

---

## THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND WORTH OF MOUTH ON INTEREST TO BUY BATIK AT BATIK NUSANTARA SHOPS TANAH ABANG

Nur Hidayat Fanesa<sup>1</sup>, Elwisam<sup>2</sup>, Kumba Digdowiseiso<sup>3\*</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Universitas Nasional, Jakarta, Indonesia

Email: [hidayatfanesa0@gmail.com](mailto:hidayatfanesa0@gmail.com)<sup>1</sup>, [elwisam@civitas.unas.ac.id](mailto:elwisam@civitas.unas.ac.id)<sup>2</sup>,

[kumba.digdo@civitas.unas.ac.id](mailto:kumba.digdo@civitas.unas.ac.id)<sup>3\*</sup>

### Abstract:

This study aims to determine the effect of product quality, price perception, and word of mouth on the repurchase intention of batik at the Tanah Abang archipelago batik shop. The data collection method used was by giving questionnaires to 100 respondents using Indonesian batik products, the sample technique using glueshow and the data analysis technique using inferential analysis with multiple linear regression and using the Statistical Product and Service Solution (SPSS) version 23 program. The results of this study indicate that there is a positive and significant influence between the variables of product quality, price perceptions, word of mouth on the intention to repurchase Indonesian batik.

**Keywords:** product quality, price perception, word of mouth, repurchase intention

---

### INTRODUCTION

---

As the times progress and the progress of the Indonesian economy, on the other hand, population growth increases, so that the market for entrepreneurs for goods and services needed by consumers also increases, both in number and type. Entrepreneurs will compete with each other to produce goods and services that suit the wants and needs of consumers. Product quality, price and the views and opinions of people as customers are very important for marketers. Judging from the development of batik in terms of motifs or models which continues to increase, it shows that competition between producers is getting tougher, thus another option for marketers must be to increase the effectiveness and value of customers in choosing products, requiring marketers to be more innovative in producing new products that are different and much better. products already offered by competitors. Batik has various motifs and patterns which are certainly very interesting to look at. Batik is a creative industry that can drive the national economy.

Until now, many people still choose to purchase products directly from supermarkets, because consumers are less satisfied after buying goods online that do not match what they expected. By purchasing directly, buyers can see and adjust the criteria they want, both in terms of size, motif and model. There are many motif patterns and models that are not available in online stores compared to offline stores. It is not uncommon for many buyers to shop both individually and wholesale at supermarkets, for example Thamrin City and Tanah Abang.

Toko Batik Nusantara is one of the batik shops in Tanah Abang, there are three branches of the Nusantara batik shop, namely; Batik Nusantara Block B Floor 2 Los A no. 107, Nusantara batik gallery Block A 2nd floor Los A no. 29 and Central batik Blok A Los A 2nd floor no. 68. You can find many types of batik motifs in Indonesian batik shops, in order to meet the needs of consumers

whose fashion patterns change following trends in society every year. The obstacle sometimes faced by Nusantara batik shops is that they are still unable to provide batik products that suit the desires and needs of consumers from children to teenagers, even though the target that Nusantara batik shops want to achieve is consumers from children to adults, but most of the visitors who come are adults. Not to mention that sizes that are suitable for children and teenagers are still not in line with consumer desires.

**Table 1. Batik Sales at the Nusantara Tanah Abang Store**

Year	Total Sales (pcs)
2019	3,707
2020	2,802
2021	1,714
2022	1,200

Source: Data processed by researchers

From the sales data, we can see that batik sales at the Tanah Abang Nusantara Batik Shop from 2019 to 2021 experienced fluctuations. The highest total sales were in 2019 at 1,673 pcs, while the lowest sales were in 2021 at 927 pcs.

One of the factors for the success of a marketing program is product quality. Kotler (2005: 67) reveals that product quality is something that can influence repurchase interest. Marketers of course must be able to provide good quality products, the quality itself is the totality of the characteristics and character of a product or service that are expressed or implied. The product can be said to be of high quality, the product can fulfill consumer desires. Good product quality is a particular consideration for consumers when making purchasing decisions.

Hidayat, Siti, and Apriliani, (2019) in their research regarding Product Quality Analysis and Promotional Attraction on Batik Pekalongan Consumers' Repurchase Intention, stated that product quality has a positive and significant effect on Pekalongan Batik consumers' repurchase interest.

