



A Journal of Culture, English Language, Teaching & Literature

ISSN 1414-3320 (Print), ISSN 2502-4914 (Online)

Vol. 22 No.2; December 2022

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Preserving Batik Based on Buying Intention, Concern on the Environment and Self-Expressive Benefits

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Received: 06-07-2022

Accepted: 19-12-2022

Published: 30-12-2022

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Abstract: Batik reaches its international popularity since it is awarded as the Indonesian cultural heritage. Batik craftsmen initiate to produce natural dyed batik as the response to the environmental issues resulted to batik production. Consumers' intention on green product has been increasing along the time. They are willing to pay higher price for green product since they can get psychological benefits in expressing their green orientation. Such consumers usually show awareness and show concern toward the environment. The study aims to analyze concern toward the environment, self-expressive benefits, and intention to buy green product of natural dyed batik as the approach to determine ways in preserving batik. Survey using questionnaire was conducted to the customers of batik Siri. The questionnaire was distributed using Google form and the data was analyzed using descriptive analysis supported by linear regression. The result indicates that intention to buy the batik is influenced by self-expressive benefits and concern toward the environment. The management of Siri must innovate the product and do marketing communication to leverage customers self-expressive benefits and increase positive attitude toward the environment.

Key words: green attitude, green product, purchase intention, self-expressive benefit

Abstrak: Batik mencapai popularitas internasional karena dianugerahi sebagai warisan budaya Indonesia. Para perajin batik mulai memproduksi batik pewarna alami sebagai respon terhadap

permasalahan lingkungan yang ditimbulkan dari produksi batik. Minat konsumen terhadap produk ramah lingkungan semakin meningkat seiring

berjalannya waktu. Mereka bersedia membayar harga lebih tinggi untuk produk ramah lingkungan karena mereka bisa mendapatkan manfaat psikologis dalam mengekspresikan orientasi ramah lingkungan mereka. Konsumen seperti ini biasanya menunjukkan kesadaran dan kepedulian terhadap lingkungan. Penelitian ini bertujuan untuk menganalisis kepedulian terhadap lingkungan, manfaat ekspresi diri, dan niat membeli produk ramah lingkungan berupa batik celup alami sebagai pendekatan untuk mengetahui cara melestarikan batik. Survei menggunakan kuesioner dilakukan kepada pelanggan batik siri. Kuesioner disebarluaskan menggunakan Google form dan data dianalisis secara deskriptif dengan didukung regresi linier. Hasil penelitian menunjukkan bahwa niat membeli batik dipengaruhi oleh ekspresi diri yang bermanfaat dan kepedulian terhadap lingkungan. Manajemen Siri harus melakukan inovasi produk dan melakukan komunikasi pemasaran yang dimaksudkan untuk memanfaatkan manfaat ekspresi diri pelanggan dan meningkatkan sikap positif terhadap lingkungan.

Kata kunci: sikap ramah lingkungan, produk ramah lingkungan, niat membeli, manfaat ekspresi diri

INTRODUCTION

Batik is considered as one of the intangible cultural heritage of humanity by UNESCO (UNESCO, 2022; Setiawan & Prajna, 2013). Batik permeates the lives of Indonesians from birth to death and even the garments play the central roles in certain rituals such as birth, marriage, pregnancy, and death. This is why the patterns printed on batik usually reflects particular symbols that are in accordance to the event. Because UNESCO awarded batik as the cultural heritage of Indonesia on October 2nd, 2009, the date is then set as the national batik day (Steelyana, 2012) for Indonesians. Ever since then, Batik is getting its international popularity.

Referring to UNESCO (2022), the craft of batik is intertwined with the cultural identity of the Indonesian people that influence families to pass down the craft for generations. Many people craft batik for commercializing it and the batik industry has been growing tremendously. At the beginning, batik was crafted as hand writing in which the artisan expresses their creativity and spirituality through certain colours or designs. Since producing the hand writing one takes time, the price of the batik consequently becomes higher. For

this reason, people then created printed batik that are much cheaper and can be produced quickly for massive sales.

