The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

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ABSTRACT: Batik is one of the identities for the people of Indonesia. This study examines the effect of the uniqueness of written batik on satisfaction and repurchase intention. The survey was conducted on 200 batik users in Indonesia through an online questionnaire. The analytical tool used is WarpPLS. The results showed that the uniqueness of written batik had a significant effect on satisfaction. The uniqueness of written batik had a significant effect on repurchase intention, and satisfaction had a significant effect on repurchase intention. These results provide recommendations for batik producers to preserve the uniqueness of written batik so that the product image will increase so that consumers are more satisfied and have high repurchase intention.

KEYWORDS: Written batik, Product Uniqueness, consumer satisfaction, repurchase intention, Indonesia

I. INTRODUCTION

Written batik is an Indonesian product that is mostly produced by Small and Medium Enterprises (SMEs). Written batik is made by hand so that it is unique compared to mass clothing products. Expensive production costs have the potential to reduce consumer intention in buying batik because the price is relatively expensive. Written batik has a target market of the upper middle class. One will feel satisfied when wearing unique clothes. However, there are still very few studies that examine the effect of the uniqueness of written batik on consumer satisfaction. Therefore, this study aims to examine and discuss the effect of the uniqueness of written batik on consumer satisfaction and its implications for repurchase intention.

II. LITERATURE REVIEW

Product Uniqueness

Mass products generally only provide functional aspects of the product and override the uniqueness of the product. Uniqueness is felt important by consumers when they want something different. Tian, Bearden, and Hunter (2001) revealed that the uniqueness of a product is the extent to which customers perceive the product as different from other products in the same category . The match between consumer desires and product characteristics is very important. Each individual has a unique desire for a product so that the uniqueness of the product becomes an important part in marketing studies. Product fit includes aesthetic fit and functional fit is the extent to which a company's own products are designed according to individual customer product preferences (Dellaert and Stremersch 2005, Randall, Terwiesch, and Ulrich 2007, Simonson 2005). Aesthetic compatibility is related to design, color, pattern, and so on. While functional suitability includes product function and physical compatibility.

Satisfaction

Satisfaction is "a response (cognitive or emotional) the response relates to a particular focus (expectations, consumption experience, product) and the response happens at a particular time (after consumption, based on accumulated experience, after choice)" (Giese and Cote, 2000, p. 14). Satisfaction is the consumers' fulfillment response. It is a judgment that a product or service features, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related satisfaction including levels of under-or over-fulfilment (Oliver, 1997). Szymanski and Henard (2001) stated that customer satisfaction basically emphasizes the effect of expectations, performance, disconfirmation of expectations, affect and equity on satisfaction. Oliver (1997) explains that customers are satisfied if the product or service performs better than their expectations

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

(i.e., positive disconfirmation), dissatisfied if the customer's expectations exceed the actual performance of the product or service (i.e., negative disconfirmation), and neutral satisfaction if the performance of the product or service is neutral. Service is totally up to their expectations (ie zero confirmation/disconfirmation).

Customer satisfaction is a fundamental goal for organizations (Cochran, 2003). The main task of the company is to please customers, but that does not mean that the company has to be a non-profit company. Companies must evaluate customer satisfaction to determine the level of marketing performance. Oliver (1997) has explained that customer satisfaction is an evaluation after buying a product or service as it meets or exceeds their expectations. Marketing strategy must be directed to meet customer expectations on an ongoing basis.

Repurchase Intention

Kotler and Keller (2016) stated that repurchase intention is the desire and action of customers to repurchase a product, because of the satisfaction received in accordance with what is desired from a product. In the buying process, this repurchase intention is related to the motives it has to use or buy certain products. The motive for this purchase is different for each customer. Customers will choose products that contain attributes that they believe are relevant to their needs. Indicators of purchase intention according to Schiffman and Kanuk (2014) include: (1) intention in seeking information about related products, (2) considering making a purchase, (3) intention in trying, (4) wanting to know about the product, and (5) wanting to own a product. product. Ferdinand (2006) identified repurchase intentions through transactional intention (a person's tendency to buy a product), referential intention (tendency to refer products to others), preferential intention, and exploratory intention.