Price perception is a consumer's or customer's thought or interpretation of the amount of money that will be used to obtain a desired product or service using a sacrifice value that is in accordance with what will be obtained from the product or service. Price perception is a view or perception of price, how customers view exclusive prices ranging from high prices, low prices and fair prices, which has a strong effect on purchasing intentions and purchasing satisfaction (G, Leon & Lazar L Kanuk, 2008). In marketing, price perception is an important factor in creating customer satisfaction, when customers feel satisfied with the product or service so that the customer will be interested in buying the product or service again.

Resti & Soesanto, (2016) in their research on the Influence of Price Perception on Repurchase Intention at the Sifra Beauty House in Pati stated that Price Perception has a significant influence on repurchase interest at the Sifra Beauty House in Pati.

Consumer satisfaction can be measured from the communication that exists between consumers and other consumers, usually carried out directly or indirectly through word of mouth or certain groups. This communication process is known as Word Of Mouth (WOM). Hasan A, (2010) revealed that Word of Mouth is customer praise, recommendations and feedback about their experiences with services and products that have a real impact on customer purchasing decisions or behavior. Word of Mouth News is a marketing effort that encourages customers to talk about, promote, recommend and sell products/services or brands to other customers. Wisnu & Harry, (2016) in their research on Word of Mouth on Consumer Repurchase Intention, stated that Word of Mouth has a positive effect on the independent variable, namely repurchase interest.

The business focus does not just stop at purchasing behavior, but rather the process of influencing consumer interest in repurchasing products. Repurchase intention is how likely a

customer is to buy a brand or how likely a customer is to switch from one brand to another (Keller in Sulistyari, 2012:20)

Considering product quality and product price issues is one of the reasons why customers buy products or use services, because the higher quality or better the quality of a product can influence the buying interest of consumers who are satisfied with the quality at the appropriate price. Quality and price will have an influence on attracting consumer interest, because if the price matches the quality, consumers will have a positive view and become attractive to the products we sell.

From the description above, it states that product quality, price perception, word of mouth are one of the factors for someone to make repeat purchases. Based on the background explained above, the researcher intends to conduct research on "The Influence of Product Quality, Price Perception, and Word of Mouth on Intention to Repurchase Batik at the Tanah Abang Nusantara Batik Shop."

From this research problem, the author's objectives to be achieved in this research are; (1) to analyze the influence of product quality on consumer repeat purchase interest at the Batik Nusantara Tanah Abang shop, (2) to analyze the influence of price perception on consumer repeat purchase interest at the Tanah Abang Batik Nusantara shop, and (3) to analyze the influence of Word of Mouth on repeat purchase interest consumers at the Batik Nusantara Tanah Abang shop.

## **RESEARCH METHODS**

---

The research method used in this research is the questionnaire method, which is the most important tool for collecting data by giving a number of written questions to respondents. The object of this research is that the intention to buy batik cloth at the Tanah Abang Nusantara Batik Shop is influenced by the variables of product quality, price perception, and word of mouth. Independent variables are variables that can influence or cause the emergence of a dependent variable.

The population of this research is customers of the Batik Nusantara shop, the number of which is unknown. Sampling was carried out using probability sampling techniques, where simple random sampling is taking sample members from the population randomly. The number of samples obtained was 96 respondents, rounded up to 100 respondents.

The data collection method by distributing questionnaires is the main tool for collecting data by giving a number of written questions to respondents. The whole method is about knowing the variables to be adjusted and understanding what to expect. Next, two data analysis methods were used, namely descriptive analysis and inferential analysis. Descriptive analysis is used to describe data without the intention of drawing general conclusions. Meanwhile, inferential analysis is used to analyze sample data and the results are applied to the population. In addition, the multiple linear regression method is used to measure the influence of three or more variables, including one dependent variable and two or more independent variables.

Apart from the analysis method, a classical assumption test was also carried out before carrying out further analysis of the data that had been collected. Classic assumption tests include normality tests, multicollinearity tests, autocorrelation tests, and heteroscedasticity tests. The normality test is used to check the normality of research variables, the multicollinearity test is used to test whether the regression model can find correlation between independent variables, the autocorrelation test is used to find out whether in a linear regression model there is a strong relationship between one observation and another, and The heteroscedasticity test is used to

check whether in a regression model there are differences in variance and residuals from one observation to another.

