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EXPLAINING CONSUMER PURCHASE DECISIONS THROUGH STORE IMAGE, STORE ATMOSPHERE, AND WORD OF MOUTH: EVIDENCE FROM A BATIK RETAILER IN BALI

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ABSTRACT

Store image, store atmosphere, and word of mouth are key factors that shape consumers' perceptions, comfort, and confidence when making purchases. However, the inconsistent findings of previous studies regarding the influence of these three variables on purchasing decisions underscore the need for further research. This study aims to analyze the influence of store image, store atmosphere, and word of mouth on purchasing decisions among consumers of the Sari Amerta Batik Collection in Bali. The research sample consisted of 112 respondents who are consumers of the Sari Amerta Batik Collection in Bali. Data collection was conducted through the distribution of a questionnaire measured using a Likert scale with a range of values from 1 to 5. The data analysis technique used in this study is multiple linear regression analysis. The results indicate that store image has a positive and significant effect on purchase decisions among consumers of the Sari Amerta Batik Collection in Bali. Store atmosphere also has a positive and significant effect on purchase decisions among consumers of the Sari Amerta Batik Collection in Bali. Word of mouth has a positive and significant effect on purchase decisions among consumers of the Sari Amerta Batik Collection in Bali.

Keywords: store image, store atmosphere, word of mouth, purchase decision

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1. INTRODUCTION

The increasingly competitive business environment requires every company to have an effective marketing strategy. The batik industry has become a sector receiving significant attention in both domestic and international markets. In recent years, Indonesia's batik industry has experienced rapid growth. Batik is no longer merely traditional clothing; it has also become one of Indonesia's cultural icons, gaining global popularity. Every company operating in the batik fashion sector must be able to adapt its products to meet consumer needs and preferences.

Consumer purchasing decisions result from a complex evaluation process, in which consumers consider various factors before deciding to buy a product. This process begins when consumers recognize a need that must be met, followed by decisions regarding the place of purchase, brand, product model, quantity, transaction time, and payment method (Wardhana, 2024). Purchasing decisions are also influenced by consumer behavior, which is shaped through a series of stages, ranging from problem recognition, information search, evaluation of alternatives, to the purchase decision and post-purchase evaluation—whether the consumer is satisfied or not with the purchased product (Satria, 2023).

Consumer purchasing decisions are influenced not only by personal needs and preferences but also by the competitive environment surrounding the location where consumers make their purchases. One of the well-known batik businesses operating in Bali is Sari Amerta Batik Collection, which serves as a shopping destination for both local and international tourists. This business is located in a strategic area, namely Jalan Raya Batubulan, which is also the center of the batik industry. In this area, there are several

competitors with diverse characteristics and marketing strategies that serve as alternatives for consumers in making purchasing decisions. These conditions require Sari Amerta Batik Collection to continuously monitor factors that can influence consumer purchasing decisions in order to maintain its competitiveness.

Intense competition from various other batik businesses in the vicinity has led to fluctuating sales figures from month to month. This indicates that consumer purchasing decisions are not always consistent. This situation is believed to be influenced by various factors related to the shopping experience and consumers' perceptions of the store. To maintain stability and increase sales, the company needs to gain a deeper understanding of the factors that influence consumer purchasing decisions. Table 1 shows that the sales fluctuations occurring throughout 2024 at Sari Amerta Batik Collection indicate dynamics in consumer purchasing behavior.

Table 1. Sari Amerta Batik Collection Sales Data for 2024

No.	Month	Sales	Percentage (%) Change Sales
1.	January	1,072,669,767	-
2.	February	994,315,586	-7.29%
3.	March	1,026,074,572	3.19%
4.	April	1,157,660,103	12.82%
5.	May	1,530,203,258	32.18%
6.	June	1,347,392,815	-11.95%
7.	July	1,426,392,506	5.86%
8.	August	1,483,368,204	3.99%
9.	September	1,327,762,290	-10.50%
10.	October	1,387,074,602	4.47%
11.	November	1,180,910,382	-14.99%
12.	December	1,146,735,270	-2.89%
	TOTAL	15,080,559,335	-

Source: Sari Amerta Batik Collection, (2025)

One factor believed to influence purchasing decisions is store image. Several previous studies have stated that store image influences purchasing decisions. Putri et al., (2022), Suryawan et al., (2024), and Tiufany & Lina, (2024) obtained research results showing that store image has a positive and significant effect on consumer purchasing decisions. However, this contradicts the findings of Sulaiman et al. (2020), who stated that store image does not have a significant effect on purchasing decisions.

