

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

by Eny Endah Pujiastuti

Submission date: 23-Jun-2023 06:01AM (UTC+0700)

Submission ID: 2121088866

File name: JEMS_ENY_HUMAM_Sigit_2022.pdf (776.92K)

Word count: 3609

Character count: 20514

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia



Eny Endah Pujiastuti¹, Humam Santosa Utomo^{2*}, Sigit Haryono³

^{1,2,3} Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

ABSTRACT: Batik is one of the identities for the people of Indonesia. This study examines the effect of the uniqueness of written batik on satisfaction and repurchase intention. The survey was conducted on 200 batik users in Indonesia through an online questionnaire. The analytical tool used is WarpPLS. The results showed that the uniqueness of written batik had a significant effect on satisfaction. The uniqueness of written batik had a significant effect on repurchase intention, and satisfaction had a significant effect on repurchase intention. These results provide recommendations for batik producers to preserve the uniqueness of written batik so that the product image will increase so that consumers are more satisfied and have high repurchase intention.

KEYWORDS: Written batik, Product Uniqueness, consumer satisfaction, repurchase intention, Indonesia

I. INTRODUCTION

Written batik is an Indonesian product that is mostly produced by Small and Medium Enterprises (SMEs). Written batik is made by hand so that it is unique compared to mass clothing products. Expensive production costs have the potential to reduce consumer intention in buying batik because the price is relatively expensive. Written batik has a target market of the upper middle class. One will feel satisfied when wearing unique clothes. However, there are still very few studies that examine the effect of the uniqueness of written batik on consumer satisfaction. Therefore, this study aims to examine and discuss the effect of the uniqueness of written batik on consumer satisfaction and its implications for repurchase intention.

II. LITERATURE REVIEW

Product Uniqueness

Mass products generally only provide functional aspects of the product and override the uniqueness of the product. Uniqueness felt important by consumers when they want something different. Tian, Bearden, and Hunter (2001) revealed that the uniqueness of a product is the extent to which customers perceive the product as different from other products in the same category. The match between consumer desires and product characteristics is very important. Each individual has a unique desire for a product so that the uniqueness of the product becomes an important part in marketing studies. Product fit includes aesthetic fit and functional fit is the extent to which a company's own products are designed according to individual customer product preferences (Dellaert and Stremersch 2005, Randall, Terwiesch, and Ulrich 2007, Simonson 2005). Aesthetic compatibility is related to design, color, pattern, and so on. While functional suitability includes product function and physical compatibility.

Satisfaction

Satisfaction is "a response (cognitive or emotional) the response relates to a particular focus (expectations, consumption experience, product) and the response happens at a particular time (after consumption, based on accumulated experience, after choice)" (Giese and Cote, 2000, p. 14). Satisfaction is the consumers' fulfillment response. It is a judgment that a product or service features, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related satisfaction including levels of under-or over-fulfilment (Oliver, 1997). Szymanski and Henard (2001) stated that customer satisfaction basically emphasizes the effect of expectations, performance, disconfirmation of expectations, affect and equity on satisfaction. Oliver (1997) explains that customers are satisfied if the product or service performs better than their expectations

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

(i.e., positive disconfirmation), dissatisfied if the customer's expectations exceed the actual performance of the product or service (i.e., negative disconfirmation), and neutral satisfaction if the performance of the product or service is neutral. Service is totally up to their expectations (ie zero confirmation/disconfirmation).

Customer satisfaction is a fundamental goal for organizations (Cochran, 2003). The main task of the company is to please customers, but that does not mean that the company has to be a non-profit company. Companies must evaluate customer satisfaction to determine the level of marketing performance. Oliver (1997) has explained that customer satisfaction is an evaluation after buying a product or service as it meets or exceeds their expectations. Marketing strategy must be directed to meet customer expectations on an ongoing basis.

Repurchase Intention

Kotler and Keller (2016) stated that repurchase intention is the desire and action of customers to repurchase a product, because of the satisfaction received in accordance with what is desired from a product. In the buying process, this repurchase intention is related to the motives it has to use or buy certain products. The motive for this purchase is different for each customer. Customers will choose products that contain attributes that they believe are relevant to their needs. Indicators of purchase intention according to Schiffman and Kanuk (2014) include: (1) intention in seeking information about related products, (2) considering making a purchase, (3) intention in trying, (4) wanting to know about the product, and (5) wanting to own a product. Ferdinand (2006) identified repurchase intentions through transactional intention (a person's tendency to buy a product), referential intention (tendency to refer products to others), preferential intention, and exploratory intention.

