

The Influence Of Ethnocentrism, Brand Image, And Lifestyle On Online Batik Purchase Decisions In Medan City

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ABSTRACT

This research discusses the influence of ethnocentrism, brand image, and lifestyle on purchasing decisions. The method used in this research is descriptive with a quantitative approach. The population in this study consists of all batik consumers on Shopee Medan, while the sampling method uses the Cochran formula, resulting in a sample of 96 people. The data collection method used was a questionnaire. The data analysis technique used the Path Analysis Statistical Model, namely Partial Least Square-Structural Equation Model (PLS-SEM), with the SmarPLS4 application. The research findings indicate that the ethnocentrism variable has a positive and significant effect on purchasing decisions, the brand image variable partially does not have a positive and significant effect on purchasing decisions, the brand image variable partially does not have a positive and significant effect on purchasing decisions, and the lifestyle variable partially has a positive and significant effect on online batik purchasing decisions in Medan City. The magnitude of the influence of the ethnocentrism, brand image, and lifestyle variables on online purchasing decisions is 20.9%, categorized as weak, which can be interpreted as a low influence of the independent variables on the dependent variable.

Keywords: *Ethnocentrism, brand image, lifestyle, online purchase decisions, batik.*

INTRODUCTION

The development of globalization has now entered the era of the creative economy industry. In the future, the industry will emphasize creative ideas and concepts in economic activities. The movement of the creative cultural sector in Indonesia is not a new phenomenon, as seen in the development of batik as one of the continuously growing creative components. (Supriono, 2016). Indonesian culture, which emphasizes creative arts, includes batik as one of its key components. This batik culture has been passed down by ancestors through generations and holds very high artistic value. (Trixie, 2020). Globalization and the era of free trade are currently marked by the increasing proliferation of various products and services, leading to increasingly intense business competition. This is evidenced by the entry of imported products into the Indonesian market as a result of Indonesia's approval and signing of the ASEAN-China Free Trade Area. (Nulufi & Murwatiningsih, 2015). One of the ways foreign products enter is through marketplaces. Due to the tendency of people to shop online, it has become easier to shop from home. (Yoni, dkk., 2023). One of the most popular marketplaces used by people in Indonesia is Shopee.

It is hoped that Indonesia can preserve and enhance the use of batik both domestically and internationally. (Fauzi & Asri, 2020). One way to promote Indonesian batik is to market it through the Shopee marketplace in addition to exporting it. Although Shopee was established in 2015, it has not been able to rank first in the App Store and Play Store with a total of nearly 31 million Indonesian users visiting each month. Therefore, Shopee is the largest online store in Indonesia with excellent e-commerce services. (Saragih, 2019). Selling batik through the marketplace is a marketing strategy for increasing revenue. This is due to the fact that customers can more easily see the latest batik products being sold using Shopee's marketing strategy. This digital marketing strategy can attract resellers and dropshippers to market batik. (Adinugraha, 2021).

The buyer's decision to purchase goods or services begins with the community's desire to buy, which is influenced by various factors, one of which is ethnocentrism. (Kurnia, Nugroho, & Tanjung, 2024). The habit of each group to consider its own culture superior to others is called ethnocentrism, although in reality not all members of the group behave ethnocentrically. (Sihabuddin & Lilik, 2022).

Besides ethnocentrism, brand image is one of the determining factors in consumer purchasing decisions. Brand image has a significant impact on influencing consumers in making purchasing decisions. (Sundana, Pranata, & Lukita, 2023). The Batik Semar brand has long been recognized in the city of Medan for its high-quality batik products, which also have their own unique philosophy. However, the high price of its products makes them unaffordable for many people, especially for those in the middle class.

Lifestyle is also one of the factors that determine consumers in making purchasing decisions. Everyone has the need to present themselves in attractive clothing that aligns with current trends in order to be accepted in their social environment, so their lifestyle can influence purchasing decisions and have a positive impact. (Angkola, Utami, & Gosal, 2023). Lifestyle serves to motivate consumers and provide prior learning, social status, and demographics. To explain lifestyle, one can observe how an individual lives and expresses their life values as a means of fulfilling their needs. (Fitriani, Sulistiyowati, & Fauzi, 2022).