In addition to store image, store atmosphere is another factor that can influence purchasing decisions. Several studies support the importance of store atmosphere on purchasing decisions, such as the research by Septiani & Syaifullah (2023), Mulia et al. (2024), and Kevin & Simon (2024), which state that store atmosphere has a positive and significant effect on purchasing decisions. However, Hendarto et al., (2023) present differing results, stating that store atmosphere does not have a significant effect on purchasing decisions.

Another factor influencing purchasing decisions is word of mouth. This is supported by several previous studies that found word of mouth has a significant positive effect on purchasing decisions. These studies include those by Setiagraha et al. (2021), Putri Permatasari et al. (2023), and Lolaroh et al. (2025), which state that the word-of-mouth variable has a positive and significant effect on purchasing decisions. Different results were presented by Perdiansyah & Tarigan (2025), who found that word of mouth does not have a significant effect on purchasing decisions.

2. LITERATURE AND HYPOTHESIS

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen (1985), is an extension of the Theory of Reasoned Action (TRA) by Martin Fishbein and Ajzen (1975). This study uses the Theory of Planned Behavior as a grand theory to examine consumer purchasing decisions. In this theory, attitudes toward behavior, subjective norms, and perceived behavioral control form the basis for understanding how consumers plan and evaluate an action before making a purchase. Thus, the Theory of Planned Behavior can provide a comprehensive overview of the psychological factors that drive consumers in making purchasing decisions at the Sari Amerta Batik Collection.

Purchase Decisions

Pelupessy et al. (2024) state that decision-making is an integrative process that combines knowledge to evaluate two or more alternative behaviors and select one of them. Didik (2022), in his research, explains that a purchase decision is an activity, action, and psychological process undertaken by consumers before making a final decision to purchase a product or service with the aim of fulfilling the needs and desires of individuals, groups, and organizations.

Store Image

Store image refers to the impression or perception formed in the minds of consumers and the public regarding a shopping center, reflecting their experiences and evaluations of that store. Kim, as cited in Khohar & Hermanto (2024), states in his research that store image is the consumer's perception of a store's brand or products, formed through the consumer's experience with the store. This involves interactions with staff, brand image, as well as the store's physical and psychological attributes. Store image can be viewed as the picture formed in the minds regarding a store. This image encompasses consumers' perceptions and attitudes based on various stimuli related to the store, which are received through the human senses.

Store Atmosphere

Store atmosphere is a crucial physical characteristic for any business; it plays a role in creating a comfortable environment that aligns with consumer preferences, encouraging customers to linger in the store and indirectly prompting them to make purchases (Sugiharto & Anggraini, 2022). Meanwhile, according to (Farikhan & Soliha, 2024), store atmosphere is a combination of the store's physical characteristics—such as music, temperature, color, product displays, lighting, layout, architecture, and scent—which collectively create an image in customers' minds. Store atmosphere encompasses various elements such as product displays, unique design, facilities, uniforms, music, service, air quality, comfort, internal store traffic, layout, exterior, interior, and others that generate appeal for customers; when customers feel comfortable, this also sparks the desire to make a purchase.

Word of Mouth

Word of mouth (WOM) is a natural form of communication that occurs among individuals in daily life. According to Widyatsari et al. (2023), word of mouth is a non-commercial and personal form of marketing communication, in which consumers informally share information, experiences, and recommendations about a product or service with others. In line with this, Jakiyah et al. (2025) explain that word-of-mouth marketing is the oldest form of advertising, in which consumers voluntarily inform and recommend brands, products, or services to others based on their personal experiences. WOM plays a crucial role in the process of information dissemination and the formation of consumer perceptions regarding a brand or product. Through WOM, consumers have the power to act as marketers who actively influence others' purchasing decisions.