Uniqueness and Satisfaction

Uniqueness is one indicator of brand image (Kotler and Keller , 2016). The consumer behavior model (Kotler and Keller, 2016) has illustrated the relationship between product attributes and consumer attitudes towards a product. The results of the evaluation of product attributes affect the level of consumer satisfaction. Research results (Sondoh et al., 2007; Andreani, 2012; Antara and Rastini, 2022) have shown that brand image shapes customer satisfaction. However, research that specifically examines the effect of uniqueness on satisfaction is still very limited. Uniqueness is one of the indicators in brand image. Customers feel satisfied when they use products that are different from the products worn by others. Batik clothes become a symbol of one's luxury, causing the effect of feeling happy. Thus, the following hypothesis can be formulated:
H1. The uniqueness of the product has a significant effect on consumer satisfaction

Uniqueness and Repurchase Intention

The perceived scarcity will increase the desire of the object (Cialdini 1985, Lynn 1991, Jung and Kellaris 2004). Owning a rare item generates value because it helps individuals define themselves differently from others (Snyder and Fromkin 1980). Kotler and Keller (2016) also reveal that product attributes influence consumer post-purchase behavior. Thus, the more unique a product is, the higher the demand for consumer repurchase. Thus, the following hypothesis can be formulated:
H2. The uniqueness of the product has a significant effect on repurchase intention

Satisfaction and Repurchase Intention

Kotler and Keller (2016) stated that repurchase intention is the desire and action of customers to repurchase a product, because of the satisfaction received in accordance with what is desired from a product. Satisfaction is a reliable and good predictor of purchase attitude (Oliver, 1993). McQuitty, Finn, and Wiley (2000) reveal the importance of customer satisfaction in marketing. Wen et al. (2011) and Oghuma et al. (2016) have found the effect of consumer satisfaction on repurchase intentions. The repurchase intention is an important aspect in improving the sustainability of the company. Thus, the following hypothesis can be formulated:
H3. Consumer satisfaction has a significant effect on repurchasing intention.

III. METHOD

This type of research is explanatory which examines and explains the effect of product uniqueness on satisfaction and repurchase intention. The object of this research is written batik clothes produced in Indonesia. This study involved 200 respondents who were selected by accident. The product uniqueness indicator in this study was developed from research by Lynn and Harris (1997) and Tian et al. (2001). The satisfaction indicator was developed from Oliver (1997), while the measurement of repurchase intention refers to Ferdinand (2006). An online survey was conducted to collect data using a questionnaire that had previously been tested for validity and reliability. The collected data is processed using WarpPLS.

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

IV. RESULT AND DISCUSSION

Table 1 shows that most of the respondents are women (56%). The age group of respondents is dominated by the 46-55 years old (47%), successively the next age group is 35-45 years, >55 years, 26-35 years, and finally 18-25 years. Most of the respondents are government employees. This can be due to government employees having an obligation to wear batik clothes on certain days while working. Most of the respondents were married (76%), while the respondents who were not married were 21%.

Table 1. Characteristics of Respondents

Characteristics	Distribution	Frequency	%
Gender	Male	88	44
	female	112	56
Age	18-25	6	3
	26-35	18	9
	36-45	42	21
	46-55	94	47
	>55	40	20
Profession	Government Employees	106	53
	Private sector employee	24	12
	Businessman	52	26
	Student	12	6
	Others	6	3
Marital Status	Mariage	152	76
	Single	42	21
	Others	6	3

The results of the fit model show that the 10 criteria that are required for WarpPLS have been met (Kock, 2015). Table 2 shows that Uniqueness has a significant effect on satisfaction (p-value <0.05) so that hypothesis 1 is accepted. Uniqueness has a significant effect on repurchase intention (p-value <0.05) so that hypothesis 2 is accepted. Satisfaction has a significant effect on repurchase intention (p-value <0.05) so that hypothesis 3 is accepted.

Table 2. Hypothesis Testing Results

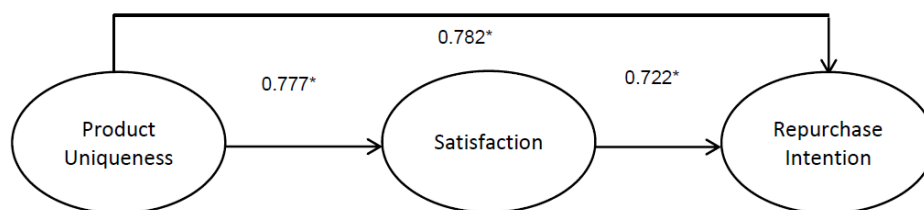| Path	Coefficient	p-value	Conclusion
H1: Uniqueness →Satisfaction	0.777	0.000	Accepted
H2: Uniqueness →Repurchase Intention	0.782	0.000	Accepted
H3: Satisfaction →Repurchase Intention	0.722	0.000	Accepted

Figure 1. Final Structural Model

DISCUSSION

The effect of product uniqueness on consumer satisfaction

The results of this study indicate that the uniqueness of the product has a significant effect on customer satisfaction. This is in accordance with the opinion of Kotler and Keller (2016) that product attributes (one of which is uniqueness) have a relationship with consumer attitudes towards a product (one of which is satisfaction). These results are in accordance with the research of

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

Sondoh et al., 2007; Andreani, 2012; Antara and Rastini, 2022 who found that brand image shapes customer satisfaction. The results of this study contribute to scientific development. This study specifically found the effect of product uniqueness on consumer satisfaction. Thus, the uniqueness of the product is an important aspect in shaping consumer satisfaction.