Based on several points mentioned above, the researcher is interested in conducting a study titled "**The Influence of Ethnocentrism, Brand Image, and Lifestyle on Online Batik Purchase Decisions in Medan City.**"

LITERATURE REVIEW

Definition of Ethnocentrism

Ethnocentrism is the habit of every group to consider its own culture superior to other cultures (Sihabuddin & Lilik, 2022). Consumer ethnocentrism is an individual's belief that domestic products are superior to non-local products and tends to favor domestic products. (Jannah, Kaukab & Trihudiyatmanto, 2024). The indicators of consumer ethnocentrism according to (Angkola, Utami, & Gosal, 2023) are (1) preference, (2) prioritizing local products, (3) imported products having a negative impact.

Definition of Brand Image

Brand image is the perception and impression that someone has of a brand as a whole, even if they are not directly confronted with the brand. Brand image is one of the factors for consumers in making decisions to consume a product and even increasing loyalty towards that product. (Bancin, 2021). Brand image has the following indicators: (1) recognition, (2) reputation, (3) appeal, and (4) loyalty. (Tasari, dkk., 2024).

Definition of Lifestyle

Lifestyle as a whole is integrated with its environment. Lifestyle is formed at the age of 3-5 years. Lifestyle is the principle used to fulfill individual behavior. So, each individual's behavior carries its own lifestyle. (Setijani, Sugito, & Sumartono, 2019). Lifestyle has the following indicators: (1) Activities, (2) interests, and (3) opinions. (Puranda & Madiawati, 2017).

Definition of Purchase Decision

Purchase decision is part of the consumer behavior component in the attitude towards consumption. (Setijani, Sugito, & Sumartono, 2019). Purchase decisions are consumer behaviors that indicate their desire to buy, use, evaluate, and enhance certain goods and services. (Fauzi & Asri, 2020). Purchase decisions have the following indicators: (1) loyalty to a product, (2) habits in buying products, and (3) recommending to others. (Kotler & Armstrong, Principles of Marketing, 2016).

METHODS

This research uses the survey method, where this method employs a questionnaire as the data collection tool. The questionnaire in this method is broadly defined as a questionnaire in the form of questions, tests, attitude scales, rating scales, interview guidelines, observation formats, and so on. (Djali, 2021). The approach used is a quantitative approach because this research is inferential in drawing conclusions based on the results of hypothesis testing conducted statistically using empirical data collected through measurement. (Djali, 2021). The type of survey research used is a survey using a questionnaire, where the questionnaire is distributed directly by the researcher to the predetermined targets or respondents. (Gainau, 2021). The nature of the research used is descriptive, meaning this research presents, describes, elaborates, or explains the data. This nature refers to the way of organizing, presenting, and analyzing the data. (Rahardja, Sudaryono, & Chakim, 2023).

Population is a generalization area consisting of objects that have certain characteristics determined by the researcher, while the sample is a part of the population. (Gainau, 2021). The population in this study consists of all Batik consumers on Shopee in Medan City. The sample in this study was determined using purposive sampling techniques, considering the research area for selection. The sampling with an unknown population can use the Cochran formula, (Sugiyono, 2017). Based on the calculations above, it can be determined that the sample size is 96.04. To simplify the calculations, the decimal is rounded, so it can be concluded that the sample size is 96.

Data collection was conducted using a questionnaire with items containing research variable indicators, which were then distributed to the predetermined sample. The Likert scale is used to measure all indicators for each variable. This research uses a quantitative analysis approach processed using Partial Least Square (PLS). PLS is an effective analysis method because it is not based on many assumptions. The advantages of PLS are that it can be used to explain theory but also to determine whether there is a relationship between latent variables;

data do not need to be normally distributed multivariately; and the sample size does not need to be large.

This research uses a quantitative analysis approach processed using Partial Least Square (PLS). PLS is an effective analysis method because it is not based on many assumptions. The advantage of PLS is that it can be used to explain theories but also to determine whether or not there is a relationship between latent variables; the data do not need to be normally distributed multivariately; and the sample size does not need to be large.

