

## An Empirical Study of Batik Talunombo Wonosobo: Analyzing the Impact of Brand Image and Digital Marketing on Consumer Purchase Interest

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### Abstract

**Purpose** - This study aims to demonstrate the influence of brand image and digital marketing on consumer purchase intention for Batik Talunombo Wonosobo. This study was conducted with consumers of Batik Talunombo Wonosobo.

**Method** - The data used were primary data obtained directly from respondents. This study employed a quantitative approach. The sampling method used incidental sampling. Therefore, the sample size for this study was 105 respondents, who were consumers of Batik Talunombo Wonosobo. The data were analyzed using multiple linear regression equations with SPSS version 25.

**Findings** - The results of the study indicate that brand image has a positive effect on consumer purchase intention, as evidenced by a calculated t-value of 2.345 > t-table 1.98282 with a significance level of  $0.021 < \alpha 0.05$ . Digital marketing has a positive effect on consumer purchase intention, as evidenced by a calculated t-value of 3.241 > t-table 1.98282 with a significance level of  $0.002 < \alpha 0.05$ .

**Implications** - This will enable managers and business owners to understand the psychological factors that consumers need to improve to maintain their presence amidst digital competition.

**Keywords:** Brand Image, Digital Marketing, and Consumer Purchase Intention.

### Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, both as job providers and drivers of local economic growth. The batik MSME sector holds significant opportunities to support economic growth and business development. Amidst constantly changing economic dynamics, MSMEs must be able to innovate to survive and thrive. One MSME sector with significant potential is hand-drawn batik, as it not only reflects regional culture and identity but also provides high economic value. Therefore, developing batik MSMEs is a strategic step in preserving culture while simultaneously promoting community well-being. In Wonosobo Regency, Batik Talunombo is a micro, small, and medium enterprise (MSME) focused on producing unique hand-drawn batik from the Wonosobo region. Batik Talunombo needs to maintain its presence and increase consumer interest by creating distinctive Wonosobo motifs and coloring batik using natural materials from Wonosobo's gardens to ensure their business's growth and sustainability.

(Parinussa, 2024) explains that purchasing interest is a natural desire of consumers to buy goods without pressure, which is greatly influenced by brand image and Digital Marketing. Consumer purchasing interest is a crucial element in the success of product marketing. According to (Tarigan et al., 2023) Purchase Interest is a desire that arises from consumers after feeling attracted to the quality of a product and having the urge to own it. Thus, considering the factors that influence purchasing interest is a must for

business actors, including Batik Talunombo in Wonosobo Regency. Based on the data, it shows a decline in sales in Batik Talunombo due to low purchasing interest in the last three years during the period 2022 to 2024. Overall, consumer purchasing interest in Batik Talunombo during the period 2022–2024 tends to experience an annual decline in purchasing interest. This decline indicates a gap phenomenon influenced by various external and internal factors, such as brand image and digital marketing in Batik Talunombo Wonosobo.

Brand image plays a crucial role in influencing purchase intention. Brand image is a depiction of a product that provides added value, making it appear unique and distinct from other products, despite having the same goal of meeting consumer needs (Susanti, 2022). Brand image is a consumer's view of a brand, reflected in the image or impression formed in their minds about the brand (Dewi et al., 2020). Batik Talunombo, a well-known brand with a positive reputation and emotional closeness to customers, will more easily build loyalty and attract new consumers. A strong brand provides additional benefits for the product in the eyes of consumers. Research conducted by (Nata, E. S. H., Oetarjo, M., Hariasih, M., 2025) states that brand image has a positive effect on purchase intention.

Nowadays, product promotion and digital marketing have become very efficient means of expanding the market and establishing closer relationships with customers. (Lucyantoro & Rachmansyah, 2018) state that digital marketing is a marketing activity that utilizes internet media, such as Instagram, Facebook, Twitter, TikTok, and websites, with the aim of attracting consumers to use services or purchase products offered by the company. Digital platforms provide an opportunity for Batik Talunombo to market products in a more interactive and attractive way, thereby increasing consumer purchasing interest from a wider range of consumers, both locally and nationally and internationally. The use of appropriate digital marketing strategies that are in accordance with market characteristics and consumer needs can provide significant support for companies in efforts to increase exposure of the products offered, while strengthening brand image in the eyes of the wider community. By optimally utilizing various digital platforms, the promotion process becomes more effective and efficient, not only in reaching a wider target audience but also in providing convenience for consumers to make product purchases directly through online channels.

