



UDC 332

THE EFFECT OF PRODUCT DESIGN AND PERCEIVED AUTHENTICITY ON REPURCHASE INTENTION MEDIATED BY CLOTHING INTEREST

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ABSTRACT

Batik is one of Indonesia's cultural heritage. It is a masterpiece of Indonesian art. In the current era, batik also has other roles in opening up employment and improving the country's economy. This study examines factors affecting consumer behavior in repurchasing batik as a product, especially batik from Ngawi Regency of East Java Province, Indonesia. Our respondents were people who had once bought Batik Ngawi. As many as 250 people were chosen purposively as the research samples. Data were collected using a questionnaire and analyzed using PLS-SEM. The findings of this research show that the symbol in product design and the authenticity of Batik Ngawi have a significant and positive influence on repurchase intention, and clothing interest can be a mediator between the independent variable and the dependent variable.

KEY WORDS

Product design, perceived authenticity, clothing interest, repurchase intention, Batik Ngawi.

Indonesia is rich in culture. Every region in Indonesia has its own unique and diverse arts, and culture, in accordance with the motto of the Indonesian nation, namely "Bhinneka Tunggal Ika" or unity in diversity. This state motto describes how Indonesia has become one nation with much cultural, ethnic, religious, racial, and even cultural diversity. Batik is one of the treasures of the Indonesian people, and it remains sustainable to this day.

Almost every region in the country has unique batik motifs that reflect their local characteristics (Astutiningrum, 2019). Batik is not just a piece of cloth but also represents a culture and national identity. Batik symbolizes hope for people wearing it. Batik is suitable for all ages.

East Java, one of the provinces in Indonesia, consists of 38 regencies and cities; each has unique and diverse batik motifs and colors. East Java Batik has become one of the creative industry sectors that contribute to the economy, including Batik Ngawi in Ngawi Regency.

As time went by, many batik producers from various cities entered the market and became famous, such as Batik Pekalongan and Batik Solo. Batik Ngawi is not known by many people, both locally and nationally. Intense competition requires Batik Ngawi producers to continue to compete with existing batik products.

Repurchase intention is very important for the profitability and sustainable growth of a business (Wibowo et al., 2020). Consumers tend to make repurchase decisions based on their level of satisfaction with previous experiences. The main objective of this research is to understand the intention to repurchase Batik Ngawi products.

Purchasing decisions on batik products are influenced by product design (Paramita, 2021). Product design is a consideration for consumers in choosing batik products because it will influence their appearance when wearing the product and can become a characteristic that represents the symbol of a region (Saraswati, 2015).

The research object in this study is different from previous research conducted by Putri et al. (2020), which examined Batik Malangan. The previous study focused on product design indicators of batik in the aspects of color and product quality. Saraswati (2015) examined Batik Pekalongan on the aesthetic aspect as one of the product design indicators. Meanwhile, we adopted the product design indicators used by Bloch (2011) by adding symbolic aspects as product design indicators for batik. We chose Batik Ngawi because it



offers unique motifs and is different from other regions. The motifs depict bamboo, teak, fossils of ancient humans, and elephant tusks, which are local wisdom native to Ngawi Regency.

Batik authenticity refers to the uniqueness of local batik that describes the culture and richness of local resources. Authenticity can influence consumers' decisions to repurchase batik products (Lin & Wang, 2012). Research related to the perceived authenticity of Batik Tanah Liek products in Padang City confirms that perceived authenticity influences the purchasing decision process (Salmi, 2022).

The research gap in this study emerged due to inconsistencies in the results of research conducted by Homburg et al. (2015) and Liang (2015). It can be concluded that the problem behind this research is that there is no clarity regarding whether product design and perceived authenticity are able to increase repurchase intention.

Fiore et al. (in Marshall, 2019) found that mass customization of fashion product designs creates unforgettable experiences for customers, which influences interest in clothing. The results of cross-country research conducted by Rahman (2010) show that perceptions of beauty significantly influence clothing interest.

A study by Son et al. (2013) on 405 young consumers in India found that their interest in clothing had a significant impact on clothing purchase intentions. Understanding what generates clothing interest will be very useful for manufacturers to accurately segment target markets, develop effective promotional strategies, and create loyalty among customers (Cham et al., 2017).