Measurement Model Testing (Outer Model)

Evaluation of the Measurement Model (Outer Model), also known as the outer relationship or measurement model, determines how each indicator relates to the latent variable. Validity testing using PLS can be done in two ways, namely convergent and discriminant. The comparison between the values of variables and indicators shows the convergent validity of the model's measurement. Discriminant validity is tested by examining the cross-loading for each variable, which must be more than 0.7. An indicator is considered valid if its AVE is above 0.5 or the loading value of all outer dimensions of the variable is more than 0.5. (Narimawati, 2020).

One of the two methods available to assess the reliability of a construct with reflective indicators is Composite Reliability and Cronbach's Alpha. Composite Reliability is the accepted threshold value for a composite reliability level (PC) greater than 0.7. (Narimawati, 2020).

The R-Square value is considered strong if it is more than 0.67, moderate if it is more than 0.33 but less than 0.67, and weak if it is more than 0.19 but less than 0.33. Variance analysis is a type of examination used to determine the extent of the influence exerted by several variables, in this case, independent variables on the dependent variable.

The test results in the model, which include the rectangular coefficient of the parameter and the t-statistic, are used to test the hypothesis. To determine whether the hypothesis is accepted or rejected, observe the measurement of the path coefficient between constructs to ascertain significance and the t-statistic value. The strength of the relationship factor ranges between -1 and +1. This is because the strength of the relationship between the two constructs increases as the value approaches +1, and when the value approaches -1, the relationship becomes negative. (Sarstedt dkk, 2017). The bootstrapping results used in this

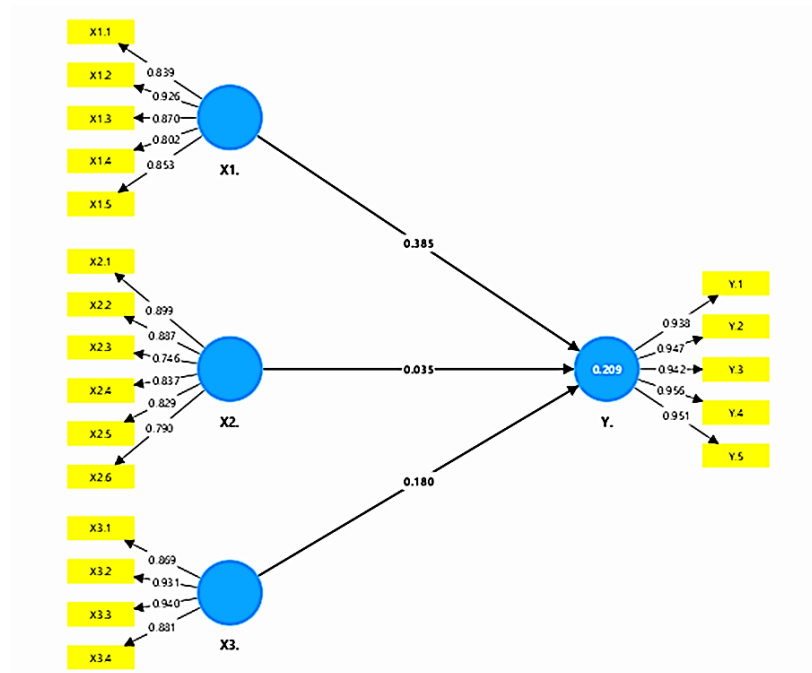
study are $t\text{-statistic} > t\text{-table}$ with a positive beta coefficient and a significance level of 0.05 or (5%).

RESULTS

Measurement Model Testing (*Outer Model*)

Validity Test

In this validity testing stage, cross-loading for each variable must be more than 0.7 and the AVE value must be above 0.5. The testing model will be presented below.



Source:: Olah Data SmartPLS4 2024

Figure 1. Model and Outer Loading Values

Based on the image above, the relationship between variables is visible, and it also shows the relationship of items within each variable. Below, the values will be detailed.

Tabel 1. Uji Validitas

	X1.	X2.	X3.	Y.
X1.1	0.839			
X1.2	0.926			
X1.3	0.870			
X1.4	0.802			
X1.5	0.853			
X2.1		0.899		
X2.2		0.887		
X2.3		0.746		
X2.4		0.837		
X2.5		0.829		
X2.6		0.790		
X3.1			0.869	
X3.2			0.931	
X3.3			0.940	
X3.4			0.881	
Y.1				0.938
Y.2				0.947
Y.3				0.942
Y.4				0.956
Y.5				0.951

Data source: SmartPLS4 2024 data processing

Based on table 1, it can be seen that all outer loading factor values > 0.7 are also marked in green in the test results. This means that all items meet the testing criteria and can be used as data collection tools.