Therefore, the success achieved by Batik Talunombo in designing and implementing a mature and targeted digital marketing strategy has great potential to provide a very positive impact, especially in increasing consumer purchasing interest in the batik tulis products they offer, thereby ultimately helping the company achieve its predetermined business goals. Research conducted by (Tarigan, P. S., Wahyono, D., Kusumawardhani, T. R., Sairdama, S. S., & Nugraha, A. R., 2023) states that digital marketing has a positive effect on purchasing interest.

The urgency of this research is the phenomenon of declining consumer interest in purchasing Talunombo Batik from Wonosobo. If this condition continues without proper evaluation, Talunombo Batik is at risk of facing long-term losses. Therefore, it is important to conduct research to analyze how brand image and digital marketing influence consumer purchasing interest.

Based on the background above, the research problem is the decline in sales of Abhirama Batik due to low consumer purchasing interest, experienced over the past

three years. This decline in purchasing interest is influenced by several factors: high product quality, which makes Talunombo Batik less affordable for local consumers, and suboptimal marketing, particularly in digital marketing, which is still minimal, resulting in limited market reach, both nationally and internationally.

## Literature Review

### Purchase Intention

Purchase Intention is a desire that arises within a consumer after being attracted to the quality of a product and having the urge to purchase it (Afandi et al., 2024). Consumer purchase intention is a component of consumer behavior in consumption activities, namely a person's tendency to act before finally deciding to purchase (Ayu Puryanti et al., 2024). Purchase Intention is a consumer's urge or desire to purchase a product or service that arises after prior consideration and evaluation (Nata et al., 2025). Purchase intention can be defined as a consumer's tendency to plan the purchase of a product, including the quantity of the product to be purchased within a certain time period (Ulitama & Prastyani, 2023).

### Brand Image

Brand image is a consumer's positive image or perception of a brand that can influence their interest in purchasing a product. Keller & Lane (in Zsazsa Baziska Ulitama & Desy Prastyani, 2023) argue that brand image is a consumer's view of a brand, reflecting various associations in their minds. Susanti & Saputra (2022) in Hidayat et al. (2022) explain that brand image is a depiction of a product that provides added value, making it appear unique and different from other products, even though it serves the same purpose of meeting consumer needs. Another opinion is expressed by Dewi et al. (2020:8) who defines brand image as a consumer's view of a brand, reflected in the image or impression they form in their minds about the brand.

Research by Afandi et al. (2024) indicates that brand image has a positive effect on purchase intention. Furthermore, research by (F Patricia et al., 2025) indicates that brand image has a positive effect on purchase intention. Furthermore, research by Rina et al. found that brand image has a positive effect on purchase intention. Based on this description, the following hypothesis can be formulated:

H1: Brand image has a positive effect on consumer purchase intention.

### Digital Marketing

Digital marketing is marketing carried out using digital technology and the internet to reach consumers more widely and effectively. Kotler & Keller (2016) in (F Patricia et al., 2025) explain that digital marketing is the promotional activity of a brand or product carried out through various electronic or digital media. Lucyantoro & Rachmansyah (2018) state that digital marketing is a marketing activity that utilizes internet media, such as Instagram, Facebook, Twitter, TikTok, and websites, with the aim of attracting consumers to use the services or purchase the products offered by the company. Another opinion, expressed by Kotler & Armstrong (2018), is that digital marketing is part of e-commerce, encompassing company efforts to convey information, promote, and sell products and services via the internet.

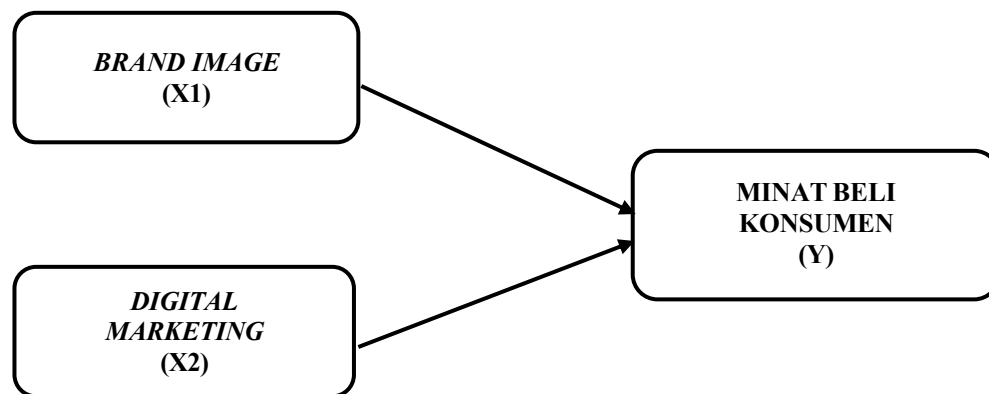
Research conducted by (Saripudin et al., 2025) states that digital marketing has a

positive effect on consumer purchase intention. Furthermore, research by (Rosita et al., 2022) states that digital marketing has a positive effect on consumer purchase intention. Furthermore, research by (Ayu Puryanti et al., 2024) states that digital marketing has a positive effect on consumer purchase intention. Based on this description, the following hypothesis can be formulated:

H2: Digital marketing has a positive effect on consumer purchase intention.

