



DOI: <https://doi.org/10.38035/dijemss.v6i3>

<https://creativecommons.org/licenses/by/4.0/>

The Effect of Brand Image and Product Design on Consumer Purchase Interest in Kriss Batik Products

Hadita Hadita¹, Dovina Navanti²

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, hadita.universitas@dsn.ubharajaya.ac.id

²Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, dovina.navanti@dsn.ubharajaya.ac.id

Corresponding Author: hadita.universitas@dsn.ubharajaya.ac.id¹

Abstract: The study aims to determine the relationship between brand image variables and product design on consumer buying interest in Kriss Batik products. The sample used was 45 people. The results showed that the Brand Image Variable (Brand Image) (X1) had a significant effect on Consumer Purchase Interest (Y), from the results of data processing above that t count for each variable $X1 \ 2.238 > t \ table \ 2.018$ and significance value <0.05 . The Product Design variable (X2) has a significant effect on Consumer Purchase Interest (Y), from the results of the data processing above that the t count of each X2 variable is $5.769 > t \ table \ 2.018$ and the significance value is <0.05 . Likewise, all independent variables, namely Brand Image (X1) and Product Design (X2) together have an effect on Consumer Purchase Interest (Y), from the results of the data processing above that X1 and X2 produce a value of $0.000 < 0.05$, so it can be said that X1 and X2 have an effect on the independent variable.

Keywords: Consumer, Brand Image, Product Design

INTRODUCTION

Economic development in various industries has driven significant growth in Indonesian businesses. Likewise, MSMEs in Indonesia are growing very rapidly. Small and medium entrepreneurs are one of the most ubiquitous segments of companies in the Indonesian economy. Thus, one of the elements that influence Indonesia's economic growth is Small and Medium Entrepreneurship. MSMEs contribute 60.5% of the country's GDP, according to figures from the Ministry of Cooperatives and SMEs, This shows that MSMEs in Indonesia have the potential for enormous growth and increased economic contribution. Micro, Small, and Medium Enterprises (MSMEs) are present in various forms, including in the coffee shop industry, fashion, cosmetics, and culinary industries, as well as laundry services. Competition in a market will be tighter as the number of business actors increases. In addition to price, there will be competition in terms of product quality, marketing and services, brand image, and quality. Every business actor involved in such intense competition is required to provide their best resistance in order to maintain the competitiveness of their company.

In the world of MSMEs, especially in the fashion or clothing sector, new businesses that make various types of products that are increasingly diverse show that the fashion industry is currently growing rapidly, the price factor and product quality are key things or lives in running any business including those engaged in the fashion or clothing sector. However, there are other

things that can add to sustainable success, such as in the fashion sector, namely a brand image that is built and started well, as well as a variety of product designs in accordance with the wishes of consumers, this can directly increase the buying interest of existing consumers (Hadi Sumarsono, Adi Santoso, 2019).

Purchase intention is when people feel interested or motivated to buy goods or services, have a desire to buy new or old goods from a particular brand (Adjie, 2023).

Kotler dan Keller (2016) provides a statement, brand image as an element such as a name, term, symbol, logo or a mixture of these to distinguish a business offered by an individual or group from its rivals, brand image is also defined as the views and tendencies of customers towards a brand, which can be seen from the various associations that customers have with the brand (Sari, 2020).

Product design is the design of goods that are intended to be accepted and satisfy target customers and are not easily imitated by competitors, design is the totality of features that affect the physical, taste, and usability of products based on needs (Alifiyah, 2024).

