

Trusting the Threads: How Brand and Quality Weave Purchase Decisions at Griya Batik Semarangan

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This study aims to analyze the effect of brand image and product quality on consumer purchase intention toward Griya Batik Semarangan, with brand trust as a mediating variable. The research is motivated by the growing competition in the traditional fashion industry, especially among local batik producers, which requires a deeper understanding of consumer behavior and decision-making factors. A quantitative approach was employed, using a survey method by distributing questionnaires to 100 respondents who are consumers of Griya Batik Semarangan. The data were analyzed using Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The findings reveal that both brand image and product quality have a positive and significant influence on purchase intention, as well as on brand trust. However, brand trust does not have a significant effect on purchase intention and fails to mediate the relationship between brand image or product quality and purchase intention. These results suggest that while brand image and product quality are important in building consumer trust, brand trust is not the dominant factor driving purchase intention in the case of Griya Batik Semarangan. The study contributes to the literature on consumer behavior in local cultural products and provides practical implications for traditional fashion businesses in enhancing their market strategies.

1. Introduction

1.1 Background

In recent years, the dynamics of competition within the creative and cultural industries especially in the batik fashion sector have intensified significantly. This trend is driven by growing consumer awareness of local identity, rapid digital transformation, and the resurgence of local branding. Griya Batik Semarangan, a local brand that embodies the cultural identity of Semarang through traditional batik motifs blended with modern fashion design, exemplifies the dual challenge of preserving cultural heritage while remaining commercially competitive.

Batik, as a traditional cultural product, represents more than just a commodity; it carries historical meaning, aesthetic expression, and local wisdom. Yet, consumers' purchase intention toward batik is not solely based on cultural appreciation. Instead, it is increasingly

influenced by brand-related constructs such as brand image, product quality, and the extent of trust consumers place in the brand (Firdaus et al., 2025; Putra & Widodo, 2023).

Brand image, defined as consumers' perception and emotional connection with a brand, plays a key role in product differentiation and brand attachment, particularly within traditional industries (Kotler & Keller, 2021; Zhang & Kim, 2020). Product quality, on the other hand, directly influences consumer satisfaction and value perception, and often reinforces the perception of authenticity and craftsmanship in cultural products like batik (Kim & Lennon, 2020; Rahmi & Irawan, 2021). Despite this, the mediating role of brand trust between brand image, product quality, and purchase intention remains theoretically contested and empirically underexplored in traditional market contexts.

1.2 Problem Statement

Existing literature has predominantly examined the direct effects of brand image and product quality on consumer behavior, particularly in digital, service-oriented, or global brand environments. In contrast, limited empirical research has investigated the interaction between these variables in the context of traditional, locally rooted brands such as batik.

Furthermore, prior findings reveal inconsistency in the role of brand trust as a mediating variable. While some studies emphasize its significance in influencing online purchase decisions (Firdaus et al., 2025; Astono, Nurhayati, & Firdaus, 2025), others argue that trust becomes less relevant when product quality is perceived as high (Nofal & Purwanto, 2022), or when cultural and emotional values dominate consumer preferences (Jumai & Firdaus, 2025). These divergent insights highlight a clear research gap whether brand trust meaningfully mediates purchase intention in the context of traditional cultural products remains an open question.

1.3 Objectives and Scope

This study aims to:

Analyze the effects of brand image and product quality on consumer purchase intention toward Griya Batik Semarang.

Examine whether brand trust mediates the relationship between brand image, product quality, and purchase intention.

The scope of this research is limited to Griya Batik Semarang as a case study of a local batik brand operating within the Indonesian cultural economy. This study does not generalize across other traditional product categories or national brands. Instead, it offers a focused investigation into consumer behavior in a specific cultural and symbolic product domain.

