However, such relationships could be occurred if trust is present as

the mediating variable in this model. Therefore, despite the insignificant impact that perceived quality has on purchase intention, however, since the results of data analysis illustrate that the indirect effect of perceived quality on purchase intention through trust turns out to be significant, then it could be understood that people or consumers need to build or establish trust within their mind or perception in terms of their judgement regarding the quality of batik (about whether or not the quality of batik exceeds their perceptions in their own views). Later, their trust toward the quality of batik that they just purchased or used could finally motivate or push them to purchase batik from the market.

Furthermore, the path coefficient results as illustrated or shown in the Tables 7–10 could also be used as the basis to test all hypotheses proposed in this study. And the results of hypotheses testing in this study are presented in Table 11.

Table 11 Hypotheses-testing results

Hypotheses	*Conclusions*
H_{1a}: Perceived value has a positive and significant effect on Indonesian consumers' purchase intention toward batik	H_{1a} Supported
H_{1b}: Perceived value has a positive and significant effect on Malaysian consumers' purchase intention toward batik	H_{1b} Not supported
H_{2a}: Perceived quality has a positive and significant effect on Indonesian consumers' purchase intention toward batik	H_{2a} Not supported
H_{2b}: Perceived quality has a positive and significant effect on Malaysian consumers' purchase intention toward batik	H_{2b} Not supported
H_{3a}: Perceived value has a positive and significant effect on Indonesian consumers' trust toward batik	H_{3a} Supported
H_{3b}: Perceived value has a positive and significant effect on Malaysian consumers' trust toward batik	H_{3b} Supported
H_{4a}: Perceived quality has a positive and significant effect on Indonesian consumers' trust toward batik	H_{4a} Not supported
H_{4b}: Perceived quality has a positive and significant effect on Malaysian consumers' trust toward batik	H_{4b} Supported
H_{5a}: Trust has a positive and significant effect on Indonesian consumers' purchase intention toward batik	H_{5a} Not supported
H_{5b}: Trust has a positive and significant effect on Malaysian consumers' purchase intention toward batik	H_{5b} Supported
H_{6a}: Perceived value has a positive and significant effect on Indonesian consumers' purchase intention toward batik through trust	H_{6a} Not supported
H_{6b}: Perceived value has a positive and significant effect on Malaysian consumers' purchase intention toward batik through trust	H_{6b} Not supported
H_{7a}: Perceived quality has a positive and significant effect on Indonesian consumers' purchase intention toward batik through trust	H_{7a} Not supported
H_{7b}: Perceived quality has a positive and significant effect on Malaysian consumers' purchase intention toward batik through trust	H_{7b} Supported

Based on the results of hypothesis testing presented on Table 11, it could be concluded that H_{1a}, H_{3a}, H_{3b}, H_{4b}, H_{5b}, and H_{7b} were supported, while the remaining were rejected. Based on these results, it could be concluded that in Indonesia, perceived value acts as the most important (and the only positive and significant) factor which could determine whether or not consumers will purchase batik, while in Malaysia it is the perceived

quality which have a positive and significant impact in affecting Malaysian consumers' purchase intention through trust.

4.3 Discussions

This study was conducted in order to determine the relative impact of both perceived value and perceived quality on consumers' purchase intention through trust toward batik products, in which this study was conducted both in Indonesia and Malaysia at the same period. Based on the results of data analyses, authors found such an interesting result, in which in Indonesia, perceived value serves as the only significant factor that affect consumers' purchase intention, while on the contrary, in Malaysia, it is the perceived quality which serves as the only significant factor affecting consumers' purchase intention toward batik through trust variable. In regard with the results obtained in Indonesia, the fact is that perceived value becomes the only variable which has a direct and significant impact toward purchase intention, while perceived quality does not. This shows that most Indonesians are known for purchasing batik not because of the quality, price, or some patterns which were crafted on the batik, but because of the benefits or value that they can get and perceive from purchasing or using it. The value in this case does not only necessarily means the financial benefits that consumers could get from purchasing or wearing batik, but also in terms of the psychological benefits they could get from the batik. As what has been explained in the introduction section of this article, most people perceive batik as a different kind of fabric or cloth compared to others, as it symbolises the culture or the tradition of Indonesia. Therefore, when people are purchasing batik, they will experience such feeling of 'pride' that they have toward Indonesia, in which such experience of feelings won't occur or happen when the same consumers are purchasing or wearing just an ordinary kind of cloth. Moreover, wearing or purchasing batik could also be perceived as representing the formality and 'love to the nation', which will further induce another kind of psychological benefit which once again they cannot feel when they're purchasing or wearing other kinds of cloth other than batik.