One of the MSMEs engaged in fashion or clothing is Kriss Batik, which is a business that sells a variety of diverse batik clothing and fashion, batik products that are sold also have high quality because they are made carefully, neatly, consistently, and have a unique and traditional aesthetic value. Located in a strategic location on the edge of a large road, precisely on Jln. Raya Sawangan Mampang, Keca. Pancoran Mas, Depok City, West Java. Established for almost 10 years, Kriss Batik is one of the stores that provides various types of batik that are many and complete, Kriss Batik has become one of the brands recognized by the surrounding community since its establishment almost ten years ago. This achievement contributes to the building of a brand image that is recognized and trusted by consumers. How consumers' perception of this brand influences their decision to buy something is something interesting to be researched further. In terms of product design, one of the most popular batik motifs is Mega Mendung, which originates from the kratons in West Java, Central Java, and East Java. However, Kriss Batik offers many other popular batik motifs, including Sunya Ragi, Taman Arum Sunya Ragi, umbrella lion, and others. The variations and sizes provided are also quite complete from children's to adult sizes. Product design is an important element of Kriss Batik's appeal. By combining traditional values with unique batik motifs, Kriss Batik manages to reach a wide range of customer demographics, especially those who value cultural heritage, as evidenced by their almost 10 years of successful survival.

However, in running a business, it must be able to deal with various phenomena that exist as well as in this day and age, there will be a shift in consumer preferences towards batik products, especially from the younger generation, there is an increasing interest in designs that combine cultural values with a modern touch. Therefore, Kriss Batik must be able to make a movement to face challenges such as possibly changing the design of their products without losing their traditional identity.

This research was also conducted based on research gaps in previous studies which stated inconsistencies in the existing variables, such as in research (Yeni Ariesa, M.Mora Syarif Papili, 2024) which states that brand image has no effect on buying interest, while in research (Adjie, 2023) stated that brand image has an impact on purchase intention. Dalam desain produk, pada penelitian (Yeni Ariesa, M.Mora Syarif Papili, 2024) conveyed that product design has no effect on purchase intention, while in research (Adjie, 2023) conveying product design has an effect on purchase intention.

Based on the background above, which contains existing theories, phenomena and research gaps, the authors determine the title in this study, namely, "The Effect of Brand Image and Product Design on Consumer Purchase Interest in Kriss Batik Products".

METHOD

This type of research is quantitative and aims to evaluate the effect between two variables, the dependent variable and the independent variable. The test results will show whether the two

variabilities affect each other or not, (Wijaya & Amaria, 2024). The data collection method uses surveys and Google Form interviews. The research population is all consumers who come, and the sample used is 45 people. The research location is Kriss Batik which is located at Raya Sawangan Mampang Street, District. Pancoran Mas, Depok City, West Java.

RESULTS AND DISCUSSION

Results

Purchase Intention

Purchase intention is when people feel interested or motivated to buy goods or services, have a desire to buy new or old goods from a particular brand (Adjie, 2023). The term “purchase intention” in marketing refers to how interested consumers are in a particular good or service and whether they believe the good or service meets their needs or wants. Since everyone has different buying interests, it is important to understand how a product or service meets the needs or wants of the target market in order to create a successful marketing plan, (Hadita, 2023).

Brand Image

In recent research (Januari et al., 2025) Brand image is goods or services whose dimensions distinguish them from other goods or services designed to meet the same needs because brand image is a vision or belief that is latent in potential buyers. Brand image is also defined as the views and tendencies of customers towards a brand, which can be seen from the various associations that customers have with the brand, (Sari, 2020).

Product Design

A product that is designed with the aim of being accepted and fulfilling customer needs and not easily followed by its competitors is known as product design. This design consists of all the features that enhance the appearance, feel, and function of the product based on the customer's needs, (Alifiyah, 2024). In contrast to style, product design is not only the physical product but also the essence of the product and superior quality, Style can be sensational, sensational style can attract sensation and produce beautiful beauty, but style does not really improve product performance (Sundana et al., 2023).