The research gap that has been explained in this research will answer whether product design and perceptions of authenticity can influence the decision to repurchase Batik Ngawi products and whether clothing interest can mediate the effect of product design and perceptions of authenticity on repurchase intention. This research is useful as a basis for producers of cultural products such as batik in determining production strategies as a reference in creating regional batik products.

LITERATURE REVIEW

Repurchase intention is a consumer's post-purchase action. Satisfaction and dissatisfaction after consumer purchase of a product will influence subsequent behavior (Kotler, 2022). The satisfaction consumers get can make them make repeat purchases and become loyal to the product or service so that they can tell other people good things. According to Ferdinand, in Basrah and Samsul (2012), repurchase intention is measured through transactional intention, referential intention, preferential intention, and exploratory intention.

Design is defined as the way a product looks, feels, and functions; product design provides a powerful way to differentiate and position a company's goods and services. According to Kotler, et al. (2022), the product design must be easy to make and distribute for the company, customers are happy to see it, and it is easy to open, install, use, repair, and dispose of. Product design indicators refer to the indicators proposed by Bloch (2011), which consist of aesthetics, function, and symbols.

Perceived authenticity can be interpreted as the authenticity received, seen, or felt (Wang in Nicolaidis, 2014). Perceived authenticity refers to how authentic a person feels; it explains the role of perceived authenticity as a measure of product quality and as a determinant of satisfaction. In the context of a batik product, batik can be considered objectively authentic when the batik is produced by original craftsmen according to local natural resource motifs. According to Revilla and Dodd (in Massi, 2023), perceived authenticity is measured through the following two indicators: traditional characteristics and locally produced.

Clothing interest is an attitude and belief about clothes, a person's knowledge, and attention to their clothes, as well as the attention and curiosity a person has about their clothes and other people's clothes (Gurel in Arora, 2020). Clothing interest between individuals can be shown by the extent to which they use clothes in an experimental way, in



the form of the amount of energy, time, and money they are willing to sacrifice for clothes and their awareness of new models. Interest in clothing is multi-dimensional, consisting of five components (Gurel in Arora, 2020), which are used as indicators in this research: concern with personal appearance, experimenting with appearance, and heightened awareness of clothes.

Kotler (2022) states, “Design is the totality of features that affect how a product looks, feels, and functions to a consumer”. Alexi (2017) finds that product design variables have a significant effect on the repurchase intention of Specs, a futsal shoe product in Pekanbaru City. Putri et al. (2020) found that product design could increase purchasing decisions for Batik Malangan. So, the proposed research hypothesis is:

H1: Product design has a significant positive effect on repurchase intention.

Perceived authenticity can be interpreted as the authenticity received, seen, or felt (Wang in Nicolaidis, 2014). Kim and Melissa (2017) show a positive relationship between perceived authenticity and repurchase intention. So, the proposed research hypothesis is:

H2: Perceived authenticity has a significant positive effect on repurchase intention.

Aesthetics, features, and emotions or symbols have been well-studied as indicators of product design (Homburg et al., 2015). Fiore (in Marshall 2019) confirms that product design has been proven to influence clothing interest in mass customization products. Thus, the hypothesis proposed in this research is as follows:

H3: Product design has a significant positive effect on clothing interest.

Revilla and Dodd (in Massi, 2023) concluded that perceived authenticity is measured through two indicators: traditional characteristics and locally produced. Zampier et al. (2019) show that the authenticity of used luxury clothing products in Brazil influences consumers who care about their appearance and want to express their appearance. Thus, the hypothesis formed is as follows:

H4: Perceived authenticity has a significant positive effect on clothing interest.

A study by Son et al. (2013) on 405 young consumers in India found that their interest in clothing had a significant impact on clothing purchase intentions. Thus, the hypothesis is:

H5: Clothing interest has a significant positive effect on repurchase intention.

Previous research has proven that product design has a significant effect on repurchase intention (Fileri and Zhibin, 2016; Paramita et al., 2021). Other research conducted by Fiore et al. (in Marshall 2019) and Rahman (2010) prove that product design influences clothing interest. Clothing interest meets the requirements to be tested as a mediating variable for the relationship between product design and repurchase intention, so the hypothesis proposed in this research is:

H6: Clothing interest mediates the relationship between product design and repurchase intention.