Hypothesis

The Influence of Store Image on Purchase Decisions

The Theory of Planned Behavior explains that a person's intention to perform an action is influenced by three main factors: attitude toward behavior, subjective norms, and the individual's perception of

control over that behavior. Store image is closely related to the aspect of attitude toward behavior. A positive store image can shape consumers' perceptions and attitudes toward the store and the products it offers. Several previous studies have also shown consistent results, such as those conducted by Putri et al. (2022), Suryawan et al. (2024), and Tiufany & Lina (2024), who found that store image has a positive and significant effect on purchase decisions. Based on the above explanation, the following research hypotheses can be formulated:

Hypothesis 1 (H_1): Store image has a positive and significant effect on purchasing decisions regarding the Sari Amerta Batik Collection.

The Effect of Store Atmosphere on Purchase Decisions

The Theory of Planned Behavior (TPB) explains that store atmosphere is closely linked to the aspect of perceived behavioral control—that is, the extent to which individuals feel they have control over the actions they will take, including purchasing decisions. A comfortable, well-organized, and attractive store atmosphere can boost consumers' confidence while shopping. Research conducted by Septiani & Syaifullah (2023), Mulia et al. (2024), and Kevin & Simon (2024) indicates that store atmosphere has a positive and significant influence on purchasing decisions. Based on this, the following hypotheses can be formulated:

Hypothesis 2 (H_2): Store atmosphere has a positive and significant effect on purchasing decisions at Sari Amerta Batik Collection

The Influence of Word of Mouth on Purchase Decisions

The Theory of Planned Behavior (TPB) explains that subjective norms describe the social influence that encourages individuals to act in accordance with the expectations of their surrounding environment. In the context of this study, word of mouth (WOM) functions as a form of interpersonal communication that can shape subjective norms through recommendations or positive experiences shared by friends, family, or the community. When consumers frequently hear positive stories about a product, they tend to follow this social pressure and are motivated to make a purchase. Thus, WOM becomes a crucial factor in shaping consumers' purchase intentions and behavior. These findings align with the results of studies conducted by Setiagraha et al. (2021), Putri Permatasari et al. (2023), and Lolaroh et al. (2025), which indicate that word of mouth has a positive and significant influence on purchasing decisions. Based on this, the following hypothesis can be formulated:

Hypothesis 3 (H_3): Word of mouth has a positive and significant effect on purchasing decisions regarding the Sari Amerta Batik Collection

3. RESEARCH METHOD

This study was conducted at the Sari Amerta Batik Collection, located in Bali. This study examines independent variables consisting of Store Image (X_1), Store Atmosphere (X_2), and Word of Mouth (WOM) (X_3), as well as the dependent variable, Purchase Decision (Y_1). The population for this study consists of Sari Amerta Batik Collection customers, the exact number of whom is unknown. The sample size in this study is 112 respondents, who are consumers of the Sari Amerta Batik Collection meeting the established criteria. The data collection methods used in this study include questionnaires and interviews. Subsequently, the data analysis process begins with a validation of the research instruments, comprising validity and reliability tests. Data analysis then continued with descriptive analysis and multiple linear regression analysis. After that, classical assumption tests were conducted, including normality tests, multicollinearity tests, and heteroscedasticity tests. This was followed by F-tests, coefficient of determination tests, and t-tests.

4. RESULTS AND DISCUSSION

Results of the Research Instrument Test

The validation of this research instrument consists of two tests: a validity test and a reliability test

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Table 2. Post-Test Results of the Validity Test

Variable	Statement Item	Pearson Correlation	Description
Purchase Decision (Y)	Y1.1	0.815	Valid
	Y1.2	0.791	Valid
	Y1.3	0.862	Valid
	Y1.4	0.560	Valid
	Y1.5	0.633	Valid
Store Image (X1)	X1.1	0.852	Valid
	X1.2	0.891	Valid
	X1.3	0.858	Valid
	X1.4	0.895	Valid
Store Atmosphere (X2)	X2.1	0.895	Valid
	X2.2	0.892	Valid
	X2.3	0.800	Valid
	X2.4	0.883	Valid
WOM (X3)	X3.1	0.923	Valid
	X3.2	0.903	Valid
	X3.3	0.863	Valid

Source: Data processed, 2025

Based on the validity test results in Table 2, all items in the Purchase Decision (Y), Store Image (X1), Store Atmosphere (X2), and Word of Mouth (X3) variables have Pearson correlation coefficients above 0.30. This indicates that each item accurately measures the variable construct, and thus the entire instrument is deemed valid.