Conceptual Framework

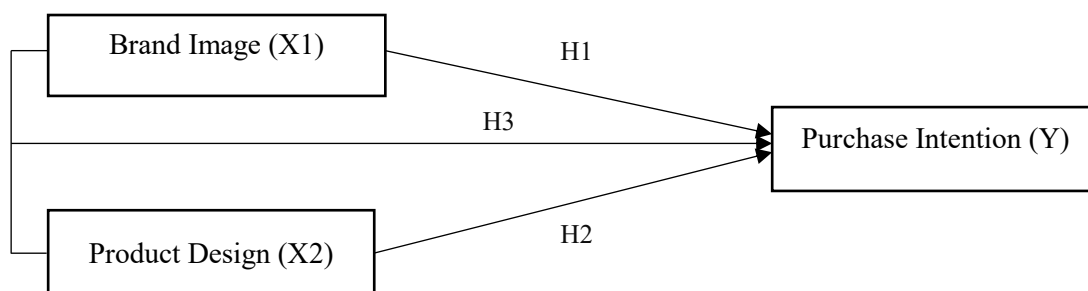


Figure 1. Conceptual Framework

Validity and Reliability Test

Table 1. Validity and Reliability Test

Brand Image (X1)				
Questionnaire Items	r count	r table	Cronbach Alpha	Description
K1	0,914	0,294	0,930	Valid & Reliable
K2	0,960	0,294	0,930	Valid & Reliable
K3	0,940	0,294	0,930	Valid & Reliable
Product Design (X2)				

K1	0,883	0,294	0,955	Valid & Reliable
K2	0,951	0,294	0,955	Valid & Reliable
K3	0,959	0,294	0,955	Valid & Reliable
K4	0,943	0,294	0,955	Valid & Reliable
K5	0,883	0,294	0,955	Valid & Reliable
Customer Purchase Intention (Y)				
K1	0,909	0,294	0,971	Valid & Reliable
K2	0,962	0,294	0,971	Valid & Reliable
K3	0,963	0,294	0,971	Valid & Reliable
K4	0,955	0,294	0,971	Valid & Reliable
K5	0,960	0,294	0,971	Valid & Reliable

Source: Spss 24

Validity test, measuring how valid the questionnaire items used in each variable are, with the criteria if $r_{count} > r_{table}$. The reliability test measures how reliable the existing variables are, if the cronbach alpha value > 0.60 , the variables used are automatically reliable. From the data processing above, it can be seen that $r_{count} > r_{table}$, it can automatically be concluded that the questionnaire items are declared valid. In the reliability test, it can be seen that the Cronbach alpha value is $0.930 > 0.60$, so it can be concluded that the variables used are declared reliable.

Multiple Linear Regression Analysis Test

Table 2. Multiple Ljnear Regression Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,745	1,600		-,466	,644
	X1	,526	,235	,262	2,238	,031
	X2	,722	,125	,677	5,769	,000

a. Dependent Variable: Y

Source: Spss 24

From the data processing that has been done, seen in the results above, the regression equation can be made directly:

$$Y = -0,745 + 0,526X1 + 0,722X + e$$

1. The constant coefficient value is negative, namely -0.745, it can be concluded that in the absence of the merek image variable (X1) and product design (X2), the purchase intention variable (Y) can experience a decrease of 74.5%.
2. In the beta coefficient value of brand image (X1), namely 0.526, if other variables are stable, and the brand image variable (X1) has increased by 1%, then the purchase interest variable (Y) will increase by 52.6%.
3. Likewise, the product design variable (X2) is 0.722, if other variables are stable, and the product design variable (X2) has an additional 1%, then the purchase intention variable (Y) will increase by 72.2%.

Determination Test

Table 3. Determination Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907 ^a	,822	,813	2,28319

a. Predictors: (Constant), X2, X1

Source: Spss 24

It can be seen that the R Square value is 0.822 or 82.2%, it can be concluded that the X1 and X2 variables are able to influence the Y variable by 82.2% and the rest is influenced by external variables unknown to the author.

T Test

Table 4. T Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
X1	,526	,235	,262	2,238	,031
X2	,722	,125	,677	5,769	,000

a. Dependent Variable: Y

Source: Spss 24

In this study, the t test is used to show whether each independent variable has a significant effect on the dependent variable itself. It is evident from the results of the data processing above that the t count of each variable > t table 2.018, and the significance value < 0.05.