By addressing this gap, the study contributes to the marketing literature by exploring how branding constructs typically analyzed in modern or digital contexts apply within a culturally embedded, traditional market. The findings are expected to offer context-specific insights into the interplay between cultural values, product attributes, and consumer decision-making within Indonesia's creative industries.

2. Literature Review

2.1 Related Work

Brand Image

Brand image refers to the overall perception and associations that consumers hold toward a particular brand, which may include functional, emotional, and symbolic meanings (Kotler & Keller, 2021). A strong and positive brand image not only creates differentiation in a crowded marketplace but also contributes to greater consumer preference, loyalty, and perceived brand value (Zhang & Kim, 2020). In traditional cultural industries such as batik, brand image is especially meaningful as it encompasses not only aesthetic appeal but also

cultural identity, authenticity, and social symbolism (Putra & Widodo, 2023).

Empirical studies have consistently shown that brand image significantly affects consumers' intention to purchase, particularly when the brand conveys cultural significance and emotional resonance (Firdaus et al., 2025; Rahmi & Irawan, 2021). Additionally, a favorable brand image enhances brand trust, as consumers are more inclined to trust and remain loyal to brands they perceive as credible and value-aligned (Nofal & Purwanto, 2022). This relationship is particularly critical for heritage-based products like batik, where emotional and symbolic attributes often drive purchase decisions.

Product Quality

Product quality is generally defined as the ability of a product to fulfill or exceed customer expectations across multiple dimensions, including durability, functionality, craftsmanship, and aesthetic value (Kim & Lennon, 2020). In the context of traditional products like batik, quality is not only evaluated by the technical aspects such as the finesse of fabric or the dyeing technique but also by the originality of design and the cultural value embedded in the patterns and motifs.

Several studies have demonstrated that high product quality directly influences customer satisfaction and purchasing decisions (Astono et al., 2025; Rahmi & Irawan, 2021). More importantly, consistent product quality reinforces brand credibility, encouraging consumers to trust the brand over time (Firdaus, 2025). In traditional markets, where heritage and quality are closely intertwined, product quality acts as a symbolic assurance of authenticity and brand reliability.

Brand Trust

Brand trust is defined as the consumer's confidence in a brand's ability to deliver value consistently, act with integrity, and fulfill its promises (Kotler & Keller, 2021). It plays a crucial role in reducing perceived risk and uncertainty, especially in markets where consumers are emotionally invested or where the product carries cultural value.

Numerous studies have identified brand trust as a mediating variable that enhances the effect of other brand-related factors on purchase intention (Firdaus et al., 2025). However, findings in the context of traditional or heritage products are mixed. For instance, Jumai & Firdaus (2025) argue that in emotionally or culturally driven consumption patterns, trust may take a secondary role compared to symbolic and identity-based motivations. Similarly, Nofal & Purwanto (2022) found that when perceived product quality is high, the mediating role of trust may be diminished, as quality alone serves as a sufficient basis for purchase.

Purchase Intention

Purchase intention reflects the likelihood or willingness of a consumer to purchase a specific product or brand (Zhang & Kim, 2020). This behavioral intention is shaped by a complex interplay of internal and external factors, including perceptions of brand value, product quality, emotional connection, and brand trust. In the batik fashion industry, purchase intention is especially nuanced, combining rational evaluations (e.g., price, quality, usability) with affective and cultural dimensions (Putra & Widodo, 2023). Consumers may choose a batik product not just for its utility but for the cultural message it conveys or the identity it symbolizes.

2.2 Research Gap

Despite growing interest in brand image, product quality, and brand trust in contemporary marketing literature, most empirical studies have concentrated on modern, digital, or service-based brand contexts. There remains a noticeable scarcity of research

exploring how these constructs interact in traditional product categories, such as batik fashion, where cultural values play a central role.

Moreover, the mediating role of brand trust in the relationship between brand image, product quality, and purchase intention remains contested. While several studies have validated its importance in online retail and global brand settings, less is known about its function in traditional, localized, and culturally rich markets. The limited empirical attention given to the dynamics of consumer trust in cultural products like batik leaves a gap in understanding how traditional consumers perceive and act on brand-related attributes.