## Theoretical Framework

Based on the review of the theoretical foundation and previous research, a research model can be developed as a theoretical framework, as presented in the following figure:



**Figure 1. Research Framework**

### Analyzing the Impact of Brand Image and Digital Marketing on Consumer Purchase Intention

## Research Method

### Research Type

This study uses quantitative research. Quantitative research is conducted by collecting data in numerical form, which is then analyzed to provide information. Quantitative research is a method based on concrete data and is applied to sample and population research. The research data is in the form of numbers that can be calculated using statistical analysis as a test tool for the purpose of testing hypotheses (Sugiyono 2022).

### Population

A population is the entire object or group of people targeted by the research. A population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2017). The population in this study is consumers of Batik Talunombo Wonosobo. The exact population size is unknown.

### Research Sample.

The sampling technique used in this study was incidental sampling, a type of non-probability sampling, meaning the researcher took samples by directly selecting respondents at the research site.

To determine the minimum sample size, the formula (Hair et al., 2018) was used:  $n = (15 - 20) \times \text{Number of independent variables}$ .  $n = 20 \times 2 =$  a minimum of 40 respondents. To optimize generalizability, this study used 105 respondents.

## Research Results and Discussion

### Validity Test

The validity test used was to calculate the bivariate correlation between each indicator score and the total construct score. An indicator is considered valid if the correlation between each indicator shows a significant result  $< \alpha 0.05$ . The results of the validity test can be seen in Table 1.

**Table 1. Validity Test Results**

Variable	Correlation Range	Significance	Description
Brand Image	0,752** - 0,824**	0,00	Valid
Digital Marketing	0,698** - 0,836**	0,00	Valid
Consumer Purchase Interest	0,755** - 0,823**	0,00	Valid

Source: Processed Primary Data, 2025

The results of the Validity Test indicate that the correlation values for statement items across all variables range from 0.698 to 0.836, with a significance level of  $0.00 < \alpha 0.05$ . A high correlation value indicates a strong relationship between each item and the total score of the variable. This indicates that the statements measuring all variables are valid.

### Reliability Test

The reliability test aims to determine the reliability of a measuring instrument. If a measuring instrument is used repeatedly and the measurement results are relatively consistent, the instrument is considered reliable. The reliability level can be determined using Cornbach's alpha using SPSS. A variable is considered reliable if the Cornbach's alpha based on standardized items from the test results is  $> 0.60$ . The results of this reliability test are shown in Table 2.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha Based on Standardized Items	Limit	Mark Alpha	Description
Brand Image	0,709	>	0,60	Reliabel
Digital Marketing	0,851	>	0,60	Reliabel
Consumer Purchase Interest	0,792	>	0,60	Reliabel

Source: Processed Primary Data, 2025

Based on the reliability test results in Table 2., all research variables had an Alpha value greater than 0.60, indicating that all research instruments were reliable. The Product Quality variable had a Cronbach's Alpha value of 0.798, Price Perception 0.678, Brand Image 0.709, Digital Marketing 0.851, and Consumer Purchase Intention 0.792, indicating that the instruments for each variable were deemed reliable, demonstrating excellent internal consistency. This indicates that each item in the variable consistently measures the same construct.

**Hypothesis Testing (t-Test)**

The hypothesis testing in this study utilized statistical testing, including the t-test (partial test). The t-test is used to determine the significance of the influence of individual independent variables on the dependent variable, holding other variables constant. The results of the t-test (partial test) can be seen in Table 3. below:

**Tabel 3. Hasil Pengujian Hipotesis**

Variable	Coefficient	t <sub>count</sub>	t <sub>table</sub>	Sig,	Description
Brand Image	0,318	2,345	1,98282	0,021	H1 Accepted
Digital Marketing	0,209	3,241	1,98282	0,002	H2 Accepted

Source: Processed Primary Data, 2025

**R<sup>2</sup> (Coefficient of Determination) Test**

The coefficient of determination (R<sup>2</sup>) is intended to determine the best level of accuracy in regression analysis, indicated by a value between 0 and 1. If the coefficient approaches one, it can be said that the independent variable influences the dependent variable.

