

THE INFLUENCE OF PRODUCT QUALITY, PRODUCT UNIQUENESS, AND PRODUCT INNOVATION ON REPURCHASE INTENTION OF KINANTHI BATIK NUSANTARA

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Abstract

Amid increasingly competitive market conditions, batik businesses are required to adapt to changes in consumer preferences, fashion trends, and technological innovations in the production process. This study aims to analyze the influence of product quality, product uniqueness, and product innovation on repurchase intention at Kinanthi Batik Nusantara, a Micro, Small, and Medium Enterprise (MSME) engaged in modern batik production. The study involved 384 respondents who were customers of Kinanthi Batik Nusantara, selected using a proportional sampling method. Data analysis was conducted using multiple linear regression analysis. The results of data processing and hypothesis testing indicate that product quality has a significant effect on repurchase intention at Kinanthi Batik Nusantara. Product uniqueness also has a significant effect on repurchase intention, as does product innovation. These findings suggest that improving product quality, uniqueness, and innovation plays an important role in encouraging consumers' intention to repurchase batik products at Kinanthi Batik Nusantara.

Keywords: Product Quality, Product Uniqueness, Product Innovation, Repurchase Intention.

A. INTRODUCTION

Amid increasingly intense competition, batik entrepreneurs are required to adapt to changes in consumer preferences, evolving fashion trends, and technological innovations in the production process. Today's consumers are becoming more selective in choosing products, considering not only price but also quality, uniqueness, and the innovations offered (Wulansari, 2025). This situation makes consumers repurchase intention more complex and influenced by various interrelated factors.



Figure 1. Kinanthi Batik Nusantara
Source: Kinanthi Batik Nusantara, 2025

Kinanthi Batik Nusantara was established in December 2019 as a reflection of its founder's deep appreciation for Indonesian batik. The business originated from the founder's personal experience as a long-time tailor and enthusiast of house dresses (daster). Observing market conditions, many daster products available were of inadequate quality in terms of fabric, stitching neatness, and color durability. This situation inspired the desire to create products that are not only comfortable but also possess higher aesthetic value and superior quality.

Beyond being merely a business venture, Kinanthi Batik Nusantara also carries a social vision, namely empowering women especially housewives to become more productive and financially independent through home-based work opportunities. In addition, the enterprise is committed to preserving Indonesia's cultural heritage by developing authentic batik motifs with high artistic value.

Table 1. Kompetitor Kinanthi Batik Nusantara

No	Nama Batik	Lokasi	Ciri Khas / Motif
1	Batik Pring Sedapur	Sidomukti, Plaosan	Motif bambu (pring) terinspirasi dari lingkungan desa
2	Batik Ciprat	Simbatan, Nguntoronadi	Motif cipratan kuas, warna beragam, dibuat oleh penyandang disabilitas
3	Batik Bogo Kediren	Kediren	Motif jagung (bogo) dengan ornamen khas lokal
4	Batik Udar Welingan	Kenongomulyo, Nguntoronadi	Motif bunga Kenanga dengan filosofi mendalam

5	Batik Sembogem	Kawedanan	Batik tulis berkualitas tinggi, harga ratusan ribu hingga jutaan
6	Batik Sukowijaya	Sukowidi	Motif bermakna lokal dan budaya setempat
7	Batik Suko	Sukowinangun	Batik baru untuk pelestarian budaya

Source: Processed primary data, 2025.

Various types of Magetan's distinctive batik, such as Batik Pring Sedapur, Batik Ciprat, Batik Bogo Kediren, Batik Udar Welingan, Batik Sembogem, Batik Sukowijaya, and Batik Suko, reflect a rich diversity of motifs, philosophies, and local uniqueness that serve as the main strengths of regional batik artisans. Each product has its own distinctive characteristics, ranging from bamboo motifs, brush splashes, and corn patterns to kenanga flowers, all of which represent the cultural identity and local potential of their respective areas. This diversity positions these batik artisans as direct competitors of Kinanthi Batik Nusantara, particularly in attracting consumers who prioritize unique motifs, cultural value, and the quality of local batik.