Previous research has proven that perceived authenticity has a significant effect on repurchase intention (Kim and Melissa, 2017; Lin and Wang, 2012; Ramkissoon and Muzaffer 2011). Other research conducted by Revilla (in Massi, 2023) and Zampier et al. (2019) prove that perceived authenticity influences clothing interest. Thus, the hypothesis proposed is:

H7: Clothing interest mediates the relationship between perceived authenticity and repurchase intention.

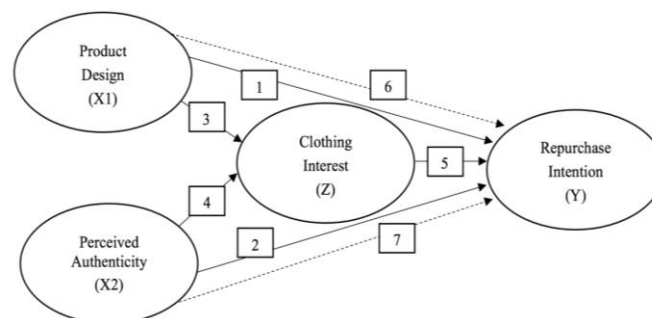


Figure 1 – Research Conceptual Framework (Source: The Authors, 2022)



METHODS OF RESEARCH

This is quantitative explanatory research. The population in this study is all consumers who have purchased Batik Ngawi. We used a sample of 250 respondents using a questionnaire collected over four weeks by distributing questionnaires online on a Google Form to consumers.

The questionnaire consisted of 23 items, with 7 items on product design, 5 items on perceived authenticity, 7 items on interest in clothing, and 4 items on repurchase decisions. The questionnaire used a 5-point Likert scale, 1 for strongly disagree and 5 for strongly agree.

Samples were chosen through a purposive sampling technique. Respondents were consumers who had purchased Batik Ngawi at least twice. They were at least 18 years old because this age range includes late adolescence, and is considered mature, emotionally stable, and able to give opinions and answer questions in the questionnaire (Deswita, 2006). The data analysis technique in this research uses SmartPLS 3.0.

Table 1 – Operational Definition of Variables

Variable	Indicator	Item	Source
Product Design (X1)	Aesthetic	(X1.1) Batik Ngawi looks attractive	Bloch (2011)
		(X1.2) Batik Ngawi looks charming	
	Functionality	(X1.3) Batik Ngawi is comfortable	
		(X1.4) Batik Ngawi beautify what I wear	
Symbolism	(X1.5) Batik Ngawi is suitable for many occasions	(X1.6) Batik Ngawi helps build my image	
	(X1.7) Batik Ngawi helps to differentiate myself from others		
Perceived Authenticity (X2)	Traditional Characteristics	(X2.1) Batik Ngawi is made with traditional methods	Revilla & Dodd (in Massi, 2023)
		(X2.2) Batik Ngawi is unique	
	(X2.3) Batik Ngawi is made of traditional materials		
Locally Produced	(X2.4) Batik Ngawi has a fashionable design	(X2.5) Batik Ngawi is made by local craftsmen	
Clothing Interest (Z)	Concern with personal appearance	(Z1) I match the accessories I wear with each outfit	Gurel (in Arora, 2020)
		(Z2) I really pay attention to color combinations in dressing	
	Experimenting with appearance	(Z3) I spend more time than other people matching the colors of my clothes	
		(Z4) I try mixing and matching outfits to see how I look	
Heightened awareness of clothes	(Z5) I want to know why people wear the clothes they wear	(Z6) I wonder what makes some clothes more comfortable than others	
	(Z6) I wonder what makes some clothes more comfortable than others		
	(Z7) I bought Batik Ngawi for my collection		
Repurchase Intention (Y)	Transactional	(Y1) I will buy Batik Ngawi again	Ferdinand (2012)
	Referential	(Y2) I will convey positive things about Batik Ngawi	
	Preferensial	(Y3) I do not hesitate when buying Batik Ngawi	
	Explorative	(Y4) I will look for information related to Batik Ngawi	

Source: Data analyzed (2023).

RESULTS OF STUDY

Characteristics of Respondents

The descriptive analysis shows that the majority of respondents came from Ngawi, as many as 189 people (75.6%), dominated by women, as many as 180 people (72%), and aged 25-32 years, as many as 57 people (49.6%). Based on educational background, 116 people (46.4%), were undergraduates. Based on occupation, the majority, 80 people (32%), were private or state-owned enterprises' employees, with 73 people (29.2%) having an income level of IDR 3,000,000 to IDR 5,000,000. Based on purchasing frequency, most people purchased twice, with a total of 141 people (56.4%).