Apart from classical assumption tests, model feasibility tests and hypothesis tests were also carried out. The model feasibility test is carried out to determine whether the model being analyzed is a very feasible model, especially the variables used by the model to explain the phenomenon being analyzed. Hypothesis testing is carried out to test the level of significant influence between the independent variable and the dependent variable. Hypothesis testing consists of the t test (partial test) and the F test (simultaneous test). The t test is used to test the level of significant influence between the independent variable and the dependent variable, while the F test is used to determine that in this model the independent variable is able to explain the dependent variable.

## RESULTS AND DISCUSSION

### Validity test

The validity test is used to show the extent to which the measuring instrument used is valid in collecting the measured data. The validity test was carried out using the bivariate person correlation formula with SPSS program tools. Validity was determined by carrying out a 5% or 0.05 test. In this research, it is said to be effective if the calculated r value is greater than the r table and the correlation coefficient is greater than 0.196, so every item that successfully has the calculated r above can be said to be valid.

**Table 2. Validity Test Results**

Variable	Indicator	r Count	r Table	Information
<b>Product Quality (X1)</b>	X1.1	0.763	0.196	Valid
	X1.2	0.797	0.196	Valid
	X1.3	0.761	0.196	Valid
	X1.4	0.805	0.196	Valid
<b>Price perception (X2)</b>	X2.1	0.893	0.196	Valid
	X2.2	0.765	0.196	Valid
	X2,3	0.766	0.196	Valid
<b>Word Of Mouth(X3)</b>	X3.1	0.805	0.196	Valid
	X3.2	0.800	0.196	Valid
	X3.3	0.814	0.196	Valid
<b>Repurchase Interest (Y)</b>	Y1.1	0.756	0.196	Valid
	Y1.2	0.842	0.196	Valid
	Y1.3	0.796	0.196	Valid
	Y1.4	0.726	0.196	Valid

Source: Data processed by researchers in 2023

From the data above, the results of testing the validity of table 4.8, it is known that all calculated R values > R table at a significance value of 5%. Thus it can be stated that from the entire validity test proposed using SPSS 24 as a tool in calculating the variables Product Quality (X1), Price Perception (X2), Word of Mouth (X3), and Repurchase Intention (Y) can be declared valid, so it can be used as a research instrument.

### Reliability Test

The reliability test is carried out using the alpha formula and aims to find out whether the data obtained through the questionnaire can be trusted and is able to reveal true information. The significant test was carried out at the  $\alpha = 0.05$  or 5% level. An instrument can be said to be reliable if the alpha value is greater than the Cronbach alpha value of 0.6. Table 3 shows the reliability results.

**Table 3. Reliability Test Results**

Variable	Reliability	Mark alpha	Information
Product Quality (X1)	0.809	0.6	Reliable
Price Perception (X2)	0.821	0.6	Reliable
Word of Mouth(X3)	0.830	0.6	Reliable
Repurchase Interest (Y)	0.809	0.6	Reliable

Source: Data processed by researchers, 2023

Based on the results of the reliability test, the reliability coefficient values for the variables Product Quality (X1), Price Perception (X2), Word of Mouth (X3), and Repurchase Intention (Y) succeeded in getting a Cronbach alpha value greater than 0.6. It can be said that all the variables in the research are reliable or consistent, so they can be used to fulfill the requirements as measuring instruments in this research.

**Classic assumption test**

**Normality test**

Test normality with the Kolmogorov-Smirnov test and the results are compared with the crisis value. Guidelines for taking significance (Sig) > a = 0.05, then the data is normally distributed, significance number (Sig) < a = 0.05, then the data is not normally distributed. The results of the normality test are presented in table 4.

**Table 4. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.97269924
	Absolute	.079
Most Extreme Differences	Positive	.068
	Negative	-.079
Statistical Tests		.079
Asymp. Sig. (2-tailed)		.123c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by researchers, 2023

Based on the normality test results in table 4, it can be seen that Asymp Sig. (2-tailed) is 0.123, which is greater than 0.05. This means that the residual value is normally distributed.

