

# Purchase Intention, Satisfaction, Interest, and Previous Purchase Behaviour

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This research was intended to develop and test the consumer intention model of batik purchase using three predictors, namely the satisfaction of batik purchase, the interest in buying batik, and previous batik purchase. The research subjects were batik consumers in Solo and Yogyakarta. An adjusted Likert scale measured variables with its reliability and validity tested. The results showed that the three predictors used were consistent with the theory and empirically tested. There are some suggestions for the next research.

**Key words:** *Batik, Intention, Satisfaction, Interest, Previous Purchase Behaviour.*

## Introduction

Batik is an example of an internationally recognised Indonesian culture. Batik as a whole will last if there is a high demand for it. Consumers' intention to purchase batik is a variable that is directly tied to consumer behaviour of purchase (Fishbein & Ajzen, 2011).

At least 57791 studies on Proquest have been conducted to test the consumers' intention to buy goods, or services, or a combination of products and services. Based on these, a meta-analysis of various studies on consumers' motive to buy has also been carried out by several researchers, as can be traced from the results of a meta-analysis (Andrew et al., 2016; Armitage & Conner, 2001; Fleming et al., 2017; Hagger et al., 2002; Zhang, 2018).

However, there is only a few researches that explain the variability of consumers' intention to purchase a product using the product's purchase behaviour in the past (Budiono, Stefani & Aritonang, 2017; Fishbein & Ajzen, 2011; Fleming et al., 2017). In the context of batik, as far as can be traced from various sites, there has been no research on the intention to buy batik. Besides, the use of interest to explain intentions is generally carried out in educational

contexts (Ainley, Hidi & Berndorff, 2002; Harackiewicz et al., 2016; Thoman & Sansone, 2016). In other contexts, there may be no research on interests and intentions except in the context of clothing, but it is still rarely done (Cham, et al., 2018; Wolf, 2012). Furthermore, this is the first study that attempts to explain or predict the intention to purchase batik based on batik purchase interest, previous batik buying behaviour, and the satisfaction after batik purchase. This study is expected to provide input for batik creators and companies in Indonesia to maintain the quality of batik products to increase the interest and satisfaction of people who have the intention to buy batik.

## Literature Review

### Intention

According to Ajzen (1991), "*Intentions are assumed to capture the motivational factors that influence behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behaviour.*" People with high intention to perform a behaviour are highly motivated to realise said behaviour. Thus, there is a significant probability that the behaviour will be realised (Fishbein & Ajzen, 2011). Fundamentally, the intention is motivation. The meaning of intention was expressed by Fishbein and Ajzen (2011) as follows: "*Behavioural intentions are indications of a person's readiness to perform a behaviour.*" In this case, readiness is directed at the implementation of a behaviour.

Fishbein and Ajzen (2011) also stated that intentions could be expressed in the form of statements such as I will engage in the behaviour, I intend to engage in the behaviour, I wish to engage in the behaviour, I plan to engage in the behaviour, and I will try to engage in the behaviour. From this description, it can be seen that intention is closely related to engagement, which is a promise that will be fulfilled or exists at a specific place and time.

The essential characteristic of intention is the person's estimation of the perceived possibility or probability to perform a specific behaviour (Fishbein & Ajzen, 2011). It means that intention is also related to the possibility or probability of realising a promise or intention. The intention has a variety of characteristics that include accessibility in memory, trust, and personal relevance or the importance of behaviour performed for the individual (Fishbein & Ajzen, 2011).

### Satisfaction

Satisfaction is a manifestation of attitude. The purpose of purchasing and consuming a product is, of course, to fulfil needs or desires. In other words, through the consumption of a

product, consumers possess certain expectations for the results that can be obtained. If that expectation is not fulfilled, then the consumer will feel dissatisfied.

Conversely, if the expectation is fulfilled or exceeded, then the consumer will feel satisfied. Therefore, satisfaction is the result of a comparison between expectations before the purchase and consumption of the product and the actual results. The concept of satisfaction and dissatisfaction refers to the model of the disconfirmation of expectations that has been consistently validated through empirical studies (Engel et al., 1995).

### **Interest**

Clothing is one of the universal products related to the expression of psychological needs, such as appearance, social status, and self-esteem (Stanforth in Cham et al., 2018). The perceived ability of clothes to meet these needs will generate interest in the clothing (Cham et al., 2018).