Table 3. Post-Test Results of the Reliability Test

Variable	Number of Instruments	Cronbach's Alpha	Description
Purchase Decision (Y)	5	0.793	Reliable
Store Image (X1)	4	0.897	Reliable
Store Atmosphere (X2)	4	0.887	Reliable
WOM (X3)	3	0.875	Reliable

Source: Data processed, 2025

Table 3 shows that all research variables have Cronbach's Alpha values greater than 0.60, indicating that the research instrument has a good level of consistency. Therefore, the research instrument is deemed reliable and suitable for use as a measurement tool in this study.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Standard Error	Beta		
(Constant)	1.496	0.208		7.200	0.000
Store Image (X1)	0.356	0.077	0.451	4.624	0.000
Store Atmosphere (X2)	0.147	0.070	0.197	2.100	0.038
WOM (X3)	0.165	0.067	0.223	2.443	0.016

Source: Data processed, 2025

Table 4 shows that the multiple linear regression equation is as follows: Y = 1.496 + 0.356 X1 +

0.147 X2 + 0.165 X3

This regression equation can be explained as follows:

a) Constant (α): A regression coefficient of 1.496 implies that if Store Image (X1), Store Atmosphere (X2), and Word of Mouth (WOM) (X3) are all zero (0), then the Purchase Decision (Y) will remain at 1.496.
b) b1: The regression coefficient for the Store Image (X1) variable of 0.356 implies that an increase in Store Image (X1) will be followed by an increase in Purchase Decision (Y), assuming all other variables remain constant.
c) b2: The regression coefficient for the Store Atmosphere (X2) variable is 0.147, which means that an increase in Store Atmosphere (X2) will be followed by an increase in Purchase Decision (Y), assuming all other variables remain constant.
d) b3: The regression coefficient for the Word of Mouth (WOM) variable (X3) is 0.165, indicating that an increase in Word of Mouth (WOM) (X3) will be followed by an increase in Purchase Decision (Y), assuming all other variables remain constant.

Results of the Classical Assumptions Test

a. Normality Test Results

Table 5. Results of the Normality Test

		Unstandardized Residual
N		112
Normal Parameters [a, b]	Mean	0.0000000
	Standard Deviation	0.30476340
Most Extreme Differences	Absolute	0.081
	Positive	0.081
	Negative	-0.079
Test Statistic		0.081
Asympt. Sig. (2-tailed)		0.070[c]

Source: Data processed, 2025

The results of the normality test in Table 5 indicate that the data follow a normal distribution. This is evident from the Asymp. Sig. (2-tailed) value of 0.070. This value is greater than the significance threshold of 0.05. This confirms that the data are suitable for parametric statistical analysis.

b. Results of the Multicollinearity Test

Table 6. Results of the Multicollinearity Test

Independent Variables	Collinearity Statistics		Description
	Tolerance	VIF	
Store Image (X1)	0.357	2.803	No Multicollinearity
Store Atmosphere (X2)	0.386	2.589	No Multicollinearity
WOM (X3)	0.407	2.459	No Multicollinearity

Source: Data processed, 2025

The results of the multicollinearity test in Table 6 show that all independent variables have tolerance values greater than 0.10. These values indicate that there is no high correlation between the independent variables. The Variance Inflation Factor (VIF) values are also below 10 for all variables. This confirms that the regression model does not suffer from multicollinearity.

c. Heteroscedasticity Test Results

Table 7. Heteroscedasticity Test Results

Independent Variables	Sig.	Description

Store Image (X1)	0.407	Free Heteroscedasticity
Store Atmosphere (X2)	0.060	Free Heteroscedasticity
WOM (X3)	0.227	Free Heteroscedasticity

Source: Data processed, 2025

The results of the heteroscedasticity test in Table 7 show that all independent variables have significance values above 0.05. These values indicate that the residual variance does not show a specific pattern with respect to the independent variables. This condition indicates that the regression model has a consistent residual distribution. These results confirm that the regression model does not exhibit heteroscedasticity.