**Multicollinearity Test**

The multicollinearity test value is seen from the tolerance value and the inverse of the variance inflation coefficient (VIF). To indicate the presence of multicollinearity, the cut off value that is commonly used is a tolerance value of 0.01 or the same as a VIF value of 10 (Ghozali, 2016). Table 5 shows the results of the multicollinearity test. From the data processing that has been carried out, the following are obtained.

**Table 5. Multicollinearity Test Results**

Variable	Vif value	Tolerance value
Product Quality (X1)	2,330	0.429
Price Perception (X2)	1,841	0.543
Word Of Mouth(X3)	1,983	0.504

Source: Data processed by researchers, 2023

Based on table 5, it is known that the VIF value for each variable is less than 10 and the tolerance value is more than 0.01. This means that there are no symptoms of multicollinearity.

**Autocorrelation Test**

The basis for making decisions about whether there is a correlation is as follows:

- a) If the number  $DU < DW < 4-DU$ , then  $H_0$  is accepted, meaning that there is no autocorrelation.
- b) If the number  $DW < DL$  or  $DW > 4-DL$ , then  $H_0$  is rejected, meaning autocorrelation occurs
- c) If the number  $DL < DW < DL$  or  $4-DU < DW < 4-DL$ , it means there is no certainty or definite conclusion. The results of the autocorrelation test are presented in table 6

**Table 6. Autocorrelation Test Results**

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.813a	.661	.651	.988	2.360
a. Predictors: (Constant), Product Quality, Price Perception, Word Of Mouth					
b. Dependent Variable: Repurchase Intention					

Source: Data from researchers, 2023

It is known that  $DU$  at  $N=100$  and  $K=3$  is 1.7364, then the  $4-DU$  value = 2.2636 and the  $DL$  value is 1.6131, so the  $4-DL$  value is 2.3869. In table 4.12, the  $DL$  value is 2.343. This means that  $DU < DW < 4-DU$ , namely  $1.7364 < 2.360 < 2.2636$ , meaning that there is no autocorrelation.

**Heteroscedasticity Test**

Guidelines for heteroscedasticity test with Spearman correlation are:

- a) The significance value is  $> 0.05$ , so the conclusion is that there are no symptoms of heteroscedasticity.
- b) Mark significance  $< 0.05$  then the conclusion is that there are symptoms of heteroscedasticity.

The results of the heteroscedasticity test are presented in table 7

**Table 7. Results of Heteroscedasticity Test**

Correlations						
			X1	X2	X3	Y
Spearman's rho	X1	Correlation Coefficient	1,000	,665**	,702**	,737**
		Sig. (2-tailed)	.	,000	,000	,000
		N	100	100	100	100
	X2	Correlation Coefficient	,665**	1,000	,585**	,766**
		Sig. (2-tailed)	,000	.	,000	,000
		N	100	100	100	100
	X3	Correlation Coefficient	,702**	,585**	1,000	,675**
		Sig. (2-tailed)	,000	,000	.	,000
		N	100	100	100	100
	Y	Correlation Coefficient	,737**	,766**	,675**	1,000
		Sig. (2-tailed)	,000	,000	,000	.
		N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers, 2023

Based on the results from table 7, all predictors have residual values  $> 0.05$ , so it can be said that the regression model obtained is free from cases of heteroscedasticity. The 2-tailed significance value is 0.737; 0.766; 0.675. This states that the residual variance of this regression

The Influence of Product Quality, Price Perception, and Worth of Mouth on Interest to Buy Batik at Batik Nusantara Shops Tanah Abang

model is homogeneous or that the regression model obtained is limited to cases of heteroscedasticity.

**Model Feasibility Test**

**F test**

The f test is carried out to determine that in this model the independent variable is able to explain the dependent variable. Testing the significance of the related regression coefficients simultaneously from the independent variables having an influence on the dependent variable or not, which will be tested at a significance level of <0.05. In this case, the ANOVA table is used to test the significant influence of Product Quality, Price Perception, and Word of Mouth simultaneously on Repurchase Intention. The f test results are presented in table 8

**Table 8. F Test Results**

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182,922	3	60,974	62,492	,000
	Residual	93,668	96	,976		b
	Total	276,590	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Word Of Mouth, Price Perception, Product Quality						

Source: Data processed by researchers, 2023

Based on the ANOVA table in table 8, it is shown that the calculated F value is 62,492 with a significant value of 0.000 <0.05. This means that the model built, which consists of the variables Product Quality, Price Perception, Word of Mouth, together has a significant effect on the dependent variable, namely Repurchase Intention.