This study seeks to fill this theoretical and contextual gap by examining the role of brand image and product quality in influencing purchase intention, and investigating whether brand trust mediates these relationships within the specific cultural framework of Griya Batik Semarang. By situating the research in a local, heritage-rich setting, this study contributes new insights into how branding constructs operate in traditional cultural industries.

3. Methodology

This study adopts a quantitative explanatory research design, aiming to investigate the causal relationships between brand image, product quality, brand trust, and purchase intention within the traditional cultural product context of Griya Batik Semarang. The quantitative approach is appropriate for testing hypotheses and validating theoretical constructs through the use of structured numerical data (Creswell & Creswell, 2022). This approach enables the researcher to objectively measure latent variables, establish statistical associations among constructs, and generalize findings to similar contexts within the creative and cultural industries.

3.1 Data Collection Population and Sampling

The population of this study comprises consumers who have purchased or are familiar with products from Griya Batik Semarang. Since the total population is unknown or potentially infinite, the Lemeshow formula is used to determine an appropriate sample size for studies involving unknown population parameters (Lemeshow et al., 1990). With a confidence level of 95% ($Z = 1.96$), an estimated proportion of 0.5 (p), and a margin of error of 10% ($d = 0.1$), the minimum required sample size is 97 respondents. To ensure robustness and analytical adequacy, this study surveyed 100 respondents.

Furthermore, in alignment with guidelines for Structural Equation Modeling using Partial Least Squares (PLS-SEM), the required sample size also considers the number of indicators (Hair et al., 2021). With 14 measurement items, the rule of thumb suggests multiplying by a factor between 5 and 10; using 7 yields 98 respondents ($14 \times 7 = 98$), thus supporting the adequacy of the sample size used.

Instrument and Measurement

Data were collected using a structured questionnaire distributed both online and offline. The questionnaire consisted of two main sections:

Demographic profile of respondents (age, gender, education, purchasing frequency, etc.)

Measurement items for the four latent constructs Brand Image (BI), Product Quality (PQ), Brand Trust (BT), and Purchase Intention (PI) comprising a total of 14 indicators.

Each item was adapted from previously validated scales (Zhang & Kim, 2020; Firdaus et al., 2025) and measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The study employed purposive non-probability sampling, targeting individuals who had interacted with or purchased products from Griya Batik

Semarang in the past 12 months, ensuring relevance and contextual validity.

3.2 Analysis Techniques

The collected data were analyzed using Structural Equation Modeling (SEM) via the Partial Least Squares (PLS) method, utilizing SmartPLS 4.0 software. This approach is well-suited for exploratory and predictive modeling in research involving complex relationships and small-to-medium sample sizes (Hair et al., 2021). The analysis was conducted in two main stages:

1. Measurement Model (Outer Model) Assessment

This stage evaluates the reliability and validity of the reflective indicators and constructs:

Convergent Validity: Assessed through factor loadings (>0.70) and Average Variance Extracted ($AVE > 0.50$). Internal Consistency Reliability: Evaluated using Composite Reliability and Cronbach's Alpha, both of which should exceed 0.70. Discriminant Validity: Confirmed using the Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) ratio, ensuring constructs are empirically distinct from one another.

2. Structural Model (Inner Model) Evaluation

This stage assesses the predictive power and path relationships among constructs: (1) Square (R^2) values are used to evaluate the variance explained in endogenous variables. (2) Path Coefficient Analysis tests the hypothesized relationships between variables. (3) Bootstrapping with 5,000 subsamples is used to assess the significance of direct and indirect effects via T-statistics and p-values.