Validity and Reliability Tests

All statement items have a loading factor value > 0.5, Composite Output Reliability value > 0.7, Cronbach's Alpha value > 0.6, and AVE value > 0.5. Thus, it can be concluded that all research items are valid and reliable. The research results show that all factor values, such as product design (X1), perceived authenticity (X2), repurchase intention (Y), and clothing interest (Z), meet the specified requirements. So, it can be concluded that all indicators and items in this research are valid and reliable.

R-Square

The research results show that the R-Square level of the clothing interest variable is 0.352, meaning that the influence on clothing interest can be explained by 35.2% by product design and perceived authenticity, while the rest is explained by other variables. The results of the coefficient of determination of the influence of product design, perceived authenticity, and clothing interest on repurchase intention are 0.650, which means that the influence on repurchase intention can be explained by 65% by product design, perceived authenticity, and clothing interest, while the rest is explained by other variables not included in the study.

Table 2 – Direct Effect Testing Results

Hypothesis	Path Coefficient	P-value	Note
PD → RI	0.267	0.000	Significant
PA → RI	0.167	0.011	Significant
PD → CI	0.430	0.000	Significant
PA → CI	0.225	0.007	Significant
CI → RI	0.511	0.000	Significant

Source: Data analyzed (2023).

We tested the indirect influence of a variable on other variables through a mediating variable.

Table 3 – Indirect Influence Test Results

Hypothesis	Path Coefficient	P-value	Note
PD → CI → RI	0.220	0.000	Significant
PA → CI → RI	0.115	0.006	Significant

Source: Data analyzed (2023).

DISCUSSION OF RESULTS

We found that product design helps build a person's distinctive image and has a significant positive influence on repurchase intention. Based on the results of the descriptive analysis, it is known that "Batik Ngawi looks charming" is the most dominant item in forming product design. Aesthetics is the level of visual attractiveness of a product, the level of beauty of a product to look at, and the level of attractiveness of a product (Bloch, 2011). Respondents believed that the beauty of Batik Ngawi's motifs, which reflect Ngawi's unique natural richness, was one of the factors leading to repurchasing. Respondents felt that the visual appeal of Batik Ngawi products could create a desire to buy again. Batik Ngawi products have beautiful motifs, which reflect the natural riches of Ngawi Regency, such as bamboo motifs, fossils, and elephant tusks. This means that the better the design of a product, the greater the consumer's desire to repurchase batik products, which is supported by Alexi (2017) and Paramita et al. (2021), which also show the important role of product design in increasing repurchase intention in the context of purchasing batik products.

Perceived Authenticity and Repurchase Intention

The research results show that the products of local craftsmen create perceived authenticity, which influences repurchase intention. Based on descriptive analysis, it is



known that “Batik Ngawi is made by local craftsmen” is the most dominant item in forming perceived authenticity. The authenticity of the production process makes consumers willing to repurchase batik products. This shows that consumers have begun to be aware of preserving local culture by buying local products. Consumers also participate in improving the local economy.

Kim and Melissa (2017) stated that using ethnic names and having local native employees greatly impacts customers’ perceptions of authenticity, which will increase consumers’ repurchase decisions. From this statement, it can be interpreted that perceived authenticity in the product can increase the repurchase intention of Batik Ngawi’s customers. Ramkissoon and Muzaffer (2011) emphasized that perceived authenticity is an important factor at cultural and natural heritage sites on the island of Mauritius. The findings revealed a significant positive relationship between perceived authenticity and tourists’ behavioral intentions.

Product Design and Clothing Interest

Based on data analysis and hypothesis testing, it was revealed that product design, consisting of 3 (three) indicators of aesthetic, functional, and symbolism, positively affects clothing interest among Batik Ngawi’s customers. This means that if product design is improved by creating distinctive product designs, interest in clothing to be repurchased will increase. These results show that the more unique the product design benefits consumers, the higher the interest in clothing will be.

