


Analysis of Price and Product on the Purchase Behavior of Bekasi Batik Consumers Mediated by Purchase Intention

Rastansya Anandhika¹, Wahyudi David²

¹Master of Management, Bakrie University Jakarta, ²Lecturer of Master of Management, Bakrie University Jakarta

Article Info	ABSTRACT
Keywords: Price, Product, Purchase Intention, Purchase Behavior	Bekasi Batik, as a local product, has the potential to grow, but still faces challenges in attracting consumer interest and purchase behavior. This study aims to examine the direct effects of price and product on purchase intention and purchase behavior, as well as their indirect effects on purchase behavior through purchase intention. This research uses a quantitative approach with data collected from 96 Batik Bekasi consumers through a Google Form. Respondents consisted of consumers who made purchases directly at the Kombas workshop (East Bekasi/Blueplaza) and those who purchased online, with data analyzed using SmartPLS 3.2.9. The results show that price and product significantly influence purchase intention, but only product has a direct effect on purchase behavior, while price does not. Purchase intention acts as a significant mediator in strengthening the influence of price and product on consumer purchase behavior toward Batik Bekasi.
This is an open access article under the CC BY-NC license 	Corresponding Author: Rastansya Anandhika Master of Management, Bakrie University Jakarta rastansyaanandhika@gmail.com

INTRODUCTION

The Indonesian fashion industry is currently experiencing rapid growth, in line with improving lifestyles and global trends. The fashion industry is no longer merely seen as fulfilling clothing needs, but has become a part of identity, lifestyle, and a symbol of social status. One fashion product that holds high cultural value and is a hallmark of the Indonesian nation is batik. Batik fashion has also become a favorite uniform among civil servants, state-owned enterprises, and private sector employees. Not only is it a favorite fashion uniform, but batik fashion has been widely designed for party wear, casual wear, home wear, beachwear, and almost all the clothing styles we wear every day (Akhbar, 2022).

UNESCO believes that batik plays a significant role in Indonesian life. It's not just everyday wear, but also attire for important events and rituals. Batik is also considered a cultural work that records the history of interactions between the people of the archipelago and other nations. According to data from the Ministry of Industry's Center for Crafts and Batik (BBKB), there are 3,159 registered batik businesses throughout Indonesia (Ahdiat, 2022).

Batik fashion has also won a place in the hearts of consumers in other countries because of the uniqueness of its patterns and the beauty of its designs. Many batik producers from regions in Indonesia export batik to other countries because of the high quality and artistic

value contained in their works. This shows the great contribution of Indonesian Batik producers in promoting Indonesian cultural heritage to the global level. Based on the report published by the Ministry of Trade of the Republic of Indonesia, it can be seen "In the period January-November 2023, Central Java and West Java were the main batik exporting provinces in Indonesia, the export share of the two provinces reached 80.54%, batik exports from Central Java amounted to USD 324.82 million or 54.97% of total Indonesian batik exports, batik exports from West Java amounted to USD 151.08 million or 24.57% of total Indonesian batik exports." (Ministry of Trade, 2023) .

The background is that Bekasi City is a Patriot City, a city that has experienced physical struggle against the Allied Forces in the war of independence and to commemorate the struggle for Indonesian independence, this is what is raised as the theme and special characteristic of Bekasi batik. The Bekasi City Batik pattern whose idea originates from the struggle of the Bekasi people, which most distinguishes Bekasi batik from other batik, became the beginning of the development of Bekasi batik. According to Fitinline (2023) Examples of batik patterns originating from the struggle of the Bekasi people, namely the Bekasi Monument Batik Pattern, Bendo Pattern, Sharp Bamboo Pattern, Kali Bekasi Monument Pattern, Bekasi People's Struggle Monument Pattern, Gedung Juang Pattern. The colors used in Bekasi batik also come from the spirit of struggle and describe Bekasi City itself, for the colors used include Red, Yellow (Symbolizing the fighting spirit), Green, blue (indicating the geography of Bekasi which is in an area that has many swamps) (Fitinline, 2023).

This research is important because Bekasi batik, as part of local cultural heritage, has not received the same attention and recognition as batik from other regions such as Solo, Yogyakarta, or Pekalongan. This lack of popularity has resulted in low public purchasing intentions and limited effective promotional strategies. Therefore, this study aims to examine consumer purchasing behavior towards Bekasi batik in order to find the right approach to increase its attractiveness and selling value in both local and national markets.