It is interesting to note that the production of batik has created an issue related to environment concerns. Synthetic dyes used in the production process are mutagenic and carcinogenic which can trigger cancer and hinder photosynthesis in the water due to the wax remnant and dense colour of the wastes are blocking the sun to interact with water and pollute the ecosystem in the water (Putri, et al., 2021). Recognizing the negative effects on the environment, some batik craftsmen have installed the waste management system. Some others innitiate to produce environmentally friendly batik by using natural dyes (Agustini, et al., 2019). This is in line with the trend of higher intention toward green product that has created new markets and encourages companies to be environmentally responsible and ethical (Chu & Yazdanifard, 2013). Even, Chu and Yazdanifard (2013) stated that consumers use green product more excessively than those who do not.

Natural-dyed batik is considered a green product. Green product is a product that is decomposable, poison free, and environmentally friendly (Ying-ching & Chang, 2012). Consumers' awareness to buy green product is inceasing even though those who actually buy it is still limited because green products are usually higher in their price (Papanagiotou, Tzimitra-Kalogianni, & Melfou, 2013). Nevertheless, Chen and Chang (2013) concluded that consumers still want to buy green product even though the price is high because they believe that they can reduce negative impact on the environment and health. By buying natural-dyed batik (or green batik), people may consider that they do not only preserve batik as the cultural heritage but also participate in green program.

Psychologically, consumers are willing to pay higher for a green product if they can get psychological benefit resulted from the satisfaction generated from positive emotion with good purpose (Allison et al, 2013). According to Hartmann and Apaolaza-Ibanez (2011), such benefit is a self-expression created from consumption that puts concern on the environment termed as self-expressive benefits.

This study aims to analyse green batik and how it concerned the environment, its self-expressive benefits, and how the consumers' intention to buy green product becomes an approach to determine the possible ways of preserving batik. For this reason, this research takes the natural dyed batik of Siri (pseudo name) as the green product to analyze. Siri is a fashion business that exists to express the concern on the environment and welfare of its craftsmen.

The organic wastes resulted from the dying process is considered as safe for the environment. Siri puts ethical concern as the priority by focusing on the environment and the people involved in the business. This study combines the natural dyed batik as a cultural product and a green product. The results of the research is believed to give insight on how to preserve batik based on the perception of batik as a green product.

LITERATURE REVIEW

In Javanese, the word "batik" is pronounced with "tha" which emphasizes that batik is a series of dots that are connected to each other to form a certain pattern or design on a fabric (Wulandari, 2011). Batik is dyed by craftsmen who draw designs on fabric using dots and lines of hot wax. Motif of batik symbolizes a philosophical meaning that abides in the region and is identical with the local culture (Putri et al., 2021). Thus, each region has its own motifs that differ from each other. For example, batik Solo is dominated by a sogan (dark yellow) color as the background, while those of Yogyakarta have white as the background color (Steelyana, 2012). Meanwhile, coastal batik (*batik pesisiran*) such as those in Pekalongan usually have a more vivid color.

Batik is a cultural product representing a unique art of Indonesian culture (Steelyana, 2012). Its motif relates to specific meaning that is appropriate for a specific occasion and people only. Important occasions of individuals or group of individuals are usually expressed in a batik's artistical symbols and designs. For example, the motif of batik parang of Yogyakarta consists of the letter Ss that is arranged diagonally downward. It represents the waves of the South Sea that hit the corals on the beach. The curve design indicates the wave as the center energy of nature. This describes the power that is centralized on the king. Thus, batik parang can only be worn by the king of Yogyakarta and his family only (Setyaningrum, 2022).

Batik also has a social meaning. Wearing batik in social events has meaningful patterns of social life (Steelyana, 2012). Clothes with everyday designs are worn in regularly business and academic settings, while other varieties incorporate with particular celebrations or occasions (UNESCO, 2022). Recognizing the cultural rich embedded in the Indonesian batik, it is imperative to preserve batik as a national cultural heritage and to make it as the Indonesian national identity. The effort has successfully put batik in the list of UNESCO's cultural heritage since 2003 (Setiawan & Prajna, 2013). As a result, batik can bring benefits for Indonesia in the form of a better image

internationally, by giving it a distinctive pride, better promotion for tourism, and higher welfare generated from selling and exporting batik (Hakim, 2018).