Fiore et al. (in Marshall 2019) found that mass customization of fashion product designs creates unforgettable customer experiences, influencing interest in clothing. This is in line with Rahman (2010), stating that the functional or instrumental value of denim jeans products is considered very important for consumers in China. In contrast, Canadian consumers are more concerned with enhancing their individuality; therefore, aesthetic values such as color play an important role in the evaluation and consumption of jeans.

From the relationship above, it can be concluded that the distinctive traditional character and local production by local craftsmen increase the clothing interest of Batik Ngawi’s customers. Understanding what generates clothing interest will be very useful for manufacturers to accurately segment target markets, develop effective promotional strategies, and create loyalty among customers (Cham et al., 2017).

Perceived Authenticity and Clothing Interest

Data analysis and hypothesis testing revealed that perceived authenticity, which consists of 2 (two) indicators of traditional characteristics and local production, positively influences clothing interest among Batik Ngawi’s customers. This means that if perceived authenticity is maintained while maintaining a strong impression of the authenticity of the manufacturing methods, the use of traditional materials, and locally produced Batik Ngawi products, interest in batik products will increase.

This research shows that the influence of perceived authenticity on clothing interest is significant and positive in accordance with research conducted by Zampier et al. (2019) that the authenticity of used luxury clothing products in Brazil influences consumers who care about their appearance and want to express their style. From the relationship above, it can be concluded that consumer consumption experience obtained from perceived authenticity can increase clothing interest.

Clothing Interest and Repurchase Intention

Data analysis and hypothesis testing revealed that clothing interest, consisting of 3 (three) indicators of concern with personal appearance, experimenting with appearance, and heightened awareness of clothes, positively affects repurchase intention among Batik Ngawi’s customers. This means that if consumer awareness of clothing interest is high, consumer interest in repurchasing will increase.

This research shows that the influence of clothing interest on repurchase intention is significant and positive in accordance with research conducted by Cham et al. (2017), which



shows that interest in clothing influences the purchasing interest of Generation Y consumers in Malaysia. Clothing companies must implement appropriate marketing strategies to increase consumer information by using advertising media, promotional campaigns, spokespersons, and sponsorships. From the relationship above, it can be concluded that a high level of interest in clothing can increase the repurchase intention of Batik Ngawi's consumers.

The Effect of Product Design on Repurchase Intention Mediated by Clothing Interest

The research results revealed that product design impacted repurchase intention through clothing interest. However, the mediating impact of clothing interest is partial, so it can be interpreted that clothing interest can bridge the influence of product design on repurchase intention. However, without clothing interest, product design is able to increase repurchases of Batik Ngawi products.

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CONCLUSION

Based on the data analysis and discussions, the relationship between product design, perceived authenticity, clothing interest, and repurchase intention is as follows:

- Product design can increase repurchase intention. The better the product design, the more satisfied and loyal consumers will be with Batik Ngawi products. Batik Ngawi's producers must be able to create beautiful batik motifs and colors for the company's sustainable development. Good designs will attract consumers, making them feel that the products are unique and unforgettable; this finally leads to a positive image of the company and the products;
- Perceived authenticity increase repurchase intention, the more authenticity that is felt in Batik Ngawi products, the more consumers will be interested in buying the products again. Local craftsmen, who are the most important factor in shaping the authenticity of batik products that consumers feel, need to be maintained because consumers see the authenticity of who makes the batik. This shows that consumers have begun to be aware of preserving local culture by buying locally-made products. Consumers also participate in improving the local economy;
- Product design can increase clothing interest. This means that batik products with good aesthetics, function, and symbols can arouse consumer's clothing interest. Consumers feel more confident by paying attention to the color combination of clothes. Batik Ngawi's producers must make products with the best quality and fashionable colors to continue attracting consumer interest in clothing;
- Perceived authenticity can increase clothing interest. The higher the perceived authenticity of Batik Ngawi products, the more consumers will be interested in these batik products. So, it is necessary to continue to maintain the authenticity of batik motifs, the authenticity of origin, local production, and local craftsmen in making Batik Ngawi;
- Clothing interest can increase repurchase intention, meaning that the decision to purchase Batik Ngawi influenced by clothing interest. In this case, consumers who care about appearance tend to match the accessories they wear with each outfit, so it is necessary for Batik Ngawi's producers to innovate by creating products with attractive, creative, and innovative art designs;



- A well-developed product design can increase clothing interest so that this interest can increase repurchase decisions for Batik Ngawi products;
- Well-developed perceived authenticity can increase clothing interest so that authenticity can increase repurchase decisions for Batik Ngawi products.

