

## The Effect of Conventional Customer Habit: Touch, Sight, Smell on Online Written Batik Fabric

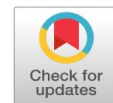
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**Abstract:** This research was conducted to provide a deeper understanding about the possibility of batik product that needs three human senses (touch, smell, visual) can be sold using internet shopping that only needs one human sense (visual). This research used qualitative and quantitative research where the number of respondents for qualitative research was 10 and the number of respondents for quantitative research was 207 respondents with an age range between 19-54 years old. The research was conducted in the Bandung City from September 2018 to December 2018. This research uses structural model to test hypothesis. The most important thing when customer bought written batik fabric is, they like the motif/pattern and color of that written batik fabric. Feedback mechanism, product information, customer trust in an offline store significantly affect trust in internet shopping. Branding will be the tool for keeping the advantage, branding will work differently in web. Branding will be the key to conveying the quality, value, and image to the buyer because the potential for visitor to enjoy is limitless on the web.

**Keywords:** Batik, Online, Trust, Human sense, Internet shopping, Internet, Brand image, Visual

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### INTRODUCTION

Business patterns in Indonesia have changed to the industrial revolution 4.0. This is happened due to changes in the consumption patterns of the people, which have gradually shifted from shopping patterns to conventional retail stores to be online stores (Baderi, 2018; Chou, Chang, Lin, & Wu, 2017). Based on the secondary data that the internet user increase year to year and most of the internet user is from range age between 19 until 54 years old and a survey by APJII reveals that 32.19 percent user using the internet for online shopping and the most in the clothing category. Buyer projection and penetration of Indonesian digital buyers will increase to 44 million in 2022. Many people will change their habit from coming to store directly to buy product using internet shopping.

Batik is originated from the Javanese *amba* which means writing and *titik* to mean a point (Bram, 2017). So, the meaning of the word batik is writing more or fewer points. Batik is a technique to color textile using *canting* and wax. This technique makes batik has its own aroma which is produce from wax. There is three type of batik, written batik, stamp batik, and combination batik. Written Batik made using with written *canting* to embedding the wax. Written batik is the most expensive batik compare to another technic because to make one fabric the company need a quite long time (Bram, 2017; Wibisono, Yani, & Muhlisyah, 2016). Stamp Batik is the process to make batik using stamp *canting*. This tool is made from a copper plate that forms the batik pattern on the surface (Bram, 2017; Krisnawati, Perangin-Angin, L. K., & Suardi, 2016). The technique of batik is done with a combination of written batik process and stamp batik. The price for this batik is higher than stamp cap

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but less than written batik because the process to make combination batik is faster than the process to make written batik. According to Bram article, Batik is not only motif/pattern. Batik is a technique.

*“Batik is not a fabric that depicts a cultural motif (e.g., Sidoluhur motif, Megamendung motif). Batik has nothing to do with the shape of the motif. Drawn from the meaning of the word batik on KBBI and the understanding of the origin of the word batik (amba Titik), batik is a fabric that depicts motifs, which is illustrated by holding the color with wax. So that if the motif on the cloth is not even cultural, but more modern (e.g. boxes, stripes, automotive, polkadot), Then the fabric is still referred to as batik.”*

Nowadays, batik had become general fashion which people use for daily activity, formal activity, wedding, and other activity. Especially, UNESCO had set batik as masterpieces of the oral and intangible heritage of humanity on 2 October 2009. After that event, 2 October set as National Batik Day. In Indonesia, the government requires the employee to use batik on Friday.

This research was conducted to provide deeper understanding of the possibility of batik product that need 3 human sense (touch, smell, visual) when customer bought batik, can be sold using internet shopping that only need 1 human sense (visual) and the factors that can replace the current habit to buy batik product such as smell, touching, and seeing batik directly into just seeing from photos and purchases using internet shopping because the company will be facing the issue about customer trust when they choose to sell batik product using internet shopping to try to keep abreast of today's digital developments.