Uniqueness and Satisfaction

Uniqueness is one indicator of brand image (Kotler and Keller, 2016). The consumer behavior model (Kotler and Keller, 2016) has illustrated the relationship between product attributes and consumer attitudes towards a product. The results of the evaluation of product attributes affect the level of consumer satisfaction. Research results (Sondoh et al., 2007; Andreani, 2012; Antara and Rastini, 2022) have shown that brand image shapes customer satisfaction. However, research that specifically examines the effect of uniqueness on satisfaction is still very limited. Uniqueness is one of the indicators in brand image. Customers feel satisfied when they use products that are different from the products worn by others. Batik clothes become a symbol of one's luxury, causing the effect of feeling happy. Thus, the following hypothesis can be formulated:

H1. The uniqueness of the product has a significant effect on consumer satisfaction

Uniqueness and Repurchase Intention

The perceived scarcity will increase the desire of the object (Cialdini 1985, Lynn 1991, Jung and Kellaris 2004). Owning a rare item generates value because it helps individuals define themselves differently from others (Snyder and Fromkin 1980). Kotler and Keller (2016) also reveal that product attributes influence consumer post-purchase behavior. Thus, the more unique a product is, the higher the demand for consumer repurchase. Thus, the following hypothesis can be formulated:

H2. The uniqueness of the product has a significant effect on repurchase intention

Satisfaction and Repurchase Intention

Kotler and Keller (2016) stated that repurchase intention is the desire and action of customer to repurchase a product, because of the satisfaction received in accordance with what is desired from a product. Satisfaction is a reliable and good predictor of purchase attitude (Oliver, 1993). McQuitty, Finn, and Wiley (2000) reveal the importance of customer satisfaction in marketing. Wen et al. (2011) and Oghuma et al. (2016) have found the effect of consumer satisfaction on repurchase intentions. The repurchase intention is an important aspect in improving the sustainability of the company. Thus, the following hypothesis can be formulated:

H3. Consumer satisfaction has a significant effect on repurchasing intention.

III. METHOD

This type of research is explanatory which examines and explains the effect of product uniqueness on satisfaction and repurchase intention. The object of this research is written batik clothes produced in Indonesia. This study involved 200 respondents who were selected by accident. The product uniqueness indicator in this study was developed from research by Lynn and Harris (1997) and Tian et al. (2001). The satisfaction indicator was developed from Oliver (1997), while the measurement of repurchase intention refers to Ferdinand (2006). An online survey was conducted to collect data using a questionnaire that had previously been tested for validity and reliability. The collected data is processed using WarpPLS.

2

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

IV. RESULT AND DISCUSSION

Table 1 shows that most of the respondents are women (56%). The age group of respondents is dominated by the 46-55 years old (47%), successively the next age group is 35-45 years, >55 years, 26-35 years, and finally 18-25 years. Most of the respondents are government employees. This can be due to government employees having an obligation to wear batik clothes on certain days while working. Most of the respondents were married (76%), while the respondents who were not married were 21%.

12

Table 1. Characteristics of Respondents

Characteristics	Distribution	Frequency	%
Gender	Male	88	44
	female	112	56
Age	18-25	6	3
	26-35	18	9
	36-45	42	21
	46-55	94	47
	>55	40	20
Profession	Government Employees	106	53
	Private sector employee	24	12
	Businessman	52	26
	Student	12	6
	Others	6	3
Marital Status	Mariage	152	76
	Single	42	21
	Others	6	3

The results of the fit model show that the 10 criteria that ¹⁰ required for WarpPLS have been met (Kock, 2015). Table 2 shows that Uniqueness has a significant effect ¹⁰ satisfaction (p-value <0.05) so that hypothesis 1 is accepted. Uniqueness has a significant effect on re¹⁰urchase intention (p-value <0.05) so that hypothesis 2 is accepted. Satisfaction has a significant effect on repurchase intention (p-value <0.05) so that hypothesis 3 is accepted.

Table 2. Hypothesis Testing Results

Path	Coefficient	p-value	Conclusion
H1: Uniqueness → Satisfaction	0.777	0.000	Accepted
H2: Uniqueness → Repurchase Intention	0.782	0.000	Accepted
H3: Satisfaction → Repurchase Intention	0.722	0.000	Accepted



Figure 1. Final Structural Model

DISCUSSION

¹⁴ effect of product uniqueness on consumer satisfaction

The results of this study indicate that the uniqueness of the product has a significant effect on customer satisfaction. This is in accordance with the opinion of Kotler and Keller (2016) that product attributes (one of which is uniqueness) have a relationship with consumer attitudes towards a product (one of which is satisfaction). These results are in accordance with the research of

21

2

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

Sondoh et al., 2007; Andreani, 2012; Antara and Rastini, 2022 who found that brand image shapes customer satisfaction. The results of this study contribute to scientific development. This study specifically found the effect of product uniqueness on consumer satisfaction. Thus, the uniqueness of the product is an important aspect in shaping consumer satisfaction.