F Test

Table 5. Uji F ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1009,367	2	504,684	96,814	,000 ^b
	Residual	218,944	42	5,213		
	Total	1228,311	44			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Spss 24

To show whether the independent variable factors have a significant effect on the dependent variable at the same time, the f test is used in this study. It can be seen from the results of the data processing above that X1 and X2 produce a value of 0.000 < 0.05, so it can be concluded that X1 and X2 have an effect on the independent variable.

CONCLUSION

Based on the explanation above, from the background to data processing, conclusions can be made regarding consumer buying interest in Kriss Batik, namely:

1. Brand Image variable (X1) has a significant effect on Consumer Purchase Interest (Y), from the results of data processing above that the t count of each X1 variable is 2.238 > t table 2.018 and the significance value is < 0.05.

2. The Product Design variable (X2) has a significant effect on Consumer Purchase Interest (Y), from the results of the data processing above that the t count of each X2 variable is $5.769 > t$ table 2.018 and the significance value is <0.05 .
3. Likewise, all independent variables, namely Brand Image (X1) and Product Design (X2) together have an effect on Consumer Purchase Interest (Y), from the results of the data processing above that X1 and X2 produce a value of 0.000 <0.05 , so it can be said that X1 and X2 have an effect on the independent variable.

The following suggestions are available for Kriss Batik as follows: 1) It is hoped that Kriss Batik will be able to maintain the Brand Image that has been built by maintaining its distinctive characteristics; and 2) Kriss Batik is also expected to be able to improve its product design according to the development of modern times now.

REFERENCES

- Adjie, H. M. (2023). *Pengaruh Citra Merek, Harga, Dan Desain Produk Terhadap Minat Beli Pada Saat Membeli Produk Official Klafam Store Di Klaten*.
- Alifiyah, V. (2024). *E-Jurnal Surplus (Jurnal Ilmu Manajemen Dan Kewirausahaan) Pengaruh Citra Merek, Desain Produk Dan Kualitas Produk Terhadap*. 4(1), 548–557.
- Anggi Achmad Akbar, & Hadita. (2023). The Influence Of Taste And Price On Purchase Interest In Bebek Madu 88 Bekasi. *Formosa Journal Of Applied Sciences*, 2(12), 3445–3454. <https://doi.org/10.55927/Fjas.V2i12.7103>
- Hadi Sumarsono, Adi Santoso, D. A. W. (2019). Pengaruh Citra Merek (Brand Image), Kualitas Produk, Dan Desain Produk Terhadap Keputusan Pembelian Pada Produk Batik Mukti. *Isoquant: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 3(1), 81. <https://doi.org/10.24269/Iso.V3i1.242>
- Januari, N., Julianty, R. E., Wijaya, S., Avelyon, V., Saputra, D., Fakultas, M., Musi, U. K., & Indonesia, P. (2025). *Pengaruh Citra Merk Dan Kualitas Produk Terhadap Minat Beli Daviena Skincare Dikota Palembang*. 3(1), 135–148.
- Sari, E. . (2020). Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Minat Beli Pakaian Bayi (Studi Kasus Toko Istana Bayi Jalan Arifin Achmad No 88 Abc Pekanbaru, Riau). 2020, 5(3), 248–253. <https://repository.uir.ac.id/10141/1/165210045.pdf>
- Sundana, Pranata, S., & Lukita, C. (2023). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian (Batik Trusmi). *Jurnal Witana (Jw)*, 01(01), 10–15.
- Wijaya, R. K., & Amaria, H. (2024). *Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian (Pada Umkm Batik Sendang Lestari Kota Blitar) Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Islam Balitar, Indonesia Batik Sendang Lestari Adalah Salah Satu Umkm Batik Yang Ada*. 1, 22–35.
- Yeni Ariesa, M.Mora Syarif Papili, D. M. M. H. S. A. (2024). *Faktor Desain Produk, Kustomisasi, Dan Pengaruh Sosial Terhadap Minat Beli Kosumen Pada Produk Karpet Pt. Syam Sukses Sakato*. 4(6), 1229–1242.