Simultaneous Test Results (F-Test)

Table 8. Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.845	3	5.948	62.310	0.000[b]
	Residual	10.310	108	0.095		
	Total	28.154	111			

Source: Data processed, 2025

The test results show a positive calculated F-value of 62.310 with a significance level of 0.000, which is less than 0.05. These values confirm that Store Image (X1), Store Atmosphere (X2), and Word of Mouth (WOM) (X3) have a positive and significant influence on Purchase Decision (Y) for the Sari Amerta Batik Collection. These overall results confirm that the research model meets the criteria for analysis in the next stage.

Coefficient of Determination Results

Table 9. Coefficient of Determination Results

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	0.796[a]	0.634	0.624	0.30897

Source: Data processed, 2025

In Table 9, the value of the Adjusted R-Square is 0.624. This means that the influence of Store Image (X1), Store Atmosphere (X2), and Word of Mouth (WOM) (X3) on Purchase Decision (Y) at Sari Amerta Batik Collection is 62.4% (0.624×100), while the remaining 37.6% is influenced by other factors outside the scope of this study.

Results of the Partial Test (t-Test)

Table 10 Results of the t-Test

Independent Variable	Calculated t-value	Significance Value
Store Image (X1)	4.624	0.000
Store Atmosphere (X2)	2.100	0.038
WOM (X3)	2,443	0.016

Source: Data processed, 2025

Table 10 shows the results of the t-test regarding the partial effects of store image (X1), store atmosphere (X2), and word of mouth (WOM) (X3) on Purchase Decision (Y). The test results are described as follows:

1) The Effect of Store Image (X1) on Purchase Decision (Y)
   The test results show a calculated t-value of 4.624, which is positive, and a significance level of 0.000, which is less than 0.05. These conditions indicate the rejection of Ho and the acceptance of H1. This finding proves that Store Image (X1) has a positive and significant effect on Purchase Decision (Y) at Sari Amerta Batik Collection. The first hypothesis proposed is proven.
2) The Effect of Store Atmosphere (X2) on Purchase Decision (Y)
   The test results show a calculated t-value of 2.100, which is positive, and a significance level of 0.038, which is less than 0.05. These results indicate the rejection of H0 and the acceptance of H2. This finding proves that Store Atmosphere (X2) has a positive and significant effect on Purchase Decision (Y) for the Sari Amerta Batik Collection. The second hypothesis proposed is proven.
3) The effect of Word of Mouth (WOM) (X3) on Purchase Decision (Y)
   The test results show a calculated t-value of 2.443, which is positive, and a significance level of 0.016, which is less than 0.05. These results indicate the rejection of Ho and the acceptance of H3. These findings prove that Word of Mouth (WOM) (X3) has a positive and significant effect on the Purchase Decision (Y) for the Sari Amerta Batik Collection. The third hypothesis proposed is proven.

Discussion

The Effect of Store Image (X1) on Purchase Decision (Y) for the Sari Amerta Batik Collection

Statistical data analysis results prove that Store Image (X1) has a positive and significant effect on Purchase Decision (Y) for the Sari Amerta Batik Collection. These results indicate that a positive store image enhances consumer confidence in making a purchase. Positive perceptions regarding the store's appearance, comfort, product variety, and service provided encourage consumers to feel confident and assured about the quality of the products offered. This trust plays a crucial role in shaping consumers' decisions to choose and purchase products at the Sari Amerta Batik Collection.

The results of this study support the Theory of Planned Behavior (TPB), which explains that a person's intention to perform an action is influenced by three main factors: attitude toward behavior, subjective norms, and the individual's perception of control over that behavior. Store image is closely related to the aspect of attitude toward behavior. A positive store image can shape consumers' perceptions and attitudes toward the store and the products it offers. When consumers have a positive attitude toward the store's image, they feel confident and motivated to make a purchase because they view the shopping experience at that store as satisfying and valuable. Thus, store image can be considered a key factor that stimulates the formation of consumer purchase intentions and decisions.

Several previous studies have also shown consistent results, such as those conducted by Putri et al. (2022), Suryawan et al. (2024), and Tiufany and Lina (2024), who found that store image has a positive and significant influence on purchase decisions. These findings reinforce the belief that store image strategies play a crucial role in encouraging consumers to purchase products.