3.3 Validation

To ensure the reliability and validity of the measurement and structural models, several diagnostic checks were implemented: (1) Indicator Reliability was confirmed through item loadings greater than 0.70, reflecting consistency across measurement items. (2) Construct Validity was verified through AVE and HTMT values, ensuring both convergent and discriminant validity. (3) Statistical Significance of hypotheses was established using bootstrapped confidence intervals and bias-corrected T-tests, minimizing Type I and II errors. (4) Mediation Analysis was performed using indirect effect significance, following the approach recommended by Hair et al. (2021), to test the mediating role of brand trust.

Through the integration of a rigorous analytical framework and well-established validation techniques, this study ensures that the findings are robust, reliable, and contextually grounded in the empirical realities of the Indonesian batik industry.

4. Results and Discussion

The empirical investigation was based on data collected from 100 respondents who had either purchased or were familiar with Griya Batik Semarang. The demographic profile (Table 1) suggests that the majority of the respondents were female (62%) and within the productive age bracket of 26–35 years (40%). Furthermore, most held a bachelor's degree (60%), reflecting a relatively educated consumer base. In terms of purchase behavior, 45% reported buying batik 2–3 times, indicating moderate engagement with the brand and its products. This demographic profile underscores the relevance of investigating perceptual and behavioral factors such as brand image, quality, and trust in a consumer segment that is both culturally aware and commercially active.

4.1 Key Findings

Measurement Model (Outer Model) Evaluation

The outer model assesses the reliability and validity of the constructs through indicator loading, Composite Reliability (CR), and Average Variance Extracted (AVE) and the result from outer model are summarized and presented in Figure 1 below.

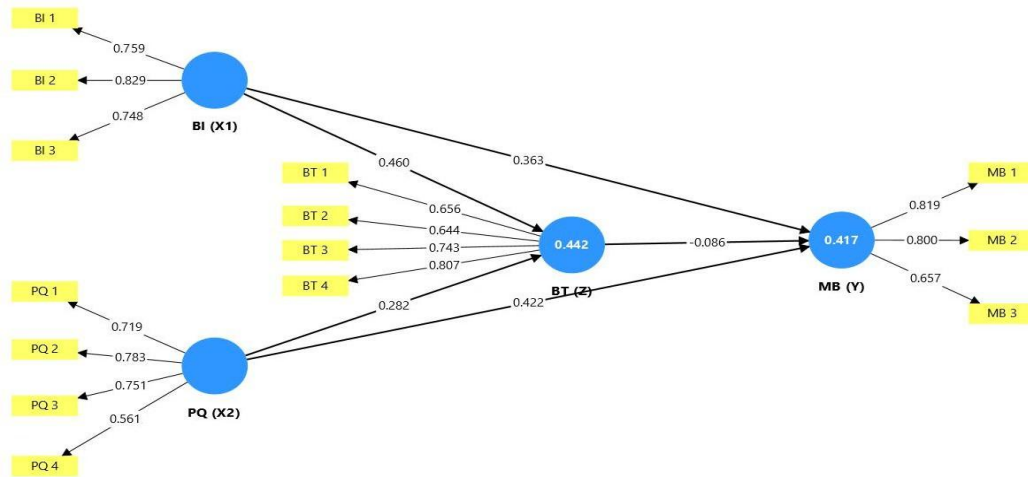


Figure 1. Test outer Model

The outer loading values help determine the contribution of each observed indicator to its latent construct. Only indicators with loading values greater than 0.70 are considered strongly reliable, although values above 0.60 are still acceptable under certain conditions, particularly in exploratory research (Hair et al., 2021). This evaluation is presented in table 2 the Indicator Loadings, providing the loading value for each item and confirming convergent validity across all constructs.