Interest can be conceptualised as "*an individual predisposition and as a psychological state.*" (Ainley, Hidi, & Berndorff, 2002; Hidi & Renninger, 2006). The psychological state itself, according to Ainley, Hidi, and Berndorff (2002), is characterised by the concentration of attention, increased cognitive and affective function, and persistent effort. From the description, it can be seen that the core of interest is the tendency to concentrate.

Another opinion was stated by Thoman and Sansone (2016), that interest is a positive emotion and is highly related to motivation. Interest encourages people to explore, focus, and be persistent. This opinion is very similar to the opinion above; that interest is a persistent concentration of attention.

Typhoon International Corp. (2004: 662 in Kpolovie, Joe, & Okoto, (2014)) defined interest as "*. . . attention with a sense of concern, lively sympathy or curiosity, and the power to excite or hold such attention (in something).*" Therefore, interest includes the attention that is held about something, with concern, sympathy or curiosity.

In the context of clothing, Gurel (1974 in (Cham et al., 2018)) defined interest in clothing as "*an individual's attitude and beliefs about clothing, the knowledge of, and attention paid to their clothing, and the concern and curiosity a person has about his / her clothing and that of others.*" That interest can be expressed through the use of clothes.

From the description above, the interest in clothing is a concentration of attention on said clothing, accompanied by curiosity and the use of the clothes.

### **Previous purchase behaviour**

The meaning of behaviour in the TRA and TPB, according to Fishbein and Ajzen (2011) is as follows: ". . . *behaviours are observable events.*" Therefore, the behaviour being discussed is observable overt behaviour. In other words, the behaviour meant here is not a hypothetical or latent variable, which cannot be directly observed. Fishbein & Ajzen (2011) further stated that the behaviour must consist of four elements so that the behaviour is specific. The four elements are the action is taken, the target to which the action was directed, the context of the activities carried out, and the time when the action was carried out. Thus, behaviour in both TRA and TPB is a single action or behaviour.

Besides, behaviour in TRA and TPB (output) is distinguished from the results of that behaviour (outcome). For example, exercise behaviour (output) results in top physical condition (outcome). Behaviour as an output differs from fitness, which is the result of exercise behaviour.

### **Intention and satisfaction**

An individual conducts an action with an expectation that their needs will be met through their behaviour. If expectations are reached or exceeded, they will be satisfied (Westbrook & Reilly, 1983). Conversely, if their expectations are not achieved, they become dissatisfied. As a manifestation of attitude, satisfaction is the result of the evaluation between expectations and reality. If the obtained result is greater or equal to expectations, reimbursement will occur, and vice versa.

Satisfaction is a manifestation of attitude, namely the results of the evaluation. In connection with this, the result of a meta-analysis of the relationship between attitude and intention in some empirical literature note that the average value of correlation coefficients between attitudes and intentions ranges from 0.45 to 0.60 (Fishbein & Ajzen, 2011). Also, a positive consumption experience can increase consumers' intention to use the product in the future. Other studies have also confirmed that satisfaction can be used to predict purchase intentions positively (Deng et al., 2010; Dixit et al., 2018; Lee et al., 2013; Rejikumar & Ravindran, 2012; Svecova & Odehnalova, 2019). Thus, hypothesis one (H1) can be formulated that satisfaction is a positive predictor of intention.

### **Intention and interest**

Interest in clothing is a concentration of attention on a clothing item. The focus of emphasis on the clothing includes curiosity about the clothing itself and the use of said clothing item. Curiosity about clothes will motivate people to gain knowledge and experience in clothing (Harackiewicz, Smith & Priniski, 2016).

As has been explained, that intention is the motivation to do something. Based on these, some research has been conducted. Wolf (2012), for example, found that interest is positively related to the number of products purchased. In the context of clothing, the result of research conducted by Cham et al. (2018), shows that interest in clothing is positively related to the intention to purchase them. Thus, hypothesis two (H2) can be formulated, which is interest is a positive predictor of intention.

### **Intention and previous purchase behaviour**

According to (Fishbein & Ajzen, 2011), as explained, the intention is the variable closest to behaviour in TRA and TPB. Related to that, the results of research conducted by Yeow & Loo (2018) states that in the context of computer reuse, which is the result of recycling, it is a positive predictor and can empirically be used to predict the intention to reuse a computer that is the result of recycling. In the context of market digitalisation, the results of research conducted by Dixit, Prakash & Verma (2018) found that past behaviour is a positive predictor of the intention to digitise markets.