**Table 4. Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 <sup>a</sup>	,644	,630	1,623

- a. Predictors: (Constant), *Brand Image*, *Digital Marketing*
- b. Dependent Variable: Minat Beli Konsumen Sumber : Data Primer diolah, 2025

From the table 4., the Adjusted R Square (Coefficient of Determination) value is 0.630, which means the influence of the independent variable (X) on the dependent variable (Y) is 63%. This shows that the consumer purchasing interest variable can be explained by the Brand Image and Digital Marketing variables by 63%. While the remaining 37% is caused by other factors not examined in this study. Such as WOM, Brand Awareness, and influencer endorsements. The Adjusted R Square value of 0.630 shows that after adjusting for the number of independent variables and the number of samples, the regression model still has a high level of reliability in explaining the relationship between variables. In addition, the R value of 0.803 indicates a very strong relationship between the independent variables (Brand Image and Digital Marketing) and the dependent variable (Consumer purchasing interest).

**Discussion**

**The Influence of Brand Image on Consumer Purchase Intention.**

The results of the third hypothesis test indicate that brand image has a positive and significant effect on consumer purchase intention, with a calculated t-value of 2.345, which is greater than the t-table of 1.98282, and a significance value of 0.021 < α 0.05. This means that unique designs and strong traditional imagery tend to attract consumers' attention because they perceive added aesthetic value, thus increasing consumer purchase intention.

Based on findings at Batik Talunombo, consumers perceived that the better the brand image of a batik brand, the greater their purchase intention. A positive brand image can create a positive perception in consumers' minds, thus encouraging purchase interest. A strong brand image provides a sense of confidence when using the product, higher perceived quality, and a sense of comfort, making consumers feel more confident in the

product being offered. Furthermore, a good brand image is often associated with consistent quality, a well-maintained reputation, and positive experiences with previous consumers. When consumers perceive that a brand has a strong identity, is trustworthy, has its own characteristics and is in line with their values or lifestyle, then the tendency to choose and purchase that product will be greater.

The results of this study align with previous research by (Prayogo et al., 2023), which stated that brand image is the perception and trust consumers have toward a product and its performance. The stronger a manufacturer's brand image, the higher the consumer's purchase intention.

### **The Influence of Digital Marketing on Consumer Purchase Intention.**

The results of the fourth hypothesis test indicate that digital marketing has a positive and significant effect on consumer purchase intention, with a calculated t-value of 3.241, greater than the t-table of 1.98282, and a significance value of  $0.002 < \alpha 0.05$ . This indicates that the more optimal use of digital marketing during promotions through social media, the more engaging the promotion, the more likely it is to drive consumer purchase intention.

Field evidence demonstrates that digital marketing is highly influential and a highly efficient means of establishing closer relationships with consumers, providing convenience for consumers, fostering trust in Batik Talunombo. Engaging and creative digital content ultimately strengthens consumer purchase intention. These findings indicate that an effective digital marketing strategy can increase product visibility, broaden the reach of information, and make it easier for consumers to learn about and evaluate products before purchasing. Engaging and creative content, comprehensive information, and responsive interactions on digital platforms can build consumer interest and trust, thus encouraging strong purchasing intentions.

The results of this study align with previous research conducted by (Az-Zahra et al., 2022), which stated that digital marketing, such as engaging content, easy access to product information, and direct interaction between companies and consumers, increases consumer confidence and significantly influences consumer purchasing interest, enabling them to reach a wider audience.

### **Conclusion**

Based on the data analysis and discussion regarding the Analysis of Marketing Determinants of Talunombo Batik MSME Products on Consumer Purchase Intention, the following conclusions can be drawn:

1. Brand image positively influences purchase intention for Talunombo Batik in Wonosobo. A good, unique, and reputable brand image fosters consumer liking for the brand and encourages purchase intention.
2. Digital marketing positively influences purchase intention for Talunombo Batik in Wonosobo. Maximizing digital marketing, such as engaging and trustworthy promotions on social media, will increase consumer purchase intention.

### **Recommendations**

1. Future research can consider or explore other variables, such as word of mouth (WOM), brand awareness, service quality, influencer endorsements, and customer trust, which

- are likely to influence consumer purchase intention.
2. Future research can be conducted at several batik shops in a wider area (such as across Wonosobo Regency or across cities) to compare the factors influencing consumer purchase intention in different locations.
  3. To obtain stronger findings from similar studies, future research is recommended to use a larger number of respondents.

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