

ANALYSIS OF THE EFFECT OF SOCIAL MEDIA MARKETING, BRAND IMAGE, AND PRODUCT UNIQUENESS ON PURCHASING DECISIONS FOR KINANTHI BATIK NUSANTARA PRODUCTS IN MAGETAN

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Abstract

The development of the creative industry in Indonesia continues to increase along with growing public awareness of local products that possess cultural value and good quality (Hasan et al., 2026). This study aims to analyze the effect of Social Media Marketing, Brand Image, and product uniqueness on purchasing decisions for Kinanthi Batik Nusantara products in Magetan. This study used primary data collected through questionnaires distributed to respondents. The sample consisted of 130 respondents. Data processing and analysis were conducted using SPSS. Based on the results of data processing and hypothesis testing of the three hypotheses, which examined the effects of Social Media Marketing on purchasing decisions, Brand Image on purchasing decisions, and product uniqueness on purchasing decisions, it can be concluded that Social Media Marketing has a significant effect on purchasing decisions at Kinanthi Batik Nusantara. Brand Image does not have a significant effect on purchasing decisions at Kinanthi Batik Nusantara. Meanwhile, product uniqueness has a significant effect on purchasing decisions at Kinanthi Batik Nusantara.

Keywords: *Social Media Marketing, Brand Image, Product Uniqueness, Purchasing Decision.*

A. INTRODUCTION

The development of the creative industry in Indonesia continues to increase along with growing public awareness of local products that possess cultural value and good quality (Liputo, 2025). One of the creative industry sectors experiencing rapid growth is the batik industry. Batik not only serves as a clothing necessity but also represents a cultural identity with high economic value. The development of information and communication technology has also encouraged batik

entrepreneurs to utilize digital media as a marketing tool to increase product competitiveness amid increasingly intense competition (Maryana & Erlina, 2026).

One of the growing batik businesses in Magetan Regency is Kinanthi Batik Nusantara. This business offers various batik products featuring distinctive motifs that incorporate elements of local culture while being combined with designs that follow current market trends. In conducting its business activities, Kinanthi Batik Nusantara utilizes social media as a promotional tool to introduce its products to the public. In addition, the company strives to build a positive brand image through the quality of its products and services provided to consumers. The uniqueness of its products serves as one of its competitive advantages, which is expected to attract consumers and encourage them to make purchasing decisions.

Kinanthi Batik Nusantara has various advantages, such as distinctive batik motifs, good product quality, and the incorporation of local cultural values as its product identity. However, consumers still have many alternative choices of batik products from various other brands that are more widely recognized in the market. Furthermore, the development of information technology has changed consumer behavior in seeking product information before making a purchase. Consumers tend to compare various products through social media, consider the brand image of a product, and evaluate the uniqueness offered before deciding to make a purchase. Therefore, the company needs to pay attention to factors that may influence consumer purchasing decisions in order to compete effectively and maintain its existence in the market (Annisyak & Ali, 2025).



Gambar 1. Kinanthi Batik Nusantara

Source: Kinanthi Batik Nusantara, 2026

Kinanthi Batik Nusantara, as one of the growing batik businesses in Magetan Regency, continues to strive to increase the attractiveness of its products through various marketing strategies. However, in conducting its business activities, Kinanthi Batik Nusantara faces challenges, including the increasing number of batik businesses utilizing social media as a promotional tool, intensifying competition in building a strong brand image, and increasingly selective consumers in choosing products that suit their needs and preferences.

The rapid growth of the batik industry, along with increasing public awareness of local products and Indonesia's cultural heritage, has resulted in increasingly intense competition among batik businesses (Saputri & Angraini, 2025). Therefore, every business is required to develop appropriate marketing strategies to attract consumers and increase product sales. Under these conditions, effective social media marketing, the establishment of a positive brand image, and the development of product uniqueness are important factors that need to be considered because they can influence consumers' decisions when selecting and purchasing batik products. By understanding these factors, Kinanthi Batik Nusantara is expected to improve its business

competitiveness, expand its market reach, and encourage an increase in consumer purchasing decisions.

To better understand the actual condition of the business, the following presents data on the sales revenue development of Kinanthi Batik Nusantara over the past three years. This data provides an overview of sales dynamics and their potential relationship with consumer purchasing behavior.