In the context of online transactions, McLaughlin et al. (2017) found that previous online transaction behaviour is a positive empirical predictor of the intention to conduct an online transaction. The research conducted by Jain, Khan, & Mishra (2017) found that the behaviour of purchasing luxury goods in the past can be used to predict intentions to purchase luxury items. Besides, in the context of selecting modes of transportation, research conducted by Fu and Juan (2017) found that the intention to choose a mode of transport can be positively predicted through the behaviour of selecting a mode of transportation in the past. Another research shows that 45% of intention variability can be explained based on loyalty (buying behaviour in the past) (Budiono, Stefani & Aritonang, 2017). On this basis, the third hypothesis (H3) can be formulated that previous behaviour can be used to predict intention.

## **Methods**

### **Subject**

The sample of this study were 176 batik consumers in Solo and Yogyakarta. Age ranged from 17 to 67 years. As many as 47 percent were female, and 53 percent were male.

### **Instrument**

There are four variables in this study, namely the intention to purchase batik, the satisfaction of purchasing batik, the interest in purchasing batik, and previous batik purchase behaviour. Intention, satisfaction, and interest are measured on a modified Likert scale using six

statements each. The score ranges from 1 to 10. Previous batik purchase behaviour was measured by a comment about the frequency of prior batik purchase

### Reliability and validity

Instrument reliability was analysed with Cronbach's alpha. The reliability of batik purchase intention is equal to 0.813, the reliability of batik purchase satisfaction is 0.928, and the reliability of batik purchase interest is 0.827. The reliability of the three variables was considered suitable because their Cronbach's alpha was higher than 0.700 (Nunnally, 1978; Rust & Golombok, 1998).

The validity coefficient of each item was analysed using the correlation between item-total corrected. The validity coefficient of batik purchase intention ranged from 0.349 to 0.691. The validity coefficient of batik purchase satisfaction ranged from 0.760 to 0.857. The validity coefficient of batik purchase interest ranged from 0.525 to 0.647. All statements on the three variables are valid because their validity coefficient scores were higher than 0.200 (Cronbach, 1990; Rust & Golombok, 1998).

### Analysis

Multiple regression analysis was used to test all the hypotheses of this study with the help of the SPSS application. The alpha used was 5%.

### Results and Discussion

The result of a simple correlation analysis between each variable is presented in Table 1.

**Table 1. Correlations**

		<b>Intention</b>	<b>Satisfaction</b>	<b>Interest</b>	<b>Behaviour</b>
Intention	Correlation	1.000	0.516	0.478	0.284
	Sig	.	0.000	0.000	0.000
Satisfaction	Correlation	0.516	1.000	0.233	0.183
	Sig	0.000	.	0.001	0.007
Interest	Correlation	0.478	0.233	1.000	0.074
	Sig	0.000	0.001	.	0.165
Behaviour	Correlation	0.284	0.183	0.074	1.000
	Sig	0.000	0.007	0.165	.

All independent variables (batik purchase satisfaction, previous batik purchase behaviour, batik purchase interest) are positively correlated with the dependent variable, which is batik

purchase intention. Theoretically, as hypothesised as well as empirically, the three variables can be used to predict intentions confidently. The correlation coefficient between batik purchase intention and the batik purchase satisfaction is 0.516. The correlation coefficient between batik purchase intention and previous batik purchase behaviour is equal to 0.284. The correlation coefficient between the batik purchase intention and batik purchase interest is equal to 0.478.

Also, the probability of error in rejecting the correct statistical hypothesis is small, that is 0.000 or lower than 5% as specified. Therefore, the three independent variables can be regressed on the dependent variable that is batik purchase intention.

The result of multiple regression analysis of the three independent variables on the batik purchase intention dependent variable is presented in Table 2.