Reliability Test

At this stage, testing is conducted using Composite Reliability and Cronbach's Alpha. Composite Reliability is the accepted threshold value for composite reliability (PC) greater than 0.7. The analysis results will be presented in the table below:

Table 2. Reliability Test Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.	0.913	0.969	0.934	0.738
X2.	0.941	0.823	0.931	0.694
X3.	0.927	0.933	0.948	0.820
Y.	0.971	0.971	0.977	0.896

Source of data: Data processing SmartPLS4 2024

Table 2 above shows the reliability values of each variable with a Cronbach's alpha value > 0.7 , and then an AVE value > 0.5 . This indicates that all items in each variable are declared reliable or consistent.

Variant Analysis (R2)

At this stage, the R-squared test is conducted to determine the extent of the influence of the independent variable on the dependent variable. The criteria for R2 are as follows:

- 0,67 strong
- 0,50 moderate
- 0,25 weak

As for the test results, they will be presented in the table below:

Table 3. R-Square

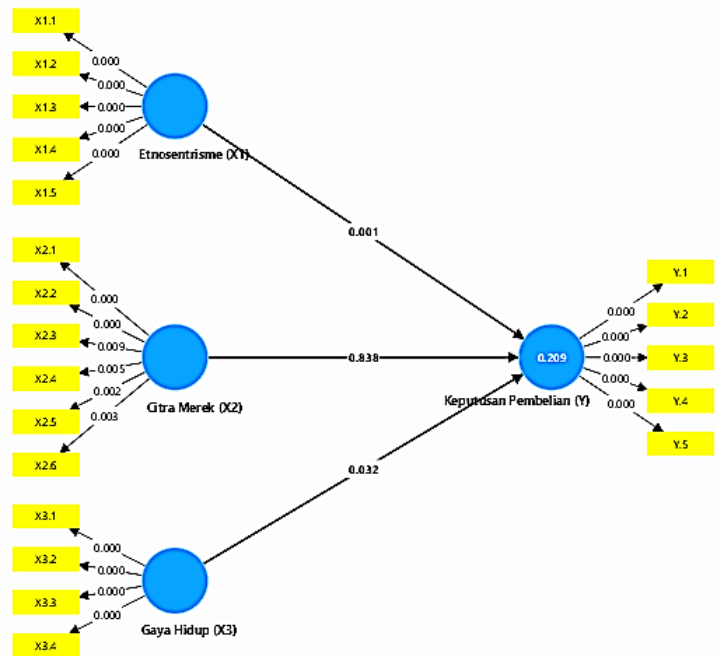
	R-square	R-square adjusted
Keputusan Pembelian Y	0,209	0,183

Source of data: Data processing SmartPLS4 2024

In Table 3, it can be seen that the R-Square Y value (purchase decision) is 0.209, meaning the influence of ethnocentrism, brand image, and lifestyle on online purchase decisions is 20.9% with a weak category, which can be interpreted as a low influence of the independent variables on the dependent variable.

Hypothesis Test

Hypothesis testing is conducted based on the structural model and will be presented in the figure below.



Source of Data: Data resourcing SmartPLS4 2024

Figure 2. Structural Model Path (Inner Model)

The criteria for this test require that the bootstrapping results show a t-statistic greater than the t-table value, with a positive beta coefficient and a significance level of 0.05 (5%). The test results will be presented in the following table.