Tabel 1. Omset Penjualan Kinanthi Batik Nusantara

No	Tahun	Omset Penjualan
1	2022	Rp5.796.623.000
2	2023	Rp5.329.424.000
3	2024	Rp4.051.507.000
4	2025	Rp5.036.912.000

Source: Kinanthi Batik Nusantara, 2026

The sales revenue table shows fluctuations in the business performance of Kinanthi Batik Nusantara over the past three years. This downward trend indicates increasing challenges in attracting consumer interest, maintaining customer loyalty, and competing in the market. The table shows that sales revenue declined from 2022 to 2024.

Purchasing decisions refer to the process undertaken by consumers when selecting and deciding to purchase a product after going through several stages, including need recognition, information search, evaluation of alternatives, and ultimately determining the product that is considered most suitable for their needs and desires (Kumbara, 2021). A purchasing decision is a consumer's action in choosing a product based on various considerations, such as product benefits, information obtained, trust in the brand, and previous experiences before making a purchase (Ndruru et al., 2025). The purchasing decision process does not occur spontaneously but involves a series of stages that incorporate both rational and emotional considerations when consumers select a product.

The research conducted by Lawone et al. (2026) shows that social media marketing has a significant effect on purchasing decisions because information delivered through social media can

increase consumer knowledge and generate interest in a product. This is consistent with the research by Cahayani & Sutar (2020), which states that brand image has a positive and significant effect on purchasing decisions because a positive brand image can increase consumer confidence in the quality of the products offered.

Product uniqueness has also been proven to have a significant effect on purchasing decisions (Nofrizal, 2021a), as consumers tend to be more interested in products with distinctive characteristics and unique value compared to competing products. Several factors that influence consumer purchasing decisions include the effectiveness of social media marketing, brand image, and product uniqueness, which provide functional and emotional value to consumers (Putra et al., 2025). Thus, purchasing decisions are not only determined by consumer needs but are also influenced by consumers' perceptions of marketing information, brand image, and the uniqueness of the products offered.

Based on these factors influencing purchasing decisions, the researcher establishes the scope of this study. The variables examined in this research are social media marketing, brand image, and product uniqueness, which are expected to influence purchasing decisions at Kinanthi Batik Nusantara in Magetan.

Social media marketing refers to marketing activities conducted through social media platforms to deliver product information, build interactions with consumers, and increase brand awareness on a broader scale (Hidayat & Vania, 2024). Social media marketing also reflects a company's ability to manage digital content, respond to consumers, and build sustainable relationships through social media platforms (Hendrarso et al., 2026).

Tabel 2. Media Sosial

No	Keterangan	Data
1	Jumlah Pengikut	± 2.142
2	Rata-rata Like per Konten	150–200
3	Rata-rata Pertanyaan di Komentar/DM	10–15 per hari
4	Konversi Penjualan melalui Media Sosial	2–3 transaksi per hari

Source : Kinanthi Batik Nusantara, 2026

Based on Data 2, it can be seen that the social media marketing activities of Kinanthi Batik Nusantara have demonstrated fairly good consumer engagement. Social media marketing has a significant role in encouraging consumer purchasing decisions because the information, interactions, and content created have successfully generated consumer interest and encouraged them to make purchases.

The research conducted by Sari et al. (2026) states that social media marketing has a positive and significant effect on purchasing decisions. This is consistent with the findings of Rieskiyanto (2024), which show a direct, positive, and significant effect of social media marketing on consumer purchasing decisions. The more effective marketing activities conducted through social media are, the higher consumers' tendency to make purchasing decisions. Consumers can more easily recognize products, understand the information provided, and become interested in the products offered through engaging and interactive content.

Similar findings were reported by Rindana et al. (2026), who found that social media marketing has a significant effect on purchasing decisions because social media can facilitate two-way communication between companies and consumers and increase consumer trust in products. Promotional activities carried out consistently through social media can also increase brand awareness and encourage consumers to make purchasing decisions.

According to Ananda & Astuti (2026), brand image refers to the perceptions, impressions, and beliefs formed in consumers' minds toward a brand based on their previous experiences, information, and interactions. Brand image represents the image associated with a particular brand and can influence consumers' assessments of the quality and credibility of the products offered (Rina et al., 2023). The more positive the brand image of a product, the greater the consumer confidence in making a purchase. Brand image is also closely related to competitors. The following section presents information regarding competitors of Kinanthi Batik Nusantara.