Table 2. Indicator Loadings

Construct	Indicator	Loading	Construct	Indicator	Loading
Brand Image	BI1	0.759	Brand Trust	BT1	0.460
	BI2	0.829		BT2	0.656
	BI3	0.748		BT3	0.544
Product Quality	PQ1	0.719		BT4	0.807
	PQ2	0.783	Purchase Intention	MB1	0.819
	PQ3	0.751		MB2	0.800
	PQ4	0.561		MB3	0.657

The all indicators of Brand Image and Product Quality meet the minimum threshold of 0.70 except PQ4 (0.561). In the Brand Trust construct, BT1 and BT3 also have loadings below 0.70. However, the rest of the indicators show acceptable values. These results indicate that while the constructs are generally valid, refinement of several indicators could be considered for future research.

Reliability Test

Reliability testing is conducted to assess the internal consistency of each construct by using Cronbach's Alpha values. This test indicates how well a set of items measures a single latent construct. According to Hair et al. (2021), a Cronbach's Alpha value above 0.60 is considered acceptable in exploratory research, while values above 0.70 are preferred for confirmatory studies. The detailed results of the reliability test are presented in Table 3, which shows the Cronbach's Alpha values and reliability status for each variable.

Tabel 3 Hasil Counstruct Reliability

Variable	Cronbach's alpha	Status
Brand Trust	0.794	Reliabel
Brand Image	0.778	Reliabel
Product Quality	0.765	Reliabel
Purchase Intnetion	0.844	Reliabel

In this study, all constructs Brand Image, Product Quality, Brand Trust, and Purchase Intention have Cronbach's Alpha values greater than 0.70, which indicates that the indicators used are reliable and consistently measure their respective constructs.

Structural Model (Inner Model) Evaluation

The evaluation of the structural model (inner model) aims to assess the strength and significance of the hypothesized relationships between constructs in the research model. This step is crucial for determining how well the independent variables (brand image and product quality) explain the dependent variable (purchase intention), either directly or through the mediating variable (brand trust). The results of the path analysis, including the direct, indirect, and total effects of the variables, are summarized and presented in Table 4 below.

Table 4. Direct and Indirect Effects

No	Pathway	Type of Effect	Path Coefficient	P-Value	Hypothesis	Result
1	Brand Image → Purchase Intention	Direct Effect	0.031	0.000	H1	Supported
2	Brand Image → Brand Trust	Direct Effect	0.460	0.000	H2	Supported
3	Product Quality → Purchase Intention	Direct Effect	0.512	0.000	H3	Supported
4	Product Quality → Brand Trust	Direct Effect	0.282	0.022	H4	Supported
5	Brand Trust → Purchase Intention	Direct Effect	-0.086	0.006	H5	Not Supported
6	Brand Image → Brand Trust → Purchase Intention	Indirect Effect	-0.039	0.000	H6	Not Supported
7	Product Quality → Brand Trust → Purchase Intention	Indirect Effect	-0.024	0.000	H7	Not Supported

Brand Image and Product Quality both have positive and significant effects on Purchase Intention, confirming hypotheses H1 and H3. They also significantly influence Brand Trust (H2 and H4). However, Brand Trust does not have a significant effect on Purchase Intention (H5 is rejected), indicating that it does not serve as an effective mediating variable in this model (H6 and H7 also rejected).

Coefficient of Determination (R²)

To further evaluate the predictive power of the structural model, the Coefficient of

Determination (R^2) is analyzed. This value indicates the extent to which the independent variables (brand image and product quality) explain the variance in the dependent variables (brand trust and purchase intention). A higher R^2 value reflects better explanatory accuracy of the model. The results of the R^2 analysis for each endogenous construct in this study are summarized in Table 5 below.

Table 5. R-Square Values		
Dependent Variable	R-Square	Interpretation
Brand Trust	0.442	Moderate
Purchase Intention	0.417	Moderate

The R^2 value for Brand Trust is 0.442, which means that Brand Image and Product Quality explain 44.2% of the variance in Brand Trust. The R^2 for Purchase Intention is 0.417, indicating that Brand Image, Product Quality, and Brand Trust together explain 41.7% of the variance. According to Hair et al. (2021), R^2 values between 0.25 and 0.50 represent moderate predictive accuracy.