Consumer behavior in shaping repurchase intention has become increasingly complex and is influenced by various factors. Repurchase intention is not only driven by basic needs but also by consumers' perceptions of product quality, product uniqueness, and the level of innovation offered by producers (Friendly & Wasiman, 2025).

To better understand the business condition in a more concrete manner, the following section presents data on the sales turnover growth of Kinanthi Batik Nusantara over the past three years. This data provides an overview of sales dynamics and its potential relationship with consumer repurchase intention behavior.

Table 2 Kinanthi Batik Nusantara Sales Turnover

No	Year	Sales Turnover
1	2022	Rp5.796.623.000
2	2023	Rp5.329.424.000
3	2024	Rp4.051.507.000

Source: Processed primary data, 2025.

The sales turnover table indicates fluctuations in the business performance of Kinanthi Batik Nusantara over the past three years. In 2022, turnover reached Rp5,796,623,000, marking

the highest achievement within the three-year period. However, in 2023, sales declined to Rp5,329,424,000, followed by a more significant decrease in 2024 to Rp4,051,507,000. This downward trend suggests increasing challenges in attracting consumer interest, maintaining customer loyalty, and competing effectively in the market. The table clearly shows a continuous decline in sales turnover from 2022 to 2024.

Repurchase intention is the decision-making process undertaken by consumers when choosing and deciding to buy a product or service after going through stages such as need recognition, information search, evaluation of alternatives, and ultimately selecting the product that best meets their desires and needs (Ernawati, 2019). Repurchase intention refers to consumers' actions or tendencies to choose and purchase a product after considering factors such as need recognition, information search, alternative evaluation, and assessment of product benefits (Devi & Fadli, 2023).

This decision arises when consumers feel confident that the product provides value consistent with their expectations. Based on indicators of repurchase intention—such as product choice, purchasing habits, and final purchase decisions (Surbakti & Tumbel, 2025)—certain factors exert a strong influence in encouraging consumers to make repeat purchases. Research findings (Putri et al., 2025) indicate that product quality has a significant effect on repurchase intention, as consumers tend to choose products that have proven to offer good quality. Similarly, research by Sofia et al. (2024) states that product uniqueness has a positive and significant effect on repurchase intention, as consumers are more attracted to products that are distinctive and possess unique value.

In addition, product innovation has also been proven to significantly influence repurchase intention (Husain et al., 2024), as innovation creates a sense of renewal and added value for consumers. Several factors influencing consumers repurchase intention include quality, uniqueness, innovation, as well as the functional and emotional value offered by a product (Mawaddah et al., 2024). Thus, repurchase intention is not solely determined by needs but also by

consumers' perceptions of product quality, uniqueness, and innovation. Based on the factors influencing repurchase intention described above, the researcher limits the scope of this study. The variables used in this research are product quality, product uniqueness, and product innovation, which are expected to influence repurchase intention.

Product quality refers to a product's ability to fulfill consumers' needs, desires, and expectations through its characteristics and attributes (Panget et al., 2018). According to Pratama & Widiyanto (2023), good product quality is the quality that delivers optimal performance, strong durability, and consistent standards, thereby creating trust and satisfaction among consumers. Product quality also reflects the extent to which a product can provide benefits in accordance with user expectations, ranging from raw materials, design, and functionality to the final outcome received by consumers (Wahyudi & Lestari, 2022). High-quality products ultimately enhance attractiveness and encourage consumers repurchase intention.



Figure 2. Product Quality
Source: Kinanthi Batik Nusantara, 2025

The figure above illustrates the product quality offered by Kinanthi Batik Nusantara. The company places product quality as its top priority by using Grade A santung fabric, which represents the highest quality within its category. The selection of this material ensures a dense

fabric construction, making the product resistant to stretching and shrinking while remaining comfortable to wear. In addition, the sewing process is carried out through carefully managed home-based production, resulting in durable stitching that withstands repeated washing. In terms of coloring, Kinanthi uses premium-quality dyes that prevent the batik fabric from fading and maintain vibrant colors even after frequent washing and drying, thereby providing high product durability for consumers.

According to Pratama & Yuliani (2024), product uniqueness is an important factor that differentiates a product from others, as distinctive characteristics, unique designs, or strong identity can attract consumer attention and influence repurchase intention. Product uniqueness refers to special attributes embedded in a product that provide added value and make it easily recognizable compared to competitors (Wahyudi & Lestari, 2023).