**Coefficient of Determination Test**

The coefficient of determination is a relationship between the magnitude of the influence of the independent variable on the dependent variable. The basis for decision making in the coefficient of determination test is the R2 value. The greater or closer to 1, the independent variable can explain the dependent variable more perfectly. It can be seen from the following table:

**Table 9. Coefficient of Determination Test Results**

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813a	,661	,651	,988
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: Data processed by researchers, 2023

Based on table 9, information is obtained that the coefficient of determination or R square is 0.661 or equal to 66.1%. This figure means that the variables Product Quality (X1), Price Perception (X2), Word of Mouth (X3) have an influence on the Repurchase Intention variable (Y). Meanwhile, the remaining 33.9% is explained by other variables outside the research model.

**Multiple Linear Regression**

Multiple linear regression test to test the regression model used to explain the independent variable (X) against the dependent variable (Y) by testing the significance level of the regression coefficient. As in table 10.

**Table 10. Multiple Linear Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,086	1,008		4,052	,000
	X1	,282	,081	,317	3,499	,001
	X2	,484	,090	,435	5,394	,000
	X3	,187	,090	.173	2,072	.041

a. Dependent Variable: Y

Source: Data processed by researchers, 2023

The regression equation is as follows  $Y = 0.281KP + 0.484PH + 0.187$  Word Of Mouth Based on the formula above, it can be explained as follows:

- 1) The regression coefficient value of the Product Quality (KP) variable has a positive and significant effect on Repurchase Intention. The regression value is 0.317, which means that if product quality increases, it will influence the increase in repurchase interest.
- 2) The regression coefficient value of Price Perception (PH) has a positive and significant effect on Repurchase Intention. The regression value is 0.435, which means that if Price Perception increases, it will affect the increase in Repurchase Interest.
- 3) The Word of Mouth (WOM) coefficient value has a positive and significant effect on Repurchase Intention. The regression value is 0.173, which means that if Word of Mouth increases, it will affect the increase in Repurchase Interest. Thus the biggest contribution to repurchase interest is Price Perception (PH)

**Hypothesis test**

The basis for decision making in the t test is based on significance (sig) and comparison of the calculated t value with the t table. Based on the significance value (sig), the following criteria are used:

- 1) If the significance value is  $< 0.05$ , it can be concluded that the independent variable partially has a significant effect on the dependent variable.
- 2) If the significance value is  $> 0.05$ , it can be concluded that the independent variable partially has no significant effect on the dependent variable. Meanwhile, the basis for decision making based on the t value calculated using the t table is:
  - a) If  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that there is an influence of the independent variable (X) on the dependent variable (Y)
  - b) If  $T_{count} < T_{table}$ , then  $H_0$  is accepted,  $H_1$  is rejected, meaning there is no influence of the independent variable (X) on the dependent variable (Y). The results of the t test are presented in table 11



The Influence of Product Quality, Price Perception, and Worth of Mouth on Interest to Buy Batik at Batik Nusantara Shops Tanah Abang

**Table 11. T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,086	1,008		4,052	,000
	X1	,282	,081	,317	3,499	,001
	X2	,484	,090	,435	5,394	,000
	X3	,187	,090	.173	2,072	.041

a. Dependent Variable: Y

Source: Data processed by researchers, 2023

- 1) The Influence of Product Quality on Repurchase Intention  
In table 11 it can be seen that for product quality (X1), the Tcount value is 3.499, so the Tcount value (3.499) > Ttable (1.661), thus Ho is accepted, meaning that product quality influences repurchase interest. Meanwhile, the significant value of 0.01 is less than 0.05, meaning that product quality (X1) has a significant effect on repurchase interest (Y).
- 2) The Influence of Price Perception on Repurchase Intention  
In table 11, it can be seen that the price perception (X2) value of Tcount (5.394) > Ttable (1.661), thus Ho is accepted, meaning that price perception influences repurchase interest. Meanwhile, the significant value of 0.00 is less than 0.055, meaning that price perception (X2) has a significant effect on repurchase interest (Y).
- 3) The Influence of Word of Mouth on Repurchase Intention  
In table 11, it can be seen that the word of mouth (X3) T value is 2.072, so the value (2.072) > T table (1.661), thus Ho is accepted, meaning that word of mouth influences repurchase interest. Meanwhile, the significant value of 0.41 is less than 0.05, meaning that word of mouth (X3) has a significant effect on Repurchase Interest (Y).