**Table 2. Results of the hypotheses testing**

<b>Relationships</b>	<b>Coefficients</b>	<b>t-value</b>	<b>p-value</b>
Satisfaction → Intention	0.395	6.600	0.000
Interest → Intention	0.184	3.156	0.002
Previous Behaviour → Intention	0.373	6.314	0.000

Besides, the study also reveals the multiple correlation coefficient of three independent variables, and the batik purchase intention dependent variable, which is 0.659. It indicates that the variance of the batik purchase intention depends on the variation of the three independent variables, which is equal to 43.3%. The resulting F-value is equal to 44.030, with a p-value of 0.000. It means that the probability of rejecting the statistical hypothesis, that there is not a single independent variable that can be used to predict the batik purchase intention, can be dismissed with a probability of error (0.000) that is smaller than 5%. In other words, at least one of the three independent variables can be used to predict batik purchase intention statistically.

The t-test result indicated that all independent variables have little probability of error where the correct statistical hypothesis is rejected (0.000, 0.002, and 0.000), smaller than 5%. These results are consistent with the results of a simple correlation analysis above, as well as the three hypotheses that have been formulated. Besides, empirically and statistically, the results obtained are also tested.

The partial regression coefficient in the largest standard score is 0.395, which is the partial regression coefficient of batik purchase satisfaction of batik purchase intention. It is positive, and following the theory underlying the formulation of H1 that a satisfying experience

encourages people to repeat it. Besides, the result of research on H1 is also according to the results of previous studies. Therefore, the result of research on H1 strengthens the theory and the results of previous studies, especially in the context of batik.

The score of the partial regression coefficient in the next standard score is 0.373, which is between batik purchase interest and batik purchase intention. The positive sign indicates that the result of this study is consistent with the theory used as the basis for formulating H2 that interest can be used to predict intentions positively. Besides, statistically, the result was also confirmed with a small error possibility of rejecting the correct H<sub>0</sub>, which 0.000, is lower than 5%. The results are also consistent with existing research. Specifically, in the context of clothing, the results of this study are also compatible with the results of the research found.

The smallest partial regression coefficient in the standard score is 0.184, which is between previous batik purchase behaviour and batik purchase intention. It is according to the theory underlying the formulation of H<sub>3</sub>. Besides, statistically, the results are also tested, as can be seen on the probability of rejecting the correct H<sub>0</sub> (0.002), which is classified as small or smaller than 5%. The result of the research on H<sub>3</sub> was also consistent with studies conducted by (Budiono, Stefani & Aritonang, 2017; Dixit, Prakash & Verma, 2018; Yeow & Loo, 2018;).

## **Conclusion**

The purpose of this study is to develop a prediction model for batik purchase intention. For this reason, there are three predictors used, namely satisfaction, interest, and previous batik purchase behaviour. TPB (Fishbein & Ajzen, 2011) is used as a basis for formulating hypotheses about the relationship between each predictor and batik purchase intention. From the result of the analysis conducted, it was found that the variability of batik purchase intention can be explained statistically through the variability of the three predictors used. 48.3% of the variability of batik purchase intention can be explained through batik purchase satisfaction, the batik purchase interest, and previous batik purchase behaviour.

The partial test result indicates that the three hypotheses used in this study, when associated with the theory used and the results of previous relevant studies, the three hypotheses were confirmed. Thus, three conclusions can be drawn in this study. First, batik purchase satisfaction can be used to predict batik purchase intention (H<sub>1</sub>) positively. Second, batik purchase interest is a positive predictor of batik purchase intention (H<sub>2</sub>). Third, previous batik purchase behaviour can be used to predict batik purchase intention (H<sub>3</sub>) positively.

Research on this intention model is carried out in the context of fabrics, which is rarely found in previous studies. This research might be the first one in the context of batik cloth. Further research in the context of batik is needed to test the external validity of this research.



Another suggestion is that the variability of batik purchase intentions that can be explained based on batik purchase satisfaction and interest, and previous batik purchase behaviour was 48%. The remaining 52% variability in batik purchase intention cannot be explained. To explain that, moderator variables can be added (Fishbein & Ajzen, 2011), such as batik price levels. Thus, the batik purchase intention with three predictors model can compare consumers who purchase expensive batik and consumers who were purchasing inexpensive batik. We hope that the variability of batik purchase intention in each group will exceed 48%. The use of fabrics other than batik is also expected to increase the explainable variability of fabric purchase.

Discipline in following TPB requires attention: for example, regarding the period of batik purchase that is operationalised on the instrument (Fishbein & Ajzen, 2011). Longitudinal research is also another matter that needs to be considered so that the data used are not cross-sectional, which is not accurate for predictive purposes.

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