Tabel 3. Kompetitor

No	Brand/Pesaing	Jalur Distribusi	Lokasi	Kisaran Harga	Keterangan
1	Batik Mukti Magetan	Galeri fisik, pameran daerah, pesanan seragam instansi	Plaosan, Magetan	Rp250.000 – Rp750.000	Fokus baju premium/formal, tulis & cap
2	Batik iYat (Pring Sedapur)	Rumah produksi, Instagram, WhatsApp	Simbatan, Magetan	Rp150.000 – Rp350.000	Menyediakan baju jadi kasual motif khas Magetan
3	Batik Murni Madiun	Showroom fisik, Instagram, WhatsApp, Shopee	Kota Madiun	Rp175.000 – Rp450.000	Fokus kemeja kantor & tunik modern
4	Batik nDalem Agung	Media sosial (Instagram), toko fisik, WhatsApp	Karangrejo / Madiun	Rp135.000 – Rp300.000	Fokus pakaian jadi anak muda & semi-formal

Source : Data diolah, 2026

Based on Table 3, it can be seen that each batik brand has different distribution channels, pricing strategies, and market segmentation, which directly shape the brand image in consumers' minds. For example, Batik Mukti Magetan relies on physical galleries and institutional orders with relatively high prices, creating an image as a premium and formal brand that is perceived to offer exclusive quality. Meanwhile, Batik iYat, Batik Murni Madiun, and Batik nDalem Agung have utilized social media and marketplaces to build a more modern, accessible, and flexible brand image that corresponds to consumer needs. Consumers tend to choose products whose image aligns with their needs, lifestyle, and economic capabilities. Brands with a strong, trustworthy, and recognizable image through social media and direct consumer experiences are more likely to attract consumer attention than lesser-known brands.

The research conducted by Nabila et al. (2024) shows that brand image has a positive and significant effect on purchasing decisions because consumers tend to choose products that have a good reputation and are widely recognized by the public. This is consistent with the findings of Aida & Akbar (2025), which state that brand image has a significant effect on purchasing

decisions, as a strong brand image can increase consumers' trust and confidence when selecting products. In addition, Rivandy et al. (2026) found that brand image has a positive effect on purchasing decisions because consumers feel more confident about the quality of products that have a good and consistent reputation in the market.

According to Ariesa et al. (2024), product uniqueness is an important factor that distinguishes one product from another because distinctive characteristics, designs, or unique identities can attract consumers' attention and influence their repurchase intentions. Product uniqueness refers to the distinctive characteristics inherent in a product that provide added value and make it easily recognizable compared with competing products (Wirsa, 2024).

Kinanthi Batik Nusantara products possess distinctive characteristics through a combination of unique batik motifs, different color selections, and batik dress designs that are not commonly found among other brands, thereby providing consumers with a different experience when choosing batik clothing. The uniqueness of Kinanthi Batik products, reflected in their distinctive motifs, comfortable cuts, and strong visual identity, gives the products a particular appeal in the eyes of consumers. This uniqueness lies not only in the batik patterns but also in the product characteristics that reflect local identity while remaining modern and relevant to market needs. These distinctive characteristics are one of the reasons why some consumers choose Kinanthi Batik products over other products that are more commonly available in the market.



Gambar 2. Keunikan Produk

Source: Kinanthi Batik Nusantara, 2026

The uniqueness of Kinanthi Batik Nusantara lies in its distinctive approach to combining traditional batik fashion concepts with casual and homewear products, such as babydoll tops and batik dresses. Product uniqueness is also a key factor in successfully attracting consumers to make purchases, particularly when the uniqueness is supported by a commensurate price and a satisfying product-use experience, thereby creating a positive impression and encouraging repurchase intention (Ulitama & Prastyani, 2023). Product uniqueness includes distinctive characteristics, different designs, special motifs, or visual identities that distinguish a product from its competitors, making consumers perceive the product as having special value.

The research conducted by Dharma et al. (2025) shows that product uniqueness has a positive and significant effect on purchasing decisions, indicating that the more unique a product is, the greater the tendency of consumers to make a purchase decision. Similar findings were reported by Nofrizal (2021), who stated that product uniqueness has a significant effect on purchasing decisions because consumers are more attracted to products that offer distinctive characteristics and unique value compared with other products available in the market. This finding is supported by Ismunandar et al. (2026), who found that product uniqueness is an important consideration in purchasing decisions because unique characteristics, such as motifs, designs, colors, and product concepts, can increase product appeal and strengthen consumers' decisions to choose the product.

B. METHOD

The method used in this study is a quantitative descriptive method. The population in this study consisted of all consumers who had previously purchased ready-to-wear clothing products from Kinanthi Batik. The minimum sample size for this causal associative study was determined using the Malhotra formula, which states that in multivariate analysis, such as Multiple Linear Regression, the ideal sample size is 5 to 10 times the number of indicators of the variables being studied. Based on this formula, the sample size was determined to be 130 respondents. The

sampling technique used in this study was Non-Probability Sampling with a *Purposive Sampling* method. In this study, data processing was conducted using a computer with SPSS (*Statistical Package for the Social Sciences*) software.