## METHOD AND MATERIALS

This paper use consumer decision journey, a sensing strategy and Gestalt law as a theoretical framework. In decision journey, consumer starts with a set of potential brands and reduce the number to make a purchase method. In this method, decision making process depicted in circular form with four primary phases such as initial consideration, active evaluation, or the process of researching potential purchases, closure when consumer buy brands, and post purchase when consumer experience them (Court, Elzinga, Mulder, & Vetvik, 2009), (Ryte Wiki, n.d). The other theory is a sense strategy.

Human has five sensory stimuli. This sensory stimulus has its own effect to consumer especially for batik product (Gobē, 2001). Sound can cognitively unmediated effect on recall and emotions such as a friends voice, song, etc (Gobē, 2001). Sound can engage consumer emotion. Color is the element that is crucial vehicle of the consumer experience. Color branding is not being pretty or aesthetic, but it is about conveying crucial information to your consumer (Gobē, 2001). Providing food can make consumer feel pleasure. For many consumers, the service to accompanies them with tangible benefit and for symbolic value of gesture can make more valuable than the price tag. Consumer can spend the amount of their time in the stores. To make they relax, companies should service them to sit down and give a meal or some coffee. This service can make special meaning for them. They will spend more time in the store. The fact is that the longer consumer spends in a store, the more they will buy the product (Gobē, 2001). From the study, customers are more likely to touch a product in process to evaluating it so the brand recognition will decline (Gobē, 2001). Scent is an oft-neglected tool for providing consumer with engaging an emotional experience. Scent can make connection between the olfactory of the brain to the amygdalohippocampal complex, where emotional memory is processed (Gobē, 2001). Scent can be direct link to their memories and emotion because consumer usually use scent to manage their own identity and turn identity with particular brand.

In this era, technology is growing rapidly. Only companies that have a great business plan and brand-driven consumer plan who can win in this competition. Because of that, company should understand their consumer to build e-commerce (Gobē, 2001). Company should understand to divide their consumer to be innovator, early adapters, and followers. According to Gobē (2001), branding will be the tool for keeping the advantage, branding will work differently in web. Branding will be the key to conveying the quality, value, and image to the buyer because the potential for visitor to enjoy is limitless in the web.

Gestalt theory is theory about visual perception. Gestalt fundamental formula (Graham, 2008):

*“There are wholes, the behavior of which is not determined by that of their individual elements, but where the part-processes are themselves determined by the intrinsic nature of the whole.”*

In Gestalt theory, nature of such wholes. When we understand how human react to visual stimuli, company can deliver visual message and can create a creative message. This is very beneficial if visual message can deliver efficiently to customer especially in internet shopping.

### Study one

In the first study, we conducted qualitative research with 10 participant and expert in batik industry. Most of participant always buying batik directly to the store such as at exhibition, Batik Kris, Batik Komar, Batik Salma, Batik Kencana, Batik Trusmi in Cirebon, Pasar Baru, Balubur, Batik Hasan, Batik Deden, and they sometimes directly come to Yogyakarta, Solo, and Cirebon to buy batik or when they were on vacation, because they wanted to touch, smell and see the batik directly. Some of the participants said that batik was identic with the older and some of the participant buy batik only for a special occasion and to fulfill they need such as for everyday wear because they occupation was a teacher or to attend special events. The result can be seen on Table 1.

Table 1: Interview result

Topics	Interpretation
Frequency of Buying	Participant usually buy batik every year and when there was batik exhibition
Channel of Buying	Only 3 participants from 10 participants who had tried to buy batik online. Most of participant prefer buy batik directly.
The Purpose of Buying	They usually buy batik to be used for everyday wear for work, special events and for gifts
Batik Brand Awareness	Most of participant buy batik at Batik Keris, Batik Komar, and Batik Salam in Bandung
Purchasing Decision	Most of participant buy batik based on their self, but family, and girlfriend/boyfriend had an important role in the process of buying batik
Purchase Consideration	The most consideration when participant buy batik was pattern, price, material of batik, and type of batik
Types of Batik	Most of participant didn't really care about the type of batik, other participant usually buys stamp batik, written batik
Motivation of Buying	The motivation of the participants when they bought batik because they need the batik. Some of participants bought batik because they love batik and they wanted to gift batik to others.
Online Purchase Consideration	Participants wanted to tried buy batik online if they know the quality of batik product and seller, the online store had testimony and product information, and if the batik could return

From Table 1. We can conclude that most of participant never tried to buy batik using internet shopping. They didnt trust to buy batik in internet shopping. The factor that could make they trust in internet shopping was online if they know the quality of batik product and seller, the online store had testimony and product information, and if the batik could return. From this finding, we can make the variable that need to test in the study two.