Table 4. Result *Bootstrapping* PLS-SEM

	Original sample	Sample mean	Standard deviation	T statistics	P values
X1 -> Y	0,385	0,370	0,111	3,463	0,001
X2 -> Y	0,035	0,038	0,169	0,205	0,838
X3 -> Y	0,180	0,186	0,084	2,141	0,032

Source of data: Data processing SmartPLS4 2024

Based on the data processing in table 3.4 above, it can be interpreted according to the t-statistic provisions as follows:

1. The t-statistic value of X1 (Ethnocentrism) against Y (online purchase decision) is $3.463 > 1.660$ and the p-value is $0.001 < 0.05$. This means the hypothesis is accepted and it can be stated that ethnocentrism has a positive and significant effect on online purchase decisions.
2. The t-statistic value of X2 (Brand Image) against Y (online purchase decision) is $0.205 < 1.660$ and the p-value is $0.838 > 0.05$. This means the hypothesis is rejected and it can be stated that Brand Image does not have a positive and significant effect on online purchase decisions.
3. The t-statistic value of X3 (Lifestyle) against Y (purchase decision) is $2.141 > 1.660$ and the p-value is $0.032 < 0.05$. This means the hypothesis is accepted and it can be stated that Lifestyle has a significant effect on online purchase decisions.
4. The t-statistic value of X2 (Brand Image) against Y (Online Purchase Decision) is $0.205 < 1.660$ and the p-value is $0.838 > 0.05$. This means the hypothesis is rejected and it can be stated that Brand Image does not have a positive and significant effect on online purchase decisions.
5. The t-statistic value of X3 (Lifestyle) against Y (Purchase Decision) is $2.141 > 1.660$ and the p-value is $0.032 < 0.05$. This means the hypothesis is accepted and it can be stated that Lifestyle has a significant effect on online purchase decisions.

DISCUSSION

The Influence of Ethnocentrism on Purchase Decisions

Discussion The Influence of Ethnocentrism on Purchase Decisions Based on the research findings, it was found that ethnocentrism has a positive and significant effect on online batik purchase decisions. This is consistent with the opinion of (Jannah, Kaukab & Trihudyatmanto, 2024) that a strong ethnocentric attitude tends to positively favor the use of locally made products, thereby increasing the purchase decision of a product. **Consumers** who decide to purchase batik on Shopee seek information before buying local products rather than imported ones due to better quality and lower prices. Consumers also prioritize local products by buying and using local products over imported ones.

The results of this study are relevant to previous research conducted by (Sandy, Nugroho & Tanjung, 2024), which stated that ethnocentrism has a positive and significant impact on purchasing decisions.

Another study was also conducted by (Fauzi & Asri, 2020), which stated that ethnocentrism has a significant positive impact on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

The research results show that brand image does not have a positive and significant effect on online batik purchase decisions in Medan. The brand image itself is the perception and impression that consumers have of a brand as a whole, even if they are not directly confronted with the brand. According to (Bancin, 2021), brand image is one of the factors for consumers in making decisions to consume a product and even increases loyalty towards that product. Consumers who pay attention to brand image when purchasing a product will consider recognition, reputation, attractiveness, and loyalty (Tasari et al., 2024). However, based on the data collection results, consumers buying batik online on Shopee do not pay attention to these factors.

Research relevant to this study is (Sinaga, Gultom & Suhpina, 2024), which states the same result that brand image does not have a positive and significant effect on the decision to purchase batik online. The same research was also conducted by (Erpurini, Alamsyah & Sari, 2024), but the results indicate that brand image has a positive and significant effect on the purchase decision. The difference in this research may be caused by the different research populations.

The Influence of Lifestyle on Purchase Decisions

The research results show that lifestyle has a positive and significant impact on the decision to purchase batik online in Medan. Lifestyle is the principle used to fulfill individual behavior. So, each individual's behavior carries their own lifestyle. (Setijani, Sugito, & Sumartono, 2019). Batik consumers who decide to make purchases through Shopee online state that they pay attention to factors of activity, interest, and opinion.

Previous research relevant to this study includes (Angkola, Gosal & Utami, 2022), (Ahnaf & Lestari, 2024), and (Purnomo, Siregar & Rafika, 2024), with analysis results showing that lifestyle significantly influences online purchase decisions. The results are consistent with the findings of this study.

CONCLUSION

Based on the results and discussion, the following conclusions can be drawn from each variable. The ethnocentrism variable partially has a positive and significant effect on the decision to purchase batik online in Medan City. The brand image variable partially does not have a positive and significant effect on the decision to purchase batik online in Medan City.

The lifestyle variable partially has a positive and significant effect on the decision to purchase batik online in Medan City. The ethnocentrism, brand image, and lifestyle variables simultaneously affect the decision to purchase batik online in Medan City.

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