C. RESULTS AND DISCUSSIONS

In this study, the researcher used the *One-Sample Kolmogorov-Smirnov Test*, in which the data are considered normally distributed if the probability value is $\alpha > 0.05$ (Ghozali, 2018). The results of the normality test are presented below.

Tabel 4. Tabel Normalitas		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5,06555563
Most Extreme Differences	Absolute	,058
	Positive	,058
	Negative	-,0049
Kolmogorov-Smirnov Z		661
Asymp. Sig. (2-tailed)		,775
a. Test distribution is Normal.		
b. Calculated from data.		
Source: SPSS, 2026		

Based on Table 2, the results of the normality test using the *One-Sample Kolmogorov-Smirnov Test* show that the *Asymp. Sig. (2-tailed)* value is 0.775, which is greater than $\alpha = 0.05$. This indicates that the data are normally distributed.

The partial test is a statistical test used to determine the effect of an individual regression coefficient on the dependent variable (Y) (Ghozali, 2018). The results of the partial test are presented below.

Tabel 3. Hasil Uji Parsial t (Uji t)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	9.284	2.438		3.807	.000
X1	.714	.149	.462	4.803	.000
X2	-.158	.130	-.096	-1.216	.226
X3	.687	.152	.374	4.513	.000

a. Dependent Variable: Y

Source: Data di Olah, 2026

The criteria for the t-test are as follows: H_0 is accepted if $t_{\text{count}} < t_{\text{table}}$, and H_0 is rejected if $t_{\text{count}} \geq t_{\text{table}}$. The critical value is determined at a significance level of 5%. To obtain the t_{table} value, a two-tailed test is used with a level of significance (α) = 0.05 (5%) and degrees of freedom = $n - k - 1 = 130 - 4 - 1 = 125$, resulting in a t_{table} value of 1.979. Based on the results of the t-test using SPSS, the results are as follows:

1) The Effect of Social Media Marketing on Purchasing Decisions

The test results presented in Table 4.20 show that the t_{count} value is 4.803, which is greater than the t_{table} value of 1.979, with a *Sig.* value of 0.000 < 0.05. Therefore, H_0 is rejected and H_1 is accepted. This means that the hypothesis is accepted. Thus, *Social Media Marketing* has a significant effect on purchasing decisions.

2) The Effect of Brand Image on Purchasing Decisions

The test results presented in Table 4.20 show that the t_{count} value is 1.216, which is **not greater than** the t_{table} value of 1.979, with a *Sig.* value of 0.226 > 0.05. Therefore, H_0 is accepted and H_2 is rejected. This means that the hypothesis is rejected. Thus, *Brand Image* does not have a significant effect on purchasing decisions.

3) The Effect of Product Uniqueness on Purchasing Decisions

The test results presented in Table 4.20 show that the t_{count} value is 4.513, which is greater than the t_{table} value of 1.979, with a *Sig.* value of 0.000 < 0.05.

Therefore, H_0 is rejected and H_3 is accepted. This means that the hypothesis is accepted. Thus, *Product Uniqueness* has a significant effect on purchasing decisions

D. CONCLUSIONS

Based on the results of data processing and hypothesis testing conducted to examine the three hypotheses in this study, which include the effect of *Social Media Marketing* on purchasing decisions, the effect of *Brand Image* on purchasing decisions, and the effect of product uniqueness on purchasing decisions, it can be concluded that *Social Media Marketing* has a significant effect on purchasing decisions at Kinanthi Batik Nusantara. *Brand Image* does not have a significant effect on purchasing decisions at Kinanthi Batik Nusantara. Meanwhile, product uniqueness has a significant effect on purchasing decisions at Kinanthi Batik Nusantara.

E. SUGGESTIONS

Based on the limitations of the study described above, several suggestions can be provided as follows:

- 1) For the Management of Kinanthi Batik Nusantara, it is recommended to focus on improving product quality, strengthening design uniqueness, and accelerating innovation in order to maintain and increase consumers' repurchase intention. Efforts that can be undertaken include improving fabric durability and stitching quality, maintaining distinctive and uncommon batik motifs, and regularly introducing new designs that follow current fashion trends.
- 2) For future researchers, this study can be further developed by adding other variables that may influence repurchase intention, such as customer satisfaction, brand image, price, or digital promotion. Future research may also be expanded by using different research methods, such as a qualitative approach, mixed methods, or more complex structural analysis models such as Structural Equation Modeling (SEM)

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