RESEARCH IMPLICATIONS

Based on the findings, consumers consider aesthetics and locally produced aspects when shopping for batik products. Beauty is used to build an authentic image in Batik Ngawi products. Making authentic Batik Ngawi by local craftsmen is also an important factor in generating interest in repurchasing. The results of this research can be a solution so that Batik Ngawi's producers pay attention to factors that can influence the repurchase of their products and maximize planning, policies, and decision-making to increase income and profitability.

Findings show that product design and perceived authenticity have a direct influence on increasing the number of repurchases. This research also shows that product design and perceived authenticity impact repurchase intention through clothing interest, with partial mediation. When consumers see the aesthetics, function, and design symbols of a less attractive product, they will not be interested in buying it. In this case, the product design must be reliable. Likewise, when consumers feel that a product is not authentic, consumers will lose interest in making repeat purchases. In this case, the perception of authenticity must be formed by creating original products through traditional characteristics and local production.

RESEARCH LIMITATIONS

This research was carried out following the procedures by researchers in scientific research guidebooks; however, this research was not free from limitations. This research mostly uses a questionnaire in the form of a Google form, which is distributed via WhatsApp and uses closed questions, thereby limiting the respondents' opinions, which means that the answers the respondents gave might not have fully reflected their opinions. In this study, we had difficulty getting respondents from outside Ngawi due to limited research time. Respondents' poor ability to understand the statements in the questionnaire and also honesty in filling out the questionnaire means there could be a possibility that the results would be less accurate.

RECOMMENDATIONS

Practical Recommendations

Batik producers need to continue to improve their product design, especially in aesthetics, namely the product's appearance, which is visible in the form of motifs, colors, and quality of materials for a distinctive image. Batik producers also need to innovate the materials used and designs so that in the future, they will be better able to compete in a wider market. It can be done by creating product motifs that explore authentic natural resources native to Ngawi Regency, such as bamboo, teak, Trinil fossil, and the Kartonyono Monument, which has become an icon of Ngawi Regency. Unique motifs, different from other regional batik motifs, must also continue to be developed. The method of making batik and the materials used also need to be properly documented through photos and videos as material for advertising media and as proof that Batik Ngawi is a cultural product with distinctive traditional characteristics and is made with local pride. The empowered participation of local Ngawi craftsmen forms the perception of the highest authenticity of the products.

The Department of Cooperatives, Small and Medium Enterprises of Ngawi Regency is also recommended to actively carry out batik workshops and training for local batik makers to improve their quality and guide the promotion of Batik Ngawi through exhibition programs,



fashion shows, leaflets, business cards, and packaging) and encourage the ability to manage trademarks, packaging, and product design.

The local government of Ngawi must hold a batik festival to preserve cultural heritage and grow the business activities of batik craftsmen. The event may begin with a product exhibition, especially batik from the small and medium industrial sector in Ngawi Regency. It is hoped that this activity can encourage creative industries in Ngawi to grow. Apart from that, there should also be batik motif-making competitions, batik canting competitions, and even batik clothing design competitions for local batik makers to attract interest and talent for the regeneration of batik makers and an effort to enrich the variety of local Batik Ngawi and develop creative tourism based on the batik industry. Promotional strategies are carried out to attract more tourists to visit Ngawi or attract Ngawi residents to visit museums or batik villages. This promotional strategy includes exhibition activities held at national and international levels, museum-goes-to-school to attract students to learn batik, making leaflets and websites, and utilizing social media to market creative tourism products as a promotional step that illustrates the pride of Ngawi. The use of Batik Ngawi ornaments can, among others, be found in ornaments for buildings and decorating gardens and sidewalks, government offices, schools, residential gates, community buildings, public transport vehicles, street light poles, billboards, general products, and others.

Theoretical Recommendations

Future researchers can expand the research object using a wider population scope, different research methods, different research instruments, and larger samples to provide more complete results.

This research only uses product design, perceived authenticity, and clothing interest to determine their influence on repurchase intention. It is hoped that future research can expand and integrate the research model by including other factors that can influence repurchase intention for batik products in particular, such as price, product knowledge, and iconic products.

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