Batik handed down for generations is categorized into hand written batik, printed batik, and eco-print batik. The development of batik is a result of the expansion of batik industry. Along with it, environmental issues emerge since wastes of the dying process pollute water and land. This is why there is concern to the environment, which increases among the batik craftsmen as their response to the issues. One initiative in response to this is the use of natural dyes from leaves, plants, or stems that are available in the area (Agustini, et al., 2019). As a consequence, batik produced with natural dyes is considered as green product.

Consumer intention towards green product has been increasing even though the high price becomes the main barrier for consumers to buy batik (Hartmann & Apaolaza-Ibanez, 2011). Intention to buy is a consumer's want on a product that emerges from experience and benefits gained by having intention to buy the product (Kotler and Keller, 2016). According to Ferdinand (2006), intention to buy is divided into four: transactional intention, referential intention, preferential intention, and explorative intention. Transactional intention refers to consumer's want to buy the product. Referential intention is consumer's propensity to refer the product to others, while preferential intention is consumers want to choose the product as the first buy. Next, explorative intention means the consumer looks for more information about the product he/she wants to buy.

Green product is a product that does not harm the environment since its production to its consumption (Padmalia, 2017). Growth of green product has created a new business for firms and consumers. For firms, higher profit can be attained by offering more green products for being green that is considered as a strategic way to prevail the competition. For consumers, buying green product is an expression of their environmental concern. More often, consumers want to pay a higher price for the green product they buy (Mun & Yazdanifard, 2013).

Mun and Yazdanifard (2013) stated that the consumer's intention to buy a green product is because they are a green and environmentally friendly consumer. Green consumers have concern on the environment and their health that encourages them to buy green product even though the price is relatively high (Ying-Ching dan Chang, 2012) because green consumers also view that green product has the least impact on environmental damages and on the human health.

The depletion of ozone has created environmental problems in the world which can be recognized from environmental damages, natural disasters, global heating, and environmental pollutions. As a result, consumers become more aware of the environment and start to use organic and environmentally friendly materials. Such environmental awareness is triggered by the knowledge on the environment (Julina, 2013). If environmental knowledge and concern is higher, consumers' ecological attitude will also be higher and thus consumers become green consumers. In other words, green attitude drives consumers to be green consumers who incline to have intention towards a green product and thus would buy it. Widyaningsih and Qanna'a (2020) noted that such attitude is called green consumption that is influenced by a consumer's attitude and value, perception, and responsibility to the environment.

Green attitude is the combination of individual's belief, effect, and behavioral intention that are associated to environmental problems (Widyaningsih & Qanna'a, 2020). On one side, this attitude can be viewed as a cognitive evaluation to the value of environment protection that is driven by rational factors. On the other side, green attitude is also viewed as an affective evaluation reflecting concern on the environment and this is driven more by emotional factors. Previous studies revealed that green attitude creates propensity to hold positive attitude towards a green product.

Consumers usually get functional and psychological benefits in buying a product. Psychological benefits from buying a green product is called self-expressive benefits. Based on a signaling theory, individuals who consume green products are considered as having social visibility. As stated by Bennett and Chakravarti (2009), a product with high signal provides great benefits that relates to the social behavior. This means that a product can bring particular symbolic meaning that affects purchasing and usage and as a result it creates a social role of the consumer to be pro-environment or not. Therefore, consumers who use green products can express their pro-environment attitude. They can get psychological benefits from pro-environment signal by continuously using green products and are, therefore, willing to spend more money to express their pro-environment attitude.

The benefits gained from expressing themselves as pro-environment is referred to as self-expressive benefits. According to signaling theory, self-expressive benefits affects the behavior of green consumers. Based on the theory, the message as the signal is sent to marketer for promoting attitude and behavior of green purchasing. If consumers receive the signal strongly, self-expressive benefits are strongly felt. This in turn affects a consumer's attitude for a green

product and consequently, a green intention is reinforced. Such a condition encourages consumers to buy and subscribe for green products and makes consumers experience expressive benefits or satisfaction from the higher price product.