It is crucial for Bekasi batik MSMEs to understand the dominant factors influencing consumer purchasing behavior, as this is key to designing more effective and targeted marketing strategies. By understanding what consumers truly consider when purchasing batik, including motifs, price, quality, and cultural values, MSMEs can develop products that better meet market needs and preferences. The results of this study are expected to serve as a strategic reference in product development and increase the competitiveness of Bekasi batik in the competitive national batik industry.

Literature Review

Marketing strategy

Marketing is a process of analysis, planning, implementation, coordination and control of marketing programs which include product policies, prices, promotions and distribution of products, services and ideas offered to create and increase the exchange of benefits with the target market in an effort to achieve organizational or company goals (Adullah, 2016).

Price

Price is a value established to serve as a benchmark for the value of an item. Price is a

means of exchange used to obtain a product or service for a certain amount of money. Price is what is required to obtain a combination of services and products by paying a specified amount of money (Wijayanthi & Dewi, 2022). Price is a determining factor in product selection, which in turn influences purchasing intentions (Puji, Saputri, Aprianti, Arisandi, Ikasanti, & Wahyuni, 2021). According to Kotler & Armstrong (in Japarianto & Adelia, 2020), price is the sum of all values provided by customers to obtain the benefits of owning or using a product or service.

Product

A product is anything produced to meet consumer needs, whether in the form of services, goods, or virtual products. In this digital era, products are not limited to physical products or services. Companies can also create virtual products such as websites, applications, and the like (Wijayanthi & Dewi, 2022). According to Kotler and Keller, a product is anything that can be offered to a market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Sukma, Hermina, & Novan, 2020). According to Wijayanti, a product is anything that is bought and sold with the aim of gaining profit from the creativity of an individual, marketing team, or company (Bakti, Hairudin, & Alie, 2022).

Purchase Intention

Purchase Intention is a consumer behavior that arises in response to an object that indicates a person's desire to make a purchase. According to Kotler and Keller (2016), purchase intention is how likely a customer is to purchase a brand and service or how likely a customer will switch from one brand to another. According to Schiffman and Kanuk (in Rosdiana & Haris, 2018), consumer purchase intention is a psychological aspect that has a fairly significant influence on behavior in attitudes, consumer assessments of their products that depend on insight related to information about the function of a product. This purchase intention creates a motivation that is continuously recorded in the mind and becomes a very strong desire that ultimately when a consumer has to fulfill his needs will actualize what is in his mind.

Purchasing Behavior

Purchasing behavior is a real action of a buyer in purchasing a particular brand (Howard & Seth, in Wafi, 2022)). According to Prahjo (in Rizqy & Ridanasti, 2024), purchasing behavior refers to the act of searching for and purchasing a product or service by interacting directly with the store. Consumers who shop do so not only to make direct product purchases but also to obtain information such as product feature comparisons, prices, and after-purchase services that they will receive if they decide to buy a product from a particular store. According to Setiadi (in Prasetyo, 2021), consumer purchasing behavior is an action directly involved in obtaining, consuming, and disposing of a product or service, including the decision process that precedes and follows this action.

RESEARCH METHODS

This study uses a quantitative approach with a descriptive casual research type. This approach is used to examine the influence of two independent variables, namely Price and

Product, on the dependent variable, namely Purchase Behavior, which is mediated by Purchase Intention. Quantitative research was chosen because the data used are numerical and statistically analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This analysis is conducted to examine the relationship between variables and identify direct and indirect (mediation) influences between variables in the research model. Statistical processing of numerical data is the focus of this study. Sugiyono (2022) emphasized that broad population information can be obtained through quantitative research.

The population in this study were consumers of Bekasi batik who came directly to the Kombas workshop located in East Bekasi (Blueplaza) or purchased online that the researcher met or knew about Bekasi Batik products so that the nature of the population was non-probability sampling. The sample in this study were individuals who met the following criteria: (1) Domiciled in Bekasi City or Regency, (2) Have purchased or know about Bekasi Batik products, (3) Willing to fill out the questionnaire voluntarily. The sample size was taken using the Hair formula (2019). This formula is used because the population size is not yet known for certain and suggests that the minimum sample size is 5-10 times the indicator variable. So the number of indicators is 16 indicators multiplied by 5 (16 x 6 = 96). So through calculations based on this formula, the number of samples to be studied is 96 people.