Kinanthi Batik Nusantara's products possess their own uniqueness through the combination of distinctive batik motifs, unique color selections, and batik house dress (daster) designs that are rarely found in other brands, offering a different experience for consumers in choosing batik apparel. The uniqueness of Kinanthi Batik products reflected in their signature motifs, comfortable cutting, and strong visual identity creates a distinct appeal in the eyes of consumers. This uniqueness lies not only in the batik patterns but also in the product character, which reflects local identity while remaining modern and aligned with market needs. Such uniqueness becomes one of the key reasons why some consumers prefer Kinanthi Batik products over more commonly available alternatives in the market.



Figure 3. Product Uniqueness
Source: Kinanthi Batik Nusantara, 2025

The uniqueness of Kinanthi Batik Nusantara lies in its use of the handmade stamped batik (batik cap) technique, which requires high precision and meticulous craftsmanship from the artisans. This technique provides higher artistic value compared to printed batik produced by machines, which is widely available in today's market. All Kinanthi products are manufactured using the stamped batik technique, ensuring that each motif possesses its own distinctive character. Furthermore, Kinanthi Batik Nusantara offers exclusive motifs and color combinations that are not found in other batik brands, featuring harmonious blends of colors that form a strong brand identity.

Product uniqueness is also a key factor in successfully attracting consumers to make purchases, especially when such uniqueness is supported by reasonable pricing and a satisfying usage experience. This combination creates a positive impression and encourages repurchase intention (Pratama & Yuliani, 2024). Product uniqueness encompasses distinctive characteristics, unique designs, special motifs, or visual identity that differentiate a product from its competitors, making consumers perceive it as having special value.

Product innovation also influences consumers' perceptions of a product (Siahaan, 2022). According to Pratomo & Rahmawati (2024), product innovation refers to a company's efforts to

create, renew, or improve a product in order to provide greater benefits and more effectively meet consumer needs. Innovation may involve design modifications, the addition of new features, motif development, the use of higher-quality materials, or conceptual updates that make the product more relevant to market trends. Consumers consider the level of novelty and creativity of a product when making repurchase decisions (Tina & Kholid, 2020).

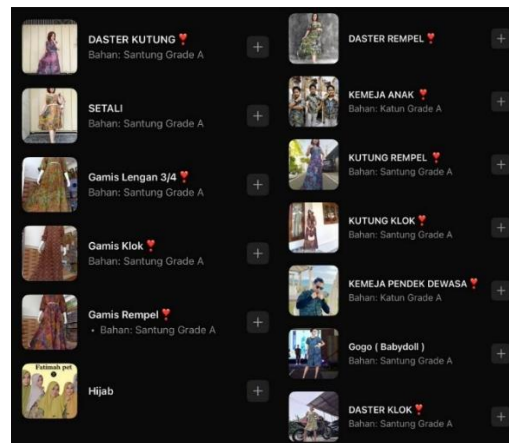


Figure 4. Kinanthi Batik Nusantara Product Innovation
Source: Kinanthi Batik Nusantara, 2025

Based on Figure 4, it can be explained that Kinanthi Batik Nusantara's innovation is reflected in its ability to develop various types of batik products that are not limited to formal attire. The business innovates by offering a wide range of clothing models such as sleeveless house dresses (daster kutung), tie-strap dresses (setali), 3/4 sleeve gamis, klok-style gamis, layered (rempel) gamis, and hijabs, all made from Grade A santung fabric that is comfortable, lightweight, and resistant to fading.

This product variation demonstrates design and functional diversification, where batik is no longer positioned solely as formal wear but can also be worn for daily activities and casual occasions. Moreover, innovation is evident in the adaptation of modern clothing styles combined with distinctive batik motifs, making each product appear trendy without losing its local cultural identity. This approach shows that Kinanthi Batik Nusantara is capable of innovating in terms of

form, function, and market segmentation, making batik more relevant among both young and adult consumers who prioritize style and comfort.