The uniqueness of written batik is the result of the process of developing creative ideas and turning them into useful products or innovative products. The uniqueness of the product is the result of consumers who need uniqueness. A consumer's general need for uniqueness (Tian et al. 2001) or, more specifically, a consumer's desire for a unique product (Lynn and Harris 1997) may have an impact on the value users derive from the uniqueness of a self-designed product (Fiore et al. 2004; Michel et al. 2006). Franke and Schreier (2008) explain that consumers who specifically aim to differentiate themselves from others (i.e., who show a strong desire for unique products) should value products that are truly unique (i.e., gain greater utility) of the product) than consumers aiming for conformity (i.e., showing low desire for unique products) . Being different from others or being different among a larger group often results from the signals conveyed by the material objects the consumer chooses to display. (Tian, Beraden and Hunter, 2001) . The material chosen by consumers is a unique written batik. If the unique product purchased can meet the need to appear different then consumers will feel satisfied. An individual can derive satisfaction from differentiating consumer ownership because this reduces the threat to identity (Snyder and Fromkin 1977).

Consumers who exhibit a high need for uniqueness rate the perceived distinctiveness of self-designed products more highly than consumers who have a lower "counter-conformity motivation" (Nail, 1986). Batik SMEs can provide opportunities for consumers to create their own uniqueness, because consumers judge uniqueness based on the uniqueness of products designed by themselves. Written batik must have advantages or differences compared to competitors' offerings. Uniqueness is one of the elements of product excellence. Uniqueness provides its own advantages because these products cannot be compared directly with competitors' products. This uniqueness will be difficult for competitors to imitate because competitors cannot gain access to these sources of knowledge . The uniqueness of the product is that the supplier produces a very specific product) so that the company has a higher bargaining position compared to other companies (Valencia et al., 2015). Therefore, batik SMEs try to find uniqueness and according to consumer preferences. Product excellence is an absolute characteristic that must be maintained by an MSME.

The effect of product uniqueness on repurchase intention

The results of this study indicate that the uniqueness of the product has a significant effect on repurchase intention. These results are consistent with Cialdini (1985), Lynn (1991), and Jung and Kellaris (2004) that intention in objects increases when objects are unique. These results also support Snyder and Fromkin (1980) who stated that rare products have high value, thereby increasing intention in owning these products. These results strengthen the opinion of Kotler and Keller (2016) that post-purchase behavior is determined by product attributes.

Product uniqueness is an added value that makes the product different from competitors (Cooper & Kleinschmidt, 2000) . Product uniqueness as a secondary value driver in self-designed products (eg, Kamali and Locker 2002; Lynn and Harris 1997; Schreier 2006; Shen and Ball 2006; Simonson 2005). People buy batik that is unique because people are naturally motivated to maintain a level of uniqueness in order to enjoy the enhancement of their self-image that they want others to see (Tian et al., 2001).

The uniqueness of the product comes from the management of consumer knowledge which is an important attribute in addition to promotional programs in marketing products that have advantages. and involves innovation and (high technology) . Unique products can be sought to restore one's view of oneself as a different person from others . Unique products can be used to elicit desired evaluations from others (i.e., social image of being a different person) which further enhances self-image (Tian et al., 2001). If someone buys a unique product and can form and maintain the desired self-concept , consumers will make repeat purchases.

The effect of consumer satisfaction on repurchase intention

The results of this study indicate that consumer satisfaction has a significant effect on repurchase intention. This is in accordance with Kotler and Keller (2016) stating that repurchase intention occurs because of the performance of a product received in accordance with expectations. These results also support Oliver (1993) and McQuitty, Finn, and Wiley (2000) that satisfaction is a reliable and good predictor of purchase attitude. The results of this study are consistent with the findings of the research by Wen et al. (2011) and Oghuma et al. (2016) that consumer satisfaction has an effect on repurchase intentions. Satisfied consumers are more likely to continue their relationship with a particular organization than dissatisfied consumers (Tsai, Huang, Jaw, and Chen , 2006).