RESULTS AND DISCUSSION

Measurement Model Analysis (Outer Model)

Convergent Validity Test

An indicator is considered valid if it has an outer loading value above 0.7 for each instrument. However, an outer loading value of 0.5 is still considered sufficient (Ghozali, 2021). The following is the outer loading of the study:

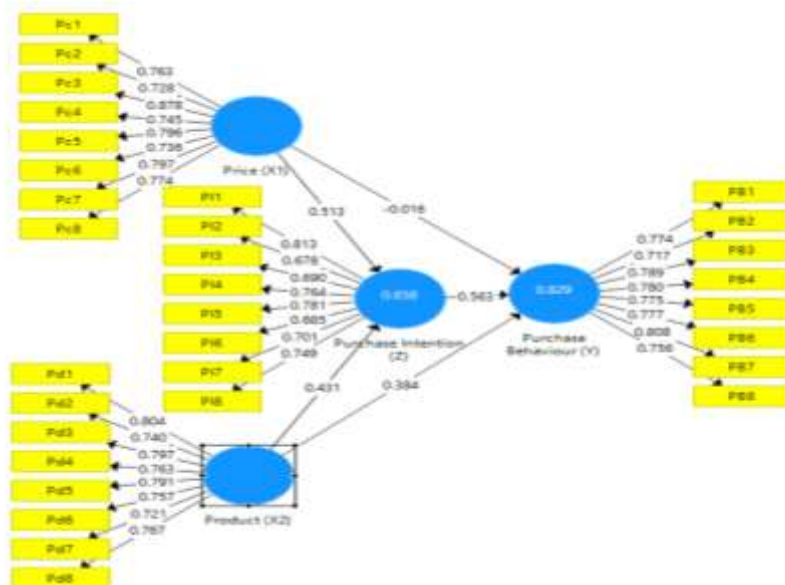


Figure 1.1 Outer Loading Results

Source: Output, Primary Data Processed by SmartPLS 3.2.9 92025)

Discriminant Validity Test

Discriminant Validity is the cross-loading value used to determine whether a construct has adequate discriminant properties. Discriminant Validity can be seen from the square of Average Variance Extracted (AVE) value. Discriminant Validity, or correlation value, is considered valid if $AVE > 0.5$, and the correlation value is considered valid if $AVE < 0.5$ (Ghozali, 2021).

Table 1.1 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Price (X1)	0,606
Product (X2)	0,590
Purchase Intention (Z)	0,539
Purchase Behaviour (Y)	0,597

Source: Output, Primary Data Processed by SmartPLS 3.2.9 (2025)

Based on table 1.1 above, it can be concluded that the Average Variance Extracted (AVE) value of all variables is > 0.5 , which means that all variables are declared valid.

Reliability Test

Reliability testing is assessed through composite reliability, a variable can be said to have good reliability if the composite reliability value has a value > 0.7 (Ghozali, 2021).

Table 1.2 Composite Reliability

Variable	Composite Reliability	Note
Price (X1)	0,925	Reliable
Product (X2)	0,920	Reliable
Purchase Intention (Z)	0,903	Reliable
Purchase Behaviour (Y)	0,922	Reliable

Source: Output, Primary Data Processed by SmartPLS 3.2.9 (2025)

Based on table 1.2 above, it can be concluded that the composite reliability value of all constructs is > 0.7 , which means that all constructs meet the composite reliability criteria and each construct in this study has a high reliability value.

Measurement Model Analysis (Inner Model)

Hypothesis Analysis

The hypothesis testing in this study can be seen in the path coefficient table, which serves to test whether a hypothesis can be accepted or rejected. The path coefficient criteria are 5%, with $t = 1.96$. If the t-statistic value is greater (>1.96), the hypothesis is declared significant. The path coefficient table for this study is as follows:

Table 1.3 Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Purchase Intention	0,513	0,503	0,106	4,825	0,000
Product ->	0,431	0,437	0,101	4,256	0,000

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Purchase Intention					
Price -> Purchase Behaviour	-0,016	-0,020	0,129	0,123	0,902
Product -> Purchase Behaviour	0,384	0,392	0,136	2,835	0,005
Purchase Intention -> Purchase Behaviour	0,563	0,555	0,122	4,626	0,000

Source: Output, Primary Data Processed by SmartPLS 3.2.9 (2025)

To test the hypothesis between the price variable and purchasing behavior mediated by purchase intention and the product variable and purchasing behavior mediated by purchase intention, a Bootstarringing -> Specific Indirect Effects test was conducted with the following results:

Table 1.4 Specific Indirect Effects

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Purchase Intention -> Purchase Behaviour	0,288	0,277	0,081	3,564	0,000
Product -> Purchase Intention -> Purchase Behaviour	0,243	0,245	0,086	2,825	0,005