## Discussion

### ***The Influence of Product Quality on Repurchase Interest in Nusantara Batik Products***

Based on the first results, the hypothesis which states that there is a positive and significant influence between product quality and interest in repurchasing Indonesian batik products at the Tanah Abang Indonesian batik shop can be accepted. This means that the better the product quality, the higher the interest in repurchasing. This is shown by the respondent's perception of the product's appearance as quite good, which means that consumers admit that Indonesian batik products have a good model. The respondent's perception of the accuracy or suitability of the product is quite good, which means that Indonesian batik products comply with the quality standards offered to consumers. Respondents' perceptions of product durability are quite good, which means that Indonesian batik products have long-lasting durability even if they have been washed many times, for example. Respondents' perceptions of product design are quite good, which means that Indonesian batik products match the tastes of motifs that consumers like. This means that the quality of Indonesian batik products provides good results and it is necessary to improve the quality of materials and the variety of batik product motifs which will make consumers interested in buying batik products again at the Tanah Abang Indonesian batik shop. In this research, it was found that product quality had a positive effect, making consumers feel satisfied and increasing their desire to buy Indonesian batik products again. This is also in line with research

by Anisa & Nuslih (2021) which states that product quality has a partially significant positive effect on repurchase intention.

#### ***The Influence of Product Quality on Repurchase Interest in Nusantara Batik Products***

Based on the first results, the hypothesis which states that there is a positive and significant influence between price perception and interest in repurchasing Indonesian batik products at the Tanah Abang Indonesian batik shop can be accepted. This means that the better the price perception, the higher the interest in repurchasing. This is shown by the respondents' perception of the affordability of product prices which is quite good, meaning that the prices of Indonesian batik products can be reached by consumers. Respondents' perceptions of the suitability of price and product quality are quite good, meaning that the products offered by Indonesian batik to consumers are in accordance with the quality they get. Respondents' perceptions of product price competitiveness for Indonesian batik products are quite good, which means that consumers do not have a problem with the influence of prices from other products which may be cheaper or more expensive than Indonesian batik products. Of all the variables, Price Perception has the largest contribution to Repurchase Intention. It can be ascertained that price perception has a big influence on consumers' repurchase interest in the goods they want.

Based on all of the respondents' perceptions above, this means that consumers of the Batik Nusantara shop admit that the perception of prices offered by Nusantara batik is acceptable to consumers because it is in line with consumer interests which makes them want to buy again. This is supported by previous research by Andra & Idris (2017) which states that price perception has a positive effect on repurchase intention.

#### ***The Influence of Word of Mouth on Repurchase Interest in Nusantara Batik Products***

Based on the results of the first hypothesis, assuming there is a positive and significant influence between price perceptions and purchasing preferences for Indonesian batik products at Indonesian batik shops in Tanah Abang, then this hypothesis can be accepted. In other words, the better the price perception, the higher the purchase intention. This can be seen from the respondents' perception that consumers are willing to say positive things about service and product quality to other people, which means that the Indonesian batik shop is successful and has the potential to influence consumers. Respondents' perceptions about recommending the company's services and products to others are quite good, meaning consumers are encouraged to recommend Indonesian batik products to others because they feel satisfied with the products. The perception of respondents who encourage friends or relatives to buy products or services that are quite good, has an impact on consumers of Indonesian batik products who are encouraged to make friends or relatives buy at Tanah Abang Indonesian batik shops.

From all of the respondents' perceptions above, consumers will be interested in recommending, encouraging and influencing other people or loved ones to buy Indonesian batik cloth products so that they can influence purchasing preferences and even repurchase intentions. This is also in line with research by Ardiansyah & Taufiq (2023) which states that word of mouth has a positive and significant effect on repurchase interest.