4.2 Interpretation of Results

Brand Image → Purchase Intention (H1 – Supported)

The empirical confirmation of H1 reinforces the widely accepted theory that a strong and favorable brand image increases consumers' likelihood to make purchasing decisions (Aaker, 1997; Keller, 2003). In the case of Griya Batik Semarang, its brand image is constructed around distinctive elements: culturally rooted designs (BI1), visual uniqueness (BI2), and consistent brand presentation (BI3). These indicators form a cohesive perception that not only reflects the brand's aesthetic identity but also symbolizes local pride and authenticity.

Consumers, especially those in the 26–35 age range representing the largest demographic in this study tend to seek meaningful and identity-affirming purchases. The positive influence of brand image on purchase intention is therefore not merely transactional, but deeply emotional and cultural. For these consumers, wearing Batik Semarang represents more than fashion; it is a declaration of cultural belonging. The brand's alignment with heritage values and contemporary taste amplifies its appeal, encouraging intention to purchase even without aggressive promotional stimuli.

Brand Image → Brand Trust (H2 – Supported)

The significant relationship between brand image and brand trust suggests that when consumers perceive a brand positively, they are more inclined to trust it (Chaudhuri & Holbrook, 2001). In this study, the BI indicators (especially BI2 and BI3) showed that visual consistency and clear positioning enhance perceptions of reliability and authenticity. For traditional products like batik, trust is built through visual storytelling, historical resonance, and alignment with local values.

At Griya Batik Semarang, the trust cultivated is not based on guarantees or policies, but rather on a deep sense of cultural continuity and perceived dedication to craft. This is especially relevant to consumers with higher education levels (60% bachelor's degree), who may have greater awareness of cultural commodification and place higher value on brand integrity.

Product Quality → Purchase Intention (H3 – Supported)

Product quality is another significant determinant of purchase intention. The indicators used material durability (PQ1), stitching/neatness (PQ2), color resilience (PQ3), and innovation in design (PQ4) collectively represent the tangible and intangible aspects that

consumers consider before buying.

Although PQ4 scored below the 0.70 threshold, its conceptual value remains essential. In the context of Griya Batik Semarang, quality is not only assessed by technical standards but also through the cultural lens of kehalusan motif, kerapian jahit, and kain yang "bernapas" (i.e., breathable, natural fabrics). Consumers, especially those who have purchased multiple times (25% of respondents), develop a sensory and experiential attachment to the batik quality, strengthening their intention to buy again.

Product Quality → Brand Trust (H4 – Supported)

The statistical support for H4 affirms that high product quality fosters trust. Respondents perceive Griya Batik Semarang as a brand that consistently delivers traditional artistry with modern functionality. The BT indicators (particularly BT4 with a strong loading) reflect perceptions of reliability rooted in material and design excellence.

The correlation is especially important in cultural products, where product inconsistency can be interpreted as cultural insensitivity. Quality assurance in batik is thus not only technical but ethical. The consistent use of natural dyes, traditional techniques, and attention to design originality demonstrates a commitment to values that consumers trust.

Brand Trust → Purchase Intention (H5 – Not Supported)

Contrary to prevailing marketing theories, this study finds that brand trust does not significantly influence purchase intention. This surprising result echoes Jumai & Firdaus (2025), suggesting that in the domain of traditional fashion, consumer behavior is less rational and more symbolic. The BT indicators BT1 and BT3, which had lower loadings, possibly reflect abstract trust perceptions that are harder to translate into action compared to emotional appeal or visual identity.

For Griya Batik Semarang, this implies that even if consumers trust the brand, their intention to buy is more powerfully driven by the aesthetic, symbolic, and cultural values embedded in the product. Emotional resonance rather than cognitive trust emerges as the dominant decision-making trigger in this context.