The uniqueness of written batik is the result of the process of developing creative ideas and turning them into useful products or innovative products. The uniqueness of the product is the result of consumers who need uniqueness. A consumer's general need for uniqueness (Tian et al. 2001) or, more specifically, a consumer's desire for a unique product (Lynn and Harris 1997) may have an impact on the value users derive from the uniqueness of a self-designed product (Fiore et al. 2004; Michel et al. 2006). Franke and Schreier (2008) explain that consumers who specifically aim to differentiate themselves from others (i.e., who show a strong desire for unique products) should value products that are truly unique (i.e., gain greater utility). of the product) than consumers aiming for conformity (i.e., showing low desire for unique products) . Being different from others or being different among a larger group often results from the signals conveyed by the material objects the consumer chooses to display. (Tian, Beraden and Hunter, 2001) . The material chosen by consumers is a unique written batik. If the unique product purchased can meet the need to appear different then consumers will feel satisfied. An individual can derive satisfaction from differentiating consumer ownership because this reduces the threat to identity (Snyder and Fromkin 1977).

Consumers who exhibit a high need for uniqueness rate the perceived distinctiveness of self-designed products more highly than consumers who have a lower "counter-conformity motivation" (Nail, 1986). Batik SMEs can provide opportunities for consumers to create their own uniqueness, because consumers judge uniqueness based on the uniqueness of products designed by themselves. Written batik must have advantages or differences compared to competitors' offerings. Uniqueness is one of the elements of product excellence. Uniqueness provides its own advantages because these products cannot be compared directly with competitors' products. This uniqueness will be difficult for competitors to imitate because competitors cannot gain access to these sources of knowledge . The uniqueness of the product is that the supplier produces a very specific product) so that the company has a higher bargaining position compared to other companies (Valencia et al., 2015). Therefore, batik SMEs try to find uniqueness and according to consumer preferences. Product excellence is an absolute characteristic that must be maintained by an MSME.

The effect of product uniqueness on repurchase intention

The results of this study indicate that the uniqueness of the product has a significant effect on repurchase intention. These results are consistent with Cialdini (1985), Lynn (1991), and Jung and Kellaris (2004) that intention in objects increases when objects are unique. These results also support Snyder and Fromkin (1980) who stated that rare products have high value, thereby increasing intention in owning these products. These results strengthen the opinion of Kotler and Keller (2016) that post-purchase behavior is determined by product attributes.

Product uniqueness is an added value that makes the product different from competitors (Cooper & Kleinschmidt, 2000) . Product uniqueness as a secondary value driver in self-designed products (eg, Kamali and Locker 2002; Lynn and Harris 1997; Schreier 2006; Shen and Ball 2006; Simonson 2005). People buy batik that is unique because people are naturally motivated to maintain a level of uniqueness in order to enjoy the enhancement of their self-image that they want others to see (Tian et al., 2001).

 The uniqueness of the product comes from the management of consumer knowledge which is an important attribute in addition to promotional programs in marketing products that have advantages. and involves innovation and (high technology) . Unique products can be sought to restore one's view of oneself as a different person from others . Unique products can be used to elicit desired evaluations from others (i.e., social image of being a different person) which further enhances self-image (Tian et al., 2001). If someone buys a unique product and can form and maintain the desired self-concept , consumers will make repeat purchases.

The effect of cunsumer satisfaction on repurchase intention

The results of this study indicate that consumer satisfaction has a significant effect on repurchase intention. This is in accordance with Kotler and Keller (2016) stating that repurchase intention occurs because of the performance of a product received in accordance with expectations. These results also support Oliver (1993) and McQuitty, Finn, and Wiley (2000) that satisfaction is a reliable and good predictor of purchase attitude. The results of this study are consistent with the findings of the research by Wen et al. (2011) and Oghuma et al. (2016) that consumer satisfaction has an effect on repurchase intentions. Satisfied consumers are more likely to continue their relationship with a particular organization than dissatisfied consumers (Tsai, Huang, Jaw, and Chen , 2006).

The Influence of Product Uniqueness on Consumer Satisfaction and Repurchase Intention on Written Batik Consumers in Indonesia

V. CONCLUSIONS

The results show that the uniqueness of batik products affects consumer satisfaction. Consumers feel happy when wearing clothes that have different patterns compared to clothes worn by other people. These results also found that the uniqueness of batik products increased consumers' intention to repurchase. In addition, consumer satisfaction is a predictor of consumer repurchase intentions.

VI. ACKNOWLEDGMENT

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