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

V. CONCLUSIONS

The results show that the uniqueness of batik products affects consumer satisfaction. Consumers feel happy when wearing clothes that have different patterns compared to clothes worn by other people. These results also found that the uniqueness of batik products increased consumers' intention to repurchase. In addition, consumer satisfaction is a predictor of consumer repurchase intentions.

VI. ACKNOWLEDGMENT

The researcher would like to thank the Ministry of Culture, Research and Technology for funding this research. We would also like to thank the Institute for Research and Community Service, Universitas Pembangunan Nasional Veteran Yogyakarta, which has facilitated and assisted this research.

REFERENCES

- 1) Andreani, F., Taniaji, TL, Puspitasari, R,N,M. 2012. The Impact of Brand Image, Customer Loyalty with Customer Satisfaction as A Mediator in Mcdonald's. *Journal of Management and Entrepreneurship* , Vol.14, No. 1, MARCH 2012: 63–70
- 2) Antara, IMRS and Rastini, N.M. 2022. The Influence of Brand Image, Sales Promotion and Quality of Service on Customer Satisfaction Car Rental Service. *European Journal of Business and Management Research* . Vol 7, Issue 2, April 2022
- 3) Cialdini, Robert B. 1985. *Influence: Science and Practice*. Glenview, IL: Scott, Forestman.
- 4) Cochran, C. 2003. *Customer Satisfaction: Tools Techniques and Formulas for Success* . USA: Paton Professional A division of Paton Press LLC.
- 5) Cooper, R.G & Kleinschmidt, E.J. 2000. New product performance: What distinguishes the star products. *Australian Journal of Management*, 5(1), 17-46.
- 6) Dellaert, B.G. and Stremersch, S. 2005. Marketing Mass-Customized Products: Striking a Balance between Utility and Complexity. *Journal of Marketing Research* , 42 (May), 219-27.
- 7) Ferdinand, A. 2006. *Management research methods*. Diponegoro University Publishing Agency.
- 8) Fiore, A.M., Lee, S.-E., & Kunz, G. 2004. Individual Differences, Motivations, and Willingness to Use a Mass Customization Option for Fashion Products. *European Journal of Marketing* , 38(7), 835–49
- 9) Franke, N. and Schreier, M. 2008, Product uniqueness as a driver of customer utility in mass customization, *Market Lett* , 19:93–107
- 10) Giese, J.L, and Cote, A. 2000. Defining consumer satisfaction. *Academy of Marketing Science Review*, 1, 1-22.
- 11) Hellier, P.K., Geursen, G.M., Carr, R.A., & Rickard, J.A. 2003. Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37, 1762-1800.
- 12) Jung, Jae Min and James J. Kellaris. 2004. Cross-national Differences in Proneness to Scarcity Effects: The Moderating Roles of Familiarity, Uncertainty Avoidance, and Need for Cognitive Closure. *Psychology & Marketing*, 21 (September), 739-53.
- 13) Kamali, N., & Locker, S. (2002). Mass Customization: On-line Consumer Involvement in Product Design. *Journal of Computer-Mediated Communication*, 7(4), online (<http://jcmc.indiana.edu/vol7/issue4/loker.html>).
- 14) Kock, N. 2015. *WarpPLS 5.0 User Manual*, 45. https://doi.org/10.1007/SpringerReference_28001.
- 15) Kotler, P. and Keller, K.L. 2016. *Marketing Management*, 15th Edition, Pearson Education, Inc .
- 16) Lynn, M., & Harris, J. (1997). The Desire for Unique Consumer Products: A New Individual Difference Scale. *Psychology and Marketing* , 14, 601–16 (September)
- 17) Lynn, M. and Harris, J. 1997. The Desire for Unique Consumer Products: A New Individual Difference Scale, *Psychology and Marketing*, 14 (September), 601-16.
- 18) McQuitty, S., Finn, A., & Wiley, J.B. 2000. Systematically varying consumer satisfaction and its implications for product choice. *Academy of Marketing Science Review*, 2000, 1-16.
- 19) Michel, S., & Kreuzer, M., Kühn, R., & Stringfellow, A. (2006). *Mass-Customized Products: Are They Bought for Uniqueness or to Overcome Problems with Standard Products?* The Garvin School of International Management Working Paper.
- 20) Nail, P.R. (1986). Towards an Integration of Some Models and Theories of Social Response. *Psychological Bulletin* , 100, 190–206 (September)