Brand Trust as Mediator (H6 & H7 – Not Supported)

The rejection of brand trust's mediating role highlights a nuanced consumer psychology within heritage product markets. The logic of mediation presupposes a rational flow: positive brand image and high quality build trust, which then drives purchase. However, in the case of batik, this chain is interrupted. Consumers are already emotionally committed by the time they form perceptions of image and quality. Thus, trust does not add significant incremental influence. The indirect effects were both negative, albeit significant, suggesting that introducing cognitive intermediaries like trust in an emotionally dominant context might dilute rather than enhance purchase intention.

This finding aligns with hedonic consumption theory (Holbrook & Hirschman, 1982), which emphasizes that decisions in experiential or symbolic product categories are often driven by emotion, aesthetics, and identity dimensions already captured by brand image and product quality.

5. Discussion

This study provides a comprehensive understanding of the consumer decision-making process in the traditional fashion industry, particularly within the batik segment represented by Griya Batik Semarang. The findings reaffirm the significance of brand image and product quality as key antecedents of purchase intention, while challenging the assumed universality of brand trust as a mediating construct in heritage-based product categories.

5.1 Comparison with Prior Research

The results of this study are largely consistent with prior research emphasizing the

role of brand image in shaping consumer perceptions and behavioral intentions (Aaker, 1997; Keller, 2003; Kim & Lennon, 2020). Specifically, in the context of Griya Batik Semarang, indicators such as BI1 (cultural expression), BI2 (aesthetic uniqueness), and BI3 (brand consistency) form a strong emotional and symbolic appeal that directly influences purchase intention. This confirms that visual identity and symbolic meaning are dominant cognitive-emotional stimuli in traditional fashion markets.

The study also supports longstanding marketing theories about the role of product quality in consumer decision-making (Zeithaml, 1988; Kotler & Keller, 2021). Respondents rated highly tangible indicators such as PQ1 (material durability) and PQ2 (tailoring neatness), along with more interpretive elements like PQ4 (design originality)—demonstrating that both functional and symbolic quality jointly enhance purchasing propensity. This dual function of quality is crucial in traditional products like batik, where craftsmanship and cultural preservation are intertwined.

Conversely, the insignificant influence of brand trust on purchase intention diverges from studies conducted in digital or service contexts, where trust serves as a critical behavioral catalyst (Jumai & Firdaus, 2025; Nofal & Purwanto, 2022). Indicators such as BT1 (belief in brand reliability) and BT3 (confidence in product claims) were less influential in shaping intention. This implies that in markets saturated with cultural capital, emotional attachment and cultural resonance may outweigh rational trust mechanisms. The mediating hypotheses (H6 and H7) were also rejected, indicating that brand trust does not significantly transmit the effects of brand image or product quality to purchase intention.

These findings align with the Stimulus–Organism–Response (SOR) theory, where stimuli (brand image and quality) evoke emotional and cognitive processing (organism) that leads to behavioral intention (response). However, in this traditional product setting, trust is not the dominant organismic response—emotional and cultural alignment takes precedence, reaffirming the relevance of hedonic consumption theory (Holbrook & Hirschman, 1982).

5.2 Limitations

Despite the robustness of the analysis, this study is not without limitations. First, the use of non-probability purposive sampling limits the generalizability of the findings beyond the study's demographic scope, which primarily includes educated, urban consumers familiar with batik. Second, the research employed cross-sectional data, preventing causal inferences over time. Third, certain indicator loadings (e.g., PQ4, BT1, BT3) did not meet ideal thresholds, suggesting the need for further refinement in measurement tools. Finally, the emotional and symbolic dimensions of cultural products, though implied, were not directly measured, which could provide richer insight in future studies.