Product innovation introduced by a company significantly enhances product attractiveness in the eyes of consumers, as innovation creates added value through design renewal and concept development that better aligns with market needs (Kiriman et al., 2023). Product innovation represents a strategic effort by a company to update or create new elements that make its products different, more practical, or more appealing compared to competitors (Pratomo & Rahmawati, 2024). Consumers tend to pay greater attention to products that continuously evolve, as innovation conveys perceptions of quality, creativity, and enhanced benefits received.

B. METHOD

This study was conducted at Kinanthi Batik Nusantara, one of the batik MSMEs located in Dk. Burak, Tulung Village, RT 3 RW 4, Kawedanan District, Magetan Regency, East Java. The research employed a quantitative approach. The population in this study consisted of all customers of Kinanthi Batik Nusantara. Since the exact number of buyers could not be determined, the study applied a non-probability sampling technique. The sample size consisted of 384 respondents, selected using purposive sampling. The questionnaire was developed using a Likert scale with a scoring system, and the data were analyzed using SPSS.

C. RESULTS AND DISCUSSIONS

The partial test (t-test) is a statistical test used to examine whether an individual regression coefficient has a significant effect on the dependent variable (Y) (Ghozali, 2018). The following are the results of the partial test.

Table 3. Hasil Uji Parsial t (Uji t)

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error		
(Constant)	11,996	1,102	10,882	,000

X1	,185	,023	,337	8,118	,000
X2	,435	,044	,417	9,856	,000
X3	,070	,021	,130	3,301	,001

a. Dependent Variable: Y

Source: Output SPSS, 2025

The criteria for the t-test are as follows: H_0 is accepted if $t_{\text{calculated}} < t_{\text{table}}$ and H_0 is rejected if $t_{\text{calculated}} \geq t_{\text{table}}$. 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 significance level (α) of 0.05 (5%) and degrees of freedom calculated as $n - k - 1 = 384 - 4 - 1 = 379$. Based on this calculation, the t_{table} value is 1.966. According to the results of the t-test conducted using SPSS, the findings are as follows:

1. The Effect of Product Quality on Repurchase Intention at Kinanthi Batik Nusantara

Based on Table 4.19, the calculated t-value ($t_{\text{calculated}}$) is 8.118, which is greater than t_{table} (1.966), and the significance value is $0.000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. This means the hypothesis is supported. In other words, product quality has a significant effect on repurchase intention at Kinanthi Batik Nusantara.

2. The Effect of Product Uniqueness on Repurchase Intention at Kinanthi Batik Nusantara

Based on Table 4.19, the t calculated value is 9.856, which is greater than t_{table} (1.966), and the significance value is $0.000 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. This indicates that the hypothesis is supported. Thus, product uniqueness has a significant effect on repurchase intention at Kinanthi Batik Nusantara.

3. The Effect of Product Innovation on Repurchase Intention at Kinanthi Batik Nusantara

Based on Table 4.19, the $t_{\text{calculated}}$ value is 3.301, which is greater than t_{table} (1.966), and the significance value is $0.001 < 0.05$. Therefore, H_0 is rejected and H_3 is accepted. This means the hypothesis is supported. Hence, product innovation has a significant effect on repurchase intention at Kinanthi Batik Nusantara.

D. CONCLUSIONS

Based on the results of data processing and hypothesis testing conducted to examine the three hypotheses in this study namely the effect of product quality on repurchase intention, product uniqueness on repurchase intention, and product innovation on repurchase intention it can be concluded that product quality has a significant effect on repurchase intention at Kinanthi Batik Nusantara. Product uniqueness also has a significant effect on repurchase intention at Kinanthi Batik Nusantara. Furthermore, product innovation has a significant effect on repurchase intention at Kinanthi Batik Nusantara.

E. SUGGESTIONS

Future researchers may further develop this study by incorporating additional variables that potentially influence repurchase intention, such as customer satisfaction, brand image, price, or digital promotion. The research can also be expanded by employing different methodologies, such as a qualitative approach, mixed methods, or more complex structural analysis models such as Structural Equation Modeling (SEM). In addition, the study may be extended to other batik MSMEs or similar creative industry sectors to examine whether product quality, product uniqueness, and product innovation have similar or different effects in other contexts.

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