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

- 21) Oghuma, A.P., Libaque-Saenz, C.F., Wong, S.F., & Chang, Y. 2016. An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, 33, 34-47.
- 22) Oliver, R.L. 1997. *Satisfaction: a behavioral perspective on the consumer* (ed .). New York, NY: McGraw-Hill.
- 23) Oliver, R.L. 1993. Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research* , 20, 418-430
- 24) Schiffman, L.G., Kanuk, L.L., & Wisenblit, J. 2014. *Consumer Behavior*. London: Pearson
- 25) Schreier, M. (2006). The Value Increment of Mass-customized Products: An Empirical Assessment. *Journal of Consumer Behavior* , 5, 317–27 (July-August)
- 26) Shen, A., & Ball, D. (2006). *How Do Customers Evaluate Mass Customized Products?* University of Nebraska Working Paper.
- 27) Simonson, I. 2005. Determinants of Customers' Responses to Customized Offers: Conceptual Framework and Research Propositions. *Journal of Marketing*, 69 (January), 32-45.
- 28) Sondoh Jr., S.L., Omar, M.W., Wahid, N.A., Ismail, I., Harun. A. 2007. The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in The Context of Color Cosmetic. *Asian Academy of Management Journal* , Vol. 12, No. 1, 83–107, January 2007
- 29) Szymanski, D.M. and Henard D.H. 2001. Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science* 29(1): 16–35.
- 30) Tian, K.P., Bearden, W.O., and Hunter, G.L. 2001. Consumers' Need for Uniqueness: Scale Development and Validation. *Journal of Consumer Research*, 28 (June), 50-66.
- 31) Tsai, Hsien-Tung, Heng-Chiang Huang, Yi-Long Jaw and Wen-Kuo Chen. 2006. Why on-line customers remain with a particular e-retailer: An integrative model and empirical evidence. *Psychology and Marketing* 23(5):447-464
- 32) Valencia, A., Mugge R., Schoormans JPL, Schifferstein HNJ (2015). The design of smart product-service systems (PSSs): An exploration of design characteristics. *International Journal of Design* , 9 (1), 13–28
- 33) Wen, C., Prybutok, V.R., & Xu, C. 2011. An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 52, 14-23.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

ORIGINALITY REPORT

18%

SIMILARITY INDEX

7%

INTERNET SOURCES

9%

PUBLICATIONS

10%

STUDENT PAPERS

PRIMARY SOURCES

1	ircmb.org Internet Source	1%
2	Huda Khan, Richard Lee, Larry Lockshin. "The effects of packaging localisation of Western brands in non-Western emerging markets", <i>Journal of Product & Brand Management</i> , 2017 Publication	1%
3	Submitted to Study Group Worldwide Student Paper	1%
4	"Complex, Intelligent and Software Intensive Systems", Springer Science and Business Media LLC, 2023 Publication	1%
5	Submitted to Sunway Education Group Student Paper	1%
6	Submitted to University of Wales, Lampeter Student Paper	1%

7	ejournal.unitomo.ac.id Internet Source	1 %
8	Submitted to CSU, Pomona Student Paper	1 %
9	eprints.mdx.ac.uk Internet Source	1 %
10	Gita Astyka Rahmanda, Indah Kartika Sandhi, Kunti Sunaryo. "Analysis of the Effect of Blended Learning Implementation to Academic Productivity Performance in Beginning Pandemic", Proceeding of LPPM UPN "Veteran" Yogyakarta Conference Series 2020 – Economic and Business Series, 2020 Publication	1 %
11	Submitted to School of Economics and Management, Lisbon Student Paper	1 %
12	"ICT for an Inclusive World", Springer Science and Business Media LLC, 2020 Publication	1 %
13	journals.sagepub.com Internet Source	1 %
14	www.enrichment.iocspublisher.org Internet Source	1 %
15	ojs.uho.ac.id Internet Source	1 %

16	stiemuttaqien.ac.id Internet Source	1 %
17	Submitted to The University of Manchester Student Paper	1 %
18	Submitted to University of Technology, Sydney Student Paper	1 %
19	digitalcommons.nl.edu Internet Source	1 %
20	repository.sustech.edu Internet Source	1 %
21	Submitted to Hopkinton High School Student Paper	1 %
22	Submitted to University of Nottingham Student Paper	1 %
23	European Journal of Marketing, Volume 44, Issue 1-12 (2010-11-08) Publication	1 %
24	Haryadi Sarjono, Celinsky Brenda Sasmita, Bambang Leo Handoko. "Factors Influencing Purchase Intention in the Smartphone Selection Context in Millennials Generation", Proceedings of the 2019 4th International Conference on Big Data and Computing - ICBDC 2019, 2019 Publication	1 %

Exclude quotes On

Exclude matches < 1%

Exclude bibliography On