5.3 Future Research

Future studies are encouraged to adopt mixed-method or qualitative approaches to better capture the emotional, cultural, and symbolic nuances of consumer decisions regarding traditional fashion products. Moreover, comparative research between traditional and modern fashion categories, or across different regions and cultural settings, could enrich the understanding of brand trust dynamics in various socio-cultural contexts. Investigating identity signaling, nostalgia, or cultural capital as mediators or moderators may offer deeper theoretical contribution.

6. Conclusion

This study explored the influence of brand image and product quality on purchase intention, with a focus on brand trust as a potential mediator, within the setting of Griya Batik Semarang a traditional fashion brand grounded in Javanese cultural identity. Utilizing a quantitative-explanatory approach and Partial Least Squares–Structural Equation

Modeling (PLS-SEM), the study analyzed responses from 100 consumers.

The key findings affirm that brand image and product quality are significant predictors of purchase intention, with brand image appealing through cultural representation and product quality ensuring tangible product satisfaction. However, brand trust, while positively influenced by image and quality, did not significantly impact intention nor serve as a mediating variable. This challenges prevailing assumptions in marketing theory and highlights the unique emotional and symbolic consumption logic within traditional and culturally embedded product contexts.

Theoretically, this research contributes to branding, consumer behavior, and cultural marketing literature, offering a context-specific insight into the limited role of rational trust in heritage-based markets. Practically, it provides strategic direction for traditional fashion businesses to prioritize cultural storytelling, design innovation, and craftsmanship excellence as core brand values.

7. Recommendation

Based on the findings, several strategic recommendations can be made for practitioners and future researchers:

For Practitioners (e.g., Griya Batik Semarang):

Enhance Brand Image through curated cultural events, digital storytelling, and collaborations with local artisans and cultural figures rather than celebrities for Invest in product quality assurance by maintaining high standards in materials, natural dyes, and tailoring techniques. Regular artisan training and certification can reinforce consumer perception of authenticity for De-emphasize rational trust campaigns in favor of emotional branding that highlights heritage, aesthetics, and identity. Segment and target educated young consumers, who value meaningful consumption and have higher cultural sensitivity.

For Future Research:

Expand the model to include hedonic values, perceived cultural value, or identity congruence as mediators or moderators, utilize longitudinal and experimental designs to test causality and behavioral changes over time. Compare findings across regional batik brands or in global diaspora markets, where cultural interpretation may vary. By integrating traditional values with contemporary branding approaches, Griya Batik Semarang and similar cultural enterprises can foster not only economic sustainability but also the preservation and celebration of Indonesian cultural identity in the modern marketplace.

Appendix

Appendix A: Survey Questionnaire

This appendix presents the measurement items used in the questionnaire. All items were measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Section I: Demographic Information

Gender: ☐ Male ☐ Female

Age: ☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ >45

Education: ☐ High School ☐ Bachelor ☐ Master ☐ Doctorate Purchase

Frequency (in last 12 months):

☐ Once ☐ 2–3 times ☐ More than 3 times

Section II: Measurement Items

A. Brand Image (BI)

BI1: I perceive Griya Batik Semarangan as a brand that reflects cultural heritage.

BI2: Griya Batik Semarangan has unique and attractive designs.

BI3: The brand image of Griya Batik Semarangan is consistent and easily recognizable.

B. Product Quality (PQ)

PQ1: The fabric quality of Griya Batik Semarangan is durable.

PQ2: The tailoring and finishing of the products are neat and precise.

PQ3: The batik motifs used are clear and well-made.

PQ4: The designs are original and culturally relevant.

C. Brand Trust (BT)

BT1: I believe Griya Batik Semarangan is a reliable brand.

BT2: I trust the product claims made by Griya Batik Semarangan.

BT3: Griya Batik Semarangan keeps its promises regarding product quality.

BT4: I feel confident when purchasing products from this brand.

D. Purchase Intention (PI)

PI1: I intend to purchase products from Griya Batik Semarangan in the near future.

PI2: I would recommend this brand to others.

PI3: I am likely to repurchase from Griya Batik Semarangan.

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