## **CONCLUSION**

---

Based on the analysis and discussion of the influence of product quality, price perception and word of mouth on interest in repurchasing products at the Batik Nusantara Tanah Abang shop, the following conclusions can be drawn; (1) The product quality variable has a positive and significant effect on repurchase intention. This means that the better the quality of the product, the more effective the product will be so that it will encourage consumers to buy the product again.

(2) The price perception variable has a positive and significant effect on repurchase intentions. This means that the better the perception of the price offered, the greater the possibility that consumers will be interested in making a repeat purchase, because it is in accordance with the consumer's purchasing power, and (3) the word of mouth variable has a positive and significant effect on repurchase intentions. This means that consumers are encouraged to recommend Indonesian batik products to other people because they feel satisfied with the products, which has an impact on whether consumers of Indonesian batik products are encouraged to build relationships or kinship to repeat purchases at the Tanah Abang Nusantara batik shop.

## **BIBLIOGRAPHY**

---

- Arsyanti, Nuri Mahdi. "Analisis Pengaruh Kualitas Produk, Kualitas Layanan dan Keragaman Produk Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Minat Beli Ulang (Studi pada Toko Online Shopastelle, Semarang)."
- Ardiyansyah, Muhammad. 2023. "Pengaruh Kualitas Layanan, Persepsi Harga, Dan Word Of Mouth Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Muslim Sebagai Pemediiasi." (1).
- Abbas, M. F. F., & Asy'ari, N. F. (2019). Mixed method: Students' ability in applying writing mechanics in analytical exposition text. *ELT-Lectura*, 6(2), 147-157.
- Adabi, Nadhril. 2020. "Pengaruh citra merek, kualitas pelayanan dan kepercayaan konsumen terhadap keputusan pembelian indihome di witel telkom depok." *Jurnal Manajemen* 12.
- Salfina, L., & Gusri, H. (2018). Pengaruh citra merek, kualitas produk dan harga terhadap minat beli pakaian anak-anak studi kasus Toko Rizky dan Afdal Pariaman. *Jurnal Indovisi*, 1(1), 232801.
- Dewi, Dwiki Rachamawati. "Pengaruh Word Of Mouth, Tingkat Pendapatan Dan Kualitas Produk Terhadap Keputusan Pembelian Yang Berdampak Pada Minat Beli Ulang Konsumen (Studi Kasus Pada Produk Bandeng Juwana Elrina Semarang)."
- Digdowiseiso, Kumba, Rahayu Lestari, dan Deva Safrina. 2022. "Pengaruh Persepsi Harga Dan Promosi Terhadap Minat Beli Konsumen Melalui Brand Image Produk Kecantikan Di Aplikasi Sociolla." 7(3).
- Faradiba, F., & Astuti, S. R. T. (2013). Analisis Pengaruh Kualitas Produk, Harga, Lokasi dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan "Bebek Gendut" Semarang). *Diponegoro Journal of Management*, 59-69.
- Ferdinand, A. (2014). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro.
- Ghozali. (2016). Aplikasi Analisis Multivariate Dengan Program IBM SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam dan Ratmono, Dwi. (2017). Analisis Multivariate dan Ekonometrik dengan Eviews 10. Badan Penerbit Universitas Diponegoro: Semarang.
- Ghozali, Imam dan Ratmono, Dwi. (2017). Analisis Multivariate dan Ekonometrik dengan Eviews 10. Badan Penerbit Universitas Diponegoro: Semarang.
- Gujarati, D. (2012). Dasar-dasar Ekonometrika (R. C. Mangunsong (ed.); 5th ed.). Salemba Empat.
- Hasan, A. 2010. Marketing Dari Mulut Ke Mulut. Edisi 12. Jilid 2. Media Presindo, Yogyakarta
- Hermawan, Anton. 2017. "Pengaruh Word of Mouth terhadap Minat Berkunjung Pemustaka pada Perpustakaan Daerah Salatiga." *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi dan Kearsipan* 3(1): 59.