METHOD

This research specifically analyzes self-expressive benefits, green attitude and intention to buy green, natural dyed batik product from Siri. In this research, the population of this study is women who have bought a batik Siri. A sample of 30 people was determined to meet the statistical small sample threshold.

A survey using a questionnaire was used to gather data from the respondents. Self-expressive benefits, green attitude, and intention to buy were measured using a 5-point Likert scale with 1 = strongly disagree and 5 = strongly agree. The questionnaire was distributed using Google form to the buyers of natural dyed batik Siri who were accidentally met at the store during the distribution of the questionnaire.

Table 1:
The validity and reliability tests

Item	Pearson Correlation*	Sig. (2-tailed)	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
ATT1	0.704	0.000	0.826	0.826
ATT2	0.834	0.000		
ATT3	0.828	0.000		
ATT4	0.873	0.000		
SEB1	0.960	0.000	0.958	0.959
SEB2	0.977	0.000		
SEB3	0.947	0.000		
PI1	0.927	0.000	0.793	0.790
PI2	0.805	0.000		
PI3	0.786	0.000		

*significance level of 0.001

ATT = green attitude, SEB = self-expressive benefit, PI = purchase intention

As seen in Table 1, the validity and reliability tests were conducted to the questionnaire prior to the distribution. The bivariate correlation between the score of each item and total score of the construct were calculated. An item is considered as valid if its significance value < 0.05 . If the test results in the items are invalid, the items were dropped and a validity test was run without the dropped items. The results presented in table 1 indicates that all items are valid ($\text{sig } 0.000 < 0.005$) and thus, all items can be used for gathering data.

Reliability test was used to measure the consistency of each question in the questionnaire from time to time. The measurement was conducted using one shot to calculate the correlation between answers with Cronbach's alpha. A questionnaire is reliable if the value of Cronbach's alpha for each variable is > 0.70 . In this research, the result reveals that the questionnaire is reliable since the Cronbach's alpha of each variable is > 0.70 .

Descriptive analysis was applied for describing the respondents' perception on the three variables. Multiple linier regression was used to uncover whether green attitude and self-expressive benefits affect intention to buy natural dyed batik Siri.

RESULTS AND DISCUSSION

Most of the women who bought natural dyed batik Siri and were selected as the respondents were aged more than 26 years old with respectively 40% and 33.3% of those who were aged between 26-35 years old and > 35 years old (see Table 2). Their occupation varied, but most of them (44.3%) work in private organizations. Meanwhile, the majority of them (70%) spent less than Rp500.000 for clothes.

Table 2:
Profile of the respondents

	Profile	Frequency	%
Age	17-25 years	8	26.7
	26-35 years	12	40.0
	> 35 years	10	33.3
Occupation	Employee	13	44.3
	Student	7	23.3

	Entrepreneur	7	23.4
	Housewife	2	6.0
	Other	1	3.0
Price of cloth usually bought	< Rp.200.000	9	30.0
	Rp.200.000 – Rp.500.000	14	46.7
	> Rp.500.000	7	23.3

As presented in Table 3, the respondents' perception indicates that on average the respondents show concern toward the environment (score 4.67). They bought the batik considered as green product because it was their wish (4.73), to do such a good thing(4.70), is comfortable (4.63), and is sensible (4.60).

Table 3:
Respondents' perception on the self-expressive benefits, green attitude, and interest in buying Siri's batik

	STS (1)	TS (2)	N (3)	S (4)	SS (5)	Rata-rata
Concern toward the environment						4.67
I think to buy Siri's batik is a good thing	0	0	2	5	23	4.70
I bought Siri's batik because I wanted it	0	0	3	2	25	4.73
I bought Siri's batik because I am wise	0	1	2	5	22	4.60
I bought Siri's batik because I feel comfortable	0	0	4	3	23	4.63
Self-expressive benefits						4.11
By buying Siri's batik, I can express my concern toward the environment	3	1	2	6	18	4.17
By buying Siri's batik, I can express to myself and friends that I care about preserving the environment	3	1	4	3	19	4.13
By buying Siri's batik, my friends may think I care about the environment	3	2	4	3	18	4.03
Intention to buy green product						4.17