Therefore, when people could feel and get such 'psychological benefits' from purchasing or wearing batik, then there is a high chance for consumers to finally opt to actually purchase a batik compared to other kinds of fabric or cloth. Moreover, the insignificant impact of perceived quality on purchase intention further shows or underline that most Indonesians are not purchasing batik because of the price attached to it, but mainly because of all benefits that they could get from purchasing or wearing it. Therefore, it is understandable why only perceived value has a positive and direct impact toward consumers' purchase intention on batik products in Indonesia.

In contrary with the results obtained from Indonesia, those obtained from Malaysia revealed that neither perceived value nor perceived quality has a positive and direct impact toward consumers' purchase intention of batik products. However, perceived quality does have a significant impact toward purchase intention while being mediated by trust. In this case, such results underlined the phenomena in which most Malaysians are relying on their judgement or perceptions regarding whether the quality of batik is better than that of other kinds of fabric or cloth. Such judgement could lead or establish consumers' trust toward batik itself which could eventually affect their behaviour and intention of purchasing the batik itself. Moreover, as perceived value turns out to have an insignificant impact toward purchase intention, either directly or indirectly, then it could be understood that the cultural image of batik tends to be stronger in Indonesia as

compared to other countries (including Malaysia), then it is quite understandable why perceived value does not necessarily significantly affect consumers' intention in purchasing batik in Malaysia. Therefore, it could finally be concluded that it is the consumers' perceptions regarding the quality of batik that could strongly influence their purchasing behaviour and intention toward batik. After that, they feel that the batik they're going to purchase is made from such high-quality materials, and the overall quality of batik is much better than those of other kinds of fabric, then it will form trust in the consumers' mind toward the batik itself. On the other side, consumers in Malaysia will finally purchase the batik when their trust toward batik is strong enough in order to generate some kinds of intention toward purchasing the batik itself.

5 Conclusions, implications and suggestions

5.1 Conclusions

Based on the results obtained from the data analysis in this study, authors would like to conclude that in Indonesia, perceived value is revealed to be the only variable that could have a significant and positive impact toward influencing or inducing consumers' purchase intention toward batik in a direct manner, while on the contrary, it is the perceived quality which is revealed to be the only variable that has a significant impact toward purchase intention through trust.

5.2 Managerial implications

The results generated and discussed in this study could serve as an important reminder to all parties or individuals venturing out in the batik business, both in Indonesia and Malaysia. Based on these results, it is finally revealed that despite having the same (or closely similar) products in form of batik, and such a close relationships and resemblance to one another, the factors which affect or motivate consumers in both countries to purchase batik turns out to be different. In Indonesia, most consumers purchase batik based on the perceptions they have regarding the value of benefits they could get from it. Meanwhile, in Malaysia, it is the quality of batik itself which strongly motivates or influence consumers' purchase behaviour or intention toward the product. Therefore, for batik craftsmen and all the companies conducting business in Indonesian batik sector, it is strongly recommended that each and every company should be able to maintain a strong value of sacredness, proudness, and nationality within the batik that is produced or crafted in Indonesia, in which only by maintaining or preserving such values, the Indonesians will feel attracted in purchasing and wearing the batik.

On the other hand, for all batik craftsmen and all the companies conducting business in Malaysian batik sector, on the contrary to what have been suggested in Indonesia, companies should pay more attention to the quality of batik itself which is produced and sold to the consumers. In this case, the quality of batik could have such an integral role in affecting and establishing trust in the consumers' mind. Only when consumers have already believed and fully trusted the quality of batik, they will finally make purchasing activities toward the company for the batik products.

5.3 Limitations and directions for future research

Despite the rigorous nature of this study, several limitations still exist. First of all, this is a cross-sectional study, which could render the results obtained that is quite irrelevant to be generalised in other timeframes. Therefore, authors suggest that future studies could conduct a longitudinal study on this topic in order to better understand the impact or relationships among variables in a different timeframe. Furthermore, the focus of this study was in batik, in which, considering there might be another kind of product which represents or possesses a strong heritage of culture of a country. Therefore, authors suggest that future studies could explore other kinds of national products that have a similar characteristics or image regarding the countries in which these products are originated from. Next, the sample size or the total respondents of this study was roughly around 200 respondents, of which the results might be difficult to be generalised in the context of entire country. Therefore, authors suggest that future studies could further add the amount of sample size to enable the results to be generalised to the whole country. Moreover, further studies conducted in other countries are also suggested to increase the variability of the model which has been proposed in this study.

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