The Effect of Store Atmosphere (X2) on Purchase Decisions (Y) at Sari Amerta Batik Collection
Statistical data analysis confirms that Store Atmosphere (X2) has a positive and significant effect on Purchase Decision (Y) for the Sari Amerta Batik Collection. These findings indicate that a comfortable store atmosphere can create an enjoyable shopping experience for consumers. The layout, lighting, cleanliness, and appropriate background music play a role in enhancing consumers' comfort and positive emotions while in the store. These conditions encourage consumers to spend more time, examine products more closely, and ultimately make a purchase decision.

These research results reinforce the Theory of Planned Behavior (TPB), which explains that store atmosphere is closely related to the aspect of perceived behavioral control—that is, the extent to which an individual feels they have control over the actions they will take, including purchase decisions. A comfortable, well-organized, and attractive store atmosphere can boost consumers' confidence while shopping. Elements
Factors such as good lighting, an organized layout, pleasant music, and appropriate scents can create a positive shopping experience. This supportive store environment fosters the belief that consumers can make purchases easily and enjoyably, thereby increasing the likelihood of a purchase decision.

These results align with various previous studies examining the role of store atmosphere in influencing consumer purchasing decisions. Research conducted by Septiani and Syaifullah (2023), Mulia et al. (2024), and Kevin and Simon (2024) shows consistent results, namely that store atmosphere has a positive and significant effect on purchasing decisions. The consistency of these findings strengthens the empirical evidence that a comfortable, attractive, and well-organized store atmosphere can create a positive shopping experience, thereby increasing confidence and encouraging consumers to make purchasing decisions.

The Effect of Word of Mouth (WOM) (X3) on Purchase Decisions (Y) at Sari Amerta Batik Collection
Statistical data analysis demonstrates that Word of Mouth (WOM) (X3) has a positive and significant effect on Purchase Decision (Y) regarding the Sari Amerta Batik Collection. These findings indicate that communication among consumers plays a crucial role in influencing purchase decisions. Information, experiences, and recommendations shared by other consumers can increase potential buyers' trust and interest in the products offered. The trust formed through word of mouth encourages consumers to feel more confident in choosing and making a purchase.

The results of this study reinforce the Theory of Planned Behavior (TPB), which explains that subjective norms reflect the social influence that drives individuals to act in accordance with the expectations of their surrounding environment. In the context of this study**,** word of mouth (WOM) functions as a form of interpersonal communication that can shape subjective norms through recommendations or positive experiences shared by friends, family, or the community. When consumers frequently hear positive stories about a product, they tend to follow this social pressure and are driven to make a purchase. Thus, word of mouth becomes a key factor in shaping consumers' purchase intentions and behavior.

The results of this study align with various previous studies examining the influence of word of mouth on consumer purchasing decisions. Research conducted by Setiagraha et al. (2021), Permatasari et al. (2023), and Lolaroh et al. (2025) reveals consistent findings, namely that word of mouth has a positive and significant influence on purchasing decisions. The consistency of these results strengthens the evidence that information, recommendations, and positive experiences shared among consumers can increase trust and encourage consumers to make purchasing decisions.

5. CONCLUSIONS AND LIMITATIONS

Based on the results of the analysis and discussion, it can be concluded that store image (X1) has a positive and significant effect on purchase decision (Y) for the Sari Amerta Batik Collection. This means that the better the store image of the Sari Amerta Batik Collection, the higher the consumers' purchase

decision regarding the Sari Amerta Batik Collection products. Store Atmosphere (X2) has a positive and significant effect on Purchase Decision (Y) for the Sari Amerta Batik Collection. This means that the better the store atmosphere created by the Sari Amerta Batik Collection, the higher the consumers' purchase decision regarding the Sari Amerta Batik Collection products. Word of Mouth (WOM) (X3) has a positive and significant effect on Purchase Decision (Y) regarding the Sari Amerta Batik Collection. This implies that the more positive the Word of Mouth (WOM) (X3) received by consumers regarding the Sari Amerta Batik Collection, the higher the consumers' purchase decision regarding the Sari Amerta Batik Collection products.

Future researchers are advised to include additional variables such as customer experience and perceived authenticity, which are relevant to culturally-based batik products, as well as to use a larger sample size and expand the research locations to ensure that the results are more representative and generalizable. Additionally, a longitudinal method could be employed to observe changes in the influence of these variables on purchasing decisions over the long term.

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