## **Study two**

In the study two, we conducted a quantitative research to examine the result from study one and test the hypotheses. Quantitative data is more objective, reliable, and generalizable.

Variables in this research are from interview with target batik user, literature review, and from past research. Variable in this research using graphical model using oval and rectangle shape. Based on variable connection above, the variable connection can be construct to be hypotheses that can be a guide line in this research and the hypotheses must be tested to know about the connection between variable. The hypotheses and the explanation of every variable for this research can be seen below.

### *Feedback mechanism*

The important thing about internet shopping is trust. People need to feel safe when they want to do transaction in internet shopping. Customer needs to find the credible internet shopping before they actually make a purchase. Risk in internet shopping is higher than in offline store. Customer shopping experience is playing important roles in internet shopping. Customer feedback might affect to influence the trust from customer and will influence customer to buy (Liu, Burns, & Hou, 2013).

**H1:** Feedback mechanism is significantly affected intention to trust in internet shopping.

Feedback mechanism in this research are customer feedback and customer endorsement. Customer will give positive and negative feedback toward their experience when they have been purchase using internet shopping and give rating to this online shop. Positive feedback can make other customer trust toward that online shop, but can make customer do not trust because of negative feedback. Customer endorsement is recommendation from customer and public figure who has experience purchase product using internet shopping and willing to recommendation that product and online shop to other customer.

### *Privacy cue*

Security and privacy concerns discourage internet transaction and may have a negative effect on internet shopping (Shu, 2003). Consumer would not pay if the personal information is not secure. Privacy or safety of personal information during a transaction is important because digital technology has increased the level of connectivity among people (Obal & Kunz, 2013).

**H2:** Privacy Cue is significantly affected trust in internet shopping.

Privacy in this research are about security and shipping procedure. For shipping and transaction, consumer usually give out their personal information.

### *Product information*

Product information is information about product such as color, motif/pattern, fabric, price, and the origin of written batik. When consumer make a decision, they will rely on the information about product (Shu, 2003). Product information about variety, color, motif/pattern, fabric, price, and origin is an important factor that influence customer in internet shopping.

**H3:** Product Information is significantly affected trust in internet shopping.

Since visual is a dominant sense when customer want to purchase written batik online, online shop should make the best sense strategy to influence customer. Online shop should make interesting visual image that can impact to customer emotion.

### *Consumer trust in an offline store*

According to Hongyoun and Kim (2009) we know that if consumer has a trust in offline store or in-store, the perceived risk that associated with internet shopping will reduce. The brand image of online store that has previously established by the store will be carried away to their online store. Offline store that has no trust from consumer will be more difficult to gain trust from consumer in online store. The interview result said that they would buy batik through internet shopping because the product in the store was not available, so they need to buy batik using internet shopping. In this variable, author using authentication as sub variable to measure consumer trust in an offline store.

**H4:** Consumer trust in an Offline store is significantly affected trust in internet shopping.

Consumer trust in an offline store in this research are trust in offline store, customer willing to buy written batik product in official store batik using internet shopping, and the offline store has batik mark certificate. Batik mark is the sign to indicate that batik is origin from Indonesia and to indicate that the batik is original batik.

*Trust in internet shopping*

Shopping on the internet was more enjoyable because there was no pressure from sales people (Obal & Kunz, 2013). When customer want to shopping using internet shopping, they can compare the price from many stores without going to that store so, customer will feel happy and relax because they can shop from their house. To make customer want to do online shopping, they need to trust to the internet shopping. Without having trust build, it is likely that business transaction would not be possible in an online environment (Bram, 2017; Hongyoun & Kim, 2009; Winch & Joyce, 2006).

**H5:** Trust in internet shopping is significantly affected Intention to Buy Written Batik Fabric using Internet Shopping. The conceptual framework