- Hidayah, Siti Ainul. 2019. "Analisis Pengaruh Brand Image, Harga, Kualitas Produk, Dan Daya Tarik Promosi Terhadap Minat Beli Ulang Konsumen Batik Pekalongan (Studi Pada Pasar Grosir Setono Batik Pekalongan)." 1(1).
- Krissentia, Liana. 2022. "Pengaruh Persepsi Konsumen Terhadap Minat Beli Ulang (Repurchase) Di Mister Geprek 3 Unila. Diss. Stie Gentiaras.
- Kumalasari, A. N. (2017). Pengaruh Harga, Kualitas Produk, Diferensiasi Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Pada Produk Larissa Aesthetic Center Surabaya (Doctoral dissertation, Universitas Muhammadiyah Gresik.
- Lenaini, Ika. 2021. "Teknik Pengambilan Sampel Purposive Dan Snowball Sampling." 6(1).
- Mareta, L. P., & Kurniawati, T. (2020). Pengaruh Kualitas Produk dan Iklan Terhadap Minat Beli Ulang Shampo Rejoice. *Jurnal Ecogen*, 3(3), 400-409.
- Miranthi, Andra. "Pengaruh Citra Perusahaan, Kualitas Layanan, Dan Persepsi Harga Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi pada Penumpang New Atlas Taksi Semarang)."
- Nugrahaeni, Monita, Ahmad Guspul, dan Hermawan Hermawan. 2021. "Pengaruh Suasana Toko, Kualitas Pelayanan, Kepercayaan, Dan Persepsi Harga Terhadap Minat Beli Ulang." *Jurnal Fokus Manajemen Bisnis* 11(2): 230.
- Pamenang, Wisnu, dan Harry Soesanto. "Analisis Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Words Of Mouth Terhadap Minat Beli Ulang Konsumen."
- Prabowo, Septi Aji. 2018. "Pengaruh Suasana Toko, Kualitas Pelayanan, Kepercayaan, Dan Persepsi Harga Terhadap Minat Beli Ulang Konsumen Mirota Kampus Godean." 1(7).
- Priyatno, D. (2009). Mandiri Belajar SPSS, PT. Mediakom, Yogyakarta.
- Pramudya, Y. (2021). Analisis Serapan Anggaran pada Instansi Badan Layanan Umum. *Jurnal Indonesia Sosial Teknologi*, 2(03), 495-505.
- Lestari, R. Elwisam. 2019. Pengaruh Persepsi Harga, Kualitas Produk, dan Citra Merek Terhadap Kepuasan Konsumen dan Dampaknya Pada Minat Beli Ulang Produk Mie Instant Sedap. *Jurnal Ilmu dan Budaya*, 41(63).
- Sugiyono, Agus. 2010. "Pengembangan Energi Alternatif Di Daerah Istimewa Yogyakarta: Prospek Jangka Panjang." (978).
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
- Sudarmanto R. G., 2005, Analisis Regresi Linier Ganda dengan SPSS, Edisi Pertama, Penerbit Graha Ilmu, Yogyakarta
- Saputra, Y., Sjafitri, H., & Candra, Y. (2016). Pengaruh Kualitas Jasa, Lokasi dan Word Of Mouth Terhadap Minat Beli Ulang Pada Bengkel Fery Motor Padang. *Manajemen dan Kewirausahaan*, 7(3), 67-76.
- Salfina, Lili. 2018. "Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Minat Beli Pakaian Anak-Anak Studi Kasus Toko Rizky Dan Afdal Pariaman." 1.
- Sunyoto, D. (2014). Dasar-dasar Manajemen Pemasaran, konsep, strategi, dan kasus. Ulfiah, N. R. Analisis Pengaruh Brand Image Dan Word Of Mouth Serta Harga Terhadap Minat Pembelian Ulang Produk Amanda Brownies Jember.
- Walukow, Agnes Ligia Pratisitia, Lisbeth Mananeke, dan Jantje Sepang. 2014. "Pengaruh Kualitas Produk, Harga, Promosi Dan Lokasi Terhadap Keputusan Pembelian Konsumen Di Bentenan Center Sonder Minahasa."
- Yuda Sedana Putra, Made. 2021. "Pengaruh Inovasi Dan Kualitas Produk Terhadap Minat Beli Ulang Konsumen Breadtalk Lombok Epicentrum Mall." *Distribusi - Journal of Management and Business* 9(1): 55-68.

**Copyright holder:**

Nur Hidayat Fanesa, Elwisam, Kumba Digdowiseiso (2023)

**First publication rights:**

[Syntax Admiration Journal](#)

**This article is licensed under:**