I will buy green product Siri's batik rather than non-green product	3	2	4	4	17	4.00
I buy Siri's batik for ecological reasons	2	1	3	7	17	4.20
I will try to buy Siri's batik	2	1	4	2	21	4.30

In terms of self-expressive benefits, the respondents perceived that they could express themselves as those who cared about the environment by buying Siri's batik (average score of 4.11). It can be identified, therefore, that the respondents could express their concern and care toward the environment and its preservation by buying Siri's natural dyed batik.

The perception on the intention to buy Siri's batik resulted in a score of 4.17, which meant that the respondents had preferences in buying Siri's batik for ecological reasons, and thus, would try to buy the batik again in the future.

Compiling the results, it can be stated that the respondents showed concern on the environment and could express their green orientation by buying the batik and thus had intentions to buy the batik. It seemed that there is a relationship between the three variables. In other words, the intention to buy the green batik was affected by the concern on the environment and benefit of being able to express their green orientation.

This relationship was statistically proven in the research. The regression analysis used to proof it showed a significant positive influence of the concern towards the environment and self-expressive benefits on the intention to buy Siri's natural dyed batik (see Table 4). It means that the higher concern toward the environment will increase the intention to buy Siri's natural dyed batik. Similarly, the higher self-expressive benefits are, the higher the intention to buy Siri's natural dyed batik. This is because, the self-expressive benefits gave a higher influence on the intention to buy the batik than being concerned towards the environment.

Table 4:
Regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.890	2.066		-.431	.670

SEB	.770	.057	.938	13.622	.000
ATT	.209	.100	.144	2.091	.046

a. Dependent Variable: PI

Concen towards the environment and self-expressive benefits explained the changes in the intention to buy the batik. This was indicated by the coefficient of determination (R^2) which amounted to 0.873. This means that 87.3% of the changes in the buying intention of Siri's natural dyed batik were influenced by the green attitude and self-expressive benefits and only 12.7% was influenced by the variables other than two other variables.

Table 5:
Model fit analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.873	.864	1.18562

The F test resulting in a significance of 0.000 (<0.05) supported that concern towards the environment and self-expressive benefits simultaneously had a significant effect on the buying intention of Siri's natural dyed batik.

Table 6:
ANOVA test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	261.546	2	130.773	93.031	.000
1 Residual	37.954	27	1.406		
Total	299.500	29			

Relating to the results of batik preservation, it could be stated that to preserve batik is to increase people's interest in buying batik. The interest could be leveraged by giving the ability for the people to express their green orientation. This means, consumers having more concern towards the environment would have greater interest in buying the batik. Likewise, it

happens to self-expressive benefits. In other words, the more consumers trying to achieve social status through green consumption and willing to pay higher for a green product for the reasons of self-expressive benefits, the higher their intention would be to buy Siri's natural dyed batik.

The results of the research also indicated that benefits in expressing that consumers care were socially useful to direct them to have the buying intention. In relation to the respondents' attitude towards green products and the environment, the results also showed that consumers bought a green product because they were convenient in doing so and thought they have chosen wisely in buying Siri's batik.

CONCLUSION

The results of this study indicated that concern to the environment and self-expressive benefits can be used to increase the intention of buying Siri's natural dyed batik as a way to preserve batik. Green consumers are thus concluded to having green purchase intention if they perceived benefits from consuming green products (green consumption). In other words, the greater the perceived benefits, the greater the buying intention.

Consequently, Siri needs to innovate its products and conducts the marketing communications intended to claim that the business is green. This step will increase the self-expressive benefits of customers who buy natural dyed batik Siri. Promotional programs addressing the environmental concern such as providing environmental knowledge in relation to what Siri has been doing should be informed through social media will possibly not only increase consumer preferences, but also raise an attitude of caring for the environment and encourage self-expressive benefits to potential customers. In this way, the intention to buy Siri's batik will consequently increase.

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