Source: Output, Primary Data Processed by SmartPLS 3.2.9 (2025)

The Effect of Price on Purchase Intention The results of this study indicate that the Price variable (X1) has a significant effect on Purchase Intention (Z) among Bekasi Batik consumers. The results based on the path coefficient test on the inner model which shows the t-statistic results for the Price variable are 4.825 and P values 0.000 are declared significant because the t-statistic value is > 1.96 ($4.825 > 1.96$) and P values < 0.05 ($0.000 < 0.05$). This indicates that the better the consumer perception of the price of Bekasi Batik, the higher their purchase intention. Prices that are considered reasonable, affordable, and commensurate with quality are the main considerations for forming purchase intention. According to Kotler and Keller (2016), a fair price forms a positive value perception that triggers the desire to buy. This is also in line with the research of Diansyah and Utami (2022), which states that Price has a significant influence on Purchase Intention. Bekasi Batik Entrepreneurs must set prices for their products that are in accordance with the quality, benefits, and competitive in order to be able to form consumers' purchasing intentions for Bekasi Batik.

The Influence of Products on Purchase Intentions The results of this study indicate that the Product variable (X2) has a significant effect on Purchase Intentions (Z) in Bekasi Batik consumers. The results based on the path coefficient test on the inner model which shows the t-statistic results for the Product variable are 4.256 and P values 0.000 are declared significant because the t-statistic value is > 1.96 ($4.256 > 1.96$) P values < 0.05 ($0.000 < 0.05$). Product characteristics such as quality, design, uniqueness of motifs, material comfort, and reflecting local cultural identity can shape positive perceptions and consumer purchase intentions. Kotler and Armstrong (2018), stated that product attributes such as quality and aesthetics play a major role in shaping purchase intentions. These results are in line with Angelica L's research (2022), which states that Products have a significant influence on Purchase Intentions. Batik products must be designed not only aesthetically, but also have cultural values and uniqueness to trigger a strong desire to buy.

The Influence of Price on Purchasing Behavior The results of this study show that the Price variable (X1) does not influence Purchasing Behavior (Y) of Bekasi Batik Consumers. The results based on the path coefficient test on the inner model which shows the t-statistic results for the Price variable are 0.123 and P values 0.902 are declared insignificant because the t-statistic value < 1.96 ($0.123 < 1.96$) P values > 0.05 ($0.902 > 0.05$). It can be interpreted that the price has no influence on the purchasing behavior of Bekasi Batik consumers. Even though consumers have a perception of prices that are considered reasonable, affordable, and in accordance with the quality, they do not necessarily immediately buy the product. This is caused by other factors such as not being urgent, financial problems, and others. The results of this study are in line with research in the journal Davis and Berlianto (2025) which states that Price has no influence on Purchasing Behavior. Price is one of the important elements in marketing strategy, in the context of Bekasi Batik, price is not the main determining factor that encourages consumers to actually make purchases. Price must be supported by other strategies to encourage actual purchases.

The Influence of Products on Purchasing Behavior The results of this study indicate that the Product variable (X2) has a significant effect on Purchasing Behavior (Y) in Bekasi Batik consumers. The results based on the path coefficient examination in the inner model which shows the t-statistic results for the Product variable are 2.835 and P Values 0.005 are declared significant because the t-statistic value is > 1.96 ($2.835 > 1.96$) P Values < 0.05 ($0.005 < 0.05$). It can be interpreted that positive perceptions of batik products have an impact on purchasing behavior. High-quality, unique, and culturally valuable products create a desire to buy. The results of this study are in line with the research of Purnama, Maryam, and AY (2020), which states that products have a significant effect on purchasing behavior. In this study, the quality, design, uniqueness, and cultural value of Bekasi Batik products play an important role in encouraging consumers to make purchases.

The Influence of Purchase Intention on Purchasing Behavior The results of this study indicate that the Purchase Intention variable (Z) has a significant effect on Purchasing Behavior (Y) in Bekasi Batik consumers. The results based on the path coefficient test on the inner model which shows the t-statistic results for the Purchase Intention variable are 4.626 and P Values 0.000 are declared significant because the t-statistic value is > 1.96 ($4.626 > 1.96$) P Values < 0.05 ($0.000 < 0.05$).

1.96) and P values < 0.05 ($0.000 < 0.05$). It can be interpreted that purchase intention has a significant influence on the purchasing behavior of Bekasi Batik consumers. According to Ajzen (1991), consumers who have a strong intention to buy will usually actually buy if there are no obstacles. The results of this study are in line with the research of Sherly and Ruswanti (2024), which states that purchase intention influences purchasing behavior. Strategies must be directed at strengthening purchase intention to shape purchasing behavior.

The Effect of Price through Purchase Intention on Purchasing Behavior The results in this study indicate that the Price variable (X1) before being mediated by Purchase Intention has no effect on Purchasing Behavior (Y) in Bekasi Batik consumers with a t-statistic value of 0.123 and P Values of 0.902. While the results based on the path coefficient test on the inner model t-statistic of hypothesis 6 after being mediated by Purchase Intention are 3.564 ($3.564 > 1.96$) and P Values of 0.000 ($0.000 < 0.05$). Then the hypothesis 6 test stated that the direct effect value is 0.123 and the indirect effect is 3.564, which means that the Purchase Intention variable is able to fully mediate the influence of the price variable on purchasing behavior in Bekasi Batik consumers. The results of this study are in line with research in the journal Yunovirul (2022) which states that Purchase Intention is able to mediate Price on Purchasing Behavior. The results of this study indicate that price does not directly influence consumer purchasing behavior, but it does have a significant indirect effect through purchase intention. This means that a perceived appropriate or attractive price will increase consumer purchase intention, and this purchase intention is what drives consumers to actually make a purchase.

The Influence of Product through Purchase Intention on Purchasing Behavior The results in this study indicate that the Product variable (X2) before being mediated by Purchase Intention has an effect on Purchasing Behavior (Y) in Bekasi Typical Batik Consumers with a t-statistic value of 2.835 and P Values of 0.005. While the results based on the path coefficient test on the inner model t-statistic hypothesis 7 after being mediated by Purchase Intention are 2.825 ($2.825 > 1.96$) and P Values of 0.005 ($0.005 < 0.05$). Then the hypothesis 7 test stated that the direct influence value is 2.835 and the indirect influence is 2.825, which means that the Purchase Intention variable is able to partially mediate the influence of the product variable on purchasing behavior in Bekasi Batik consumers. The results of this study are in line with research in the journal Yunovirul (2022) which states that Purchase Intention is able to mediate Products on Purchasing Behavior. These results indicate that product characteristics (such as quality, design, motif, and comfort) directly influence consumer purchasing behavior, but when this influence is mediated by Purchase Intention, the effect remains the same. Batik marketing strategies must strengthen product perception while fostering purchase intention to ensure consistent and repeat purchases.

CONCLUSION

This study aims to analyze the influence of price and product on consumer purchasing behavior of Bekasi Batik with purchase intention as a mediating variable. Based on the results of data analysis using the SEM-PLS approach, it is concluded: (1) Price has a significant effect on purchase intention, as evidenced by the t-statistic value of 4.825 ($p=0.000$). This shows

that consumers who consider the price of Bekasi Batik affordable and in accordance with its benefits have a greater purchase intention, (2) Product has a significant effect on purchase intention, as evidenced by the t-statistic value of 4.256 ($p=0.000$). The quality of materials, motifs, and attractive designs are proven to be able to increase consumer purchasing intention towards Bekasi Batik, (3) Price does not have a direct effect on purchasing behavior, as evidenced by the t-statistic value of 0.123 ($p=0.902$). Although consumers consider the price of Bekasi Batik affordable and in accordance with its quality, this factor is not strong enough to encourage purchasing behavior. These findings indicate that purchasing decisions are influenced by other variables, (4) Products have a significant effect on purchasing behavior, as evidenced by the t-statistic value of 2.835 ($p=0.005$). Consumers who assess Bekasi Batik products as high quality and have a local cultural identity are more motivated to make purchases, (5) Purchase intention has a significant effect on purchasing behavior, as evidenced by the t-statistic value of 4.626 ($p=0.000$). This shows that the stronger the consumer's purchase intention to buy Bekasi Batik, the more likely they are to actually make a purchase. Thus, purchase intention is proven to be the main factor that drives the formation of purchasing behavior, (6) Purchase intention mediates the influence of price on purchasing behavior, as evidenced by the t-statistic value of 3.546 ($p=0.000$). This shows that the perception of affordable prices and appropriate benefits is not enough to encourage purchases directly, but is able to increase purchase intentions first. When the purchase intention is formed, it will significantly encourage purchasing behavior towards Batik Bekasi consumers, (7) Purchase intention mediates the influence of the product on purchasing behavior, as evidenced by the t-statistic value of 2.825 ($p = 0.005$). This proves that in addition to having a direct influence on purchasing behavior, consumer perception of the product (quality, motif, and design) is also able to increase purchase intention first. The formed purchase intention then encourages purchasing behavior. Thus, the existence of purchase intention strengthens the influence of the product on purchasing behavior among Batik Bekasi consumers.

REFERENCES

- Adi, P., Maryam, S., & Burhanudin, B. (2020). Culture, Store Atmosphere, and Product Quality on Batik Purchasing Behavior in Shops in the Laweyan Batik Village Area. *Jurnal Widya Ganecwara*, 10(4), 1–10. <https://doi.org/10.36728/jwg.v10i4.1221>
- Adullah, T. (2016). *Marketing Management*. In Jakarta: PT Raja Grafindo Persada.
- Ahdiat, A. (2022). These are the 10 Provinces with the Most Batik Producers. <https://Databoks.Katadata.Co.Id/Datapublish/2022/10/02/Ini-10-ProvinsiYang-Punya-Produsen-Batik-Terbanyak,tahun2021,2022>.
- Akhbar, MA (2022). Market Opportunity: Batik Fashion. 10, 1–10. <https://ukmindonesia.id/baca-desisi-posts/peluang-pasar-fashion-batik/>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amal, K., & Hafasnuddin. (2017). The Influence of Price and Trust on Online Purchase Intention with Perceived Value as a Mediating Variable (A Study of Blibli.com

- Consumers in Banda Aceh City). *Scientific Journal of Management Economics Students*, 2(1), 252–266.
- Anabila, EF, & Susila, I. (2024). The Effect of Marketing Mix on Consumer Purchase Interest. *Scientific Journal of Unity Management*, 12(2), 481–490. <https://doi.org/10.37641/jimkes.v12i2.2493>
- Ariyanti, W., Sari, R., & Sanjaya, VF (2021). The Influence of Product Quality and Price on People's Online Purchase Intentions. *Jurnal Ekonomi Sakti*, 10(2), 38–43.
- Bakti, U., Hairudin, H., & Alie, MS (2022). The Effect of Service Quality, Product, and Price on Purchase Intention at Lazada Online Stores in Bandar Lampung. *Journal of Economics*, 22(1), 101–118. <https://doi.org/10.59141/comserva.v1i10.135>
- Dewa, RP, & Untarini, N. (2023). The Influence of Product Quality, Product Design, and Product Features on Purchase Intention of Bata Sneakers (A Study of Potential Consumers of Bata Sneakers). *Jurnal Ilmiah Wahana Pendidikan*, 9(25), 697–707. <https://doi.org/https://doi.org/10.5281/zenodo.10433966>
- Diansyah, D., & Utami, R. (2022). the Influence of Price and Promotion on Purchase Intention in Moderating Consumer Behavior. *Budapest International Research and Critics Institute - Journal*, 5(2), 14994–15008. <https://doi.org/10.33258/birci.v5i2.5376>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). Dryden Press.
- Fatma, N., Irfan, NF, & Latiep, IF (2021). Analysis of Product Purchase Decisions Using Perceived Price and Product Quality. *SEIKO: Journal of Management & Business*, 4(2), 533–540.
- Ferdian, F. (2024). Analysis of Determining the Cost of Production in Setting Selling Prices at CV. MM Undangan Pekanbaru Reviewed According to Islamic Economics (Vol. 15, Issue 1).
- Ghozali, PHI (2021). *Concepts, Techniques, and Applications Using SMARTPLS 3.2.9*. In @2021 Publishing Agency - Undip (Diponegoro University, Semarang).
- Ministry of Trade. (2023). *Realization of Indonesian Batik Exports and Imports for the 2018-2023 Period (January-March) Data and Information System Center*. Data and Information System Center, Secretariat General of the Ministry of Trade, 2023, 1–8.
- Khalis, MS, & Rimawan, M. (2022). The Effect of Consumer Behavior on Purchase Interest in Bogasari Martabak Products in Bima City. *Journal of Profitability Management Science*, 6(1), 108–115. <https://doi.org/10.26618/profitability.v6i1.6959>
- Kotler, P. (2018). *Marketing Management*. In Jakarta: PP Indeks Grup Gramedia.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, 17th Global Edition. In New York: Pearson Education Limited.
- Tjiptono, F. (2017). *Management Marketing Services (theory and practice)*. In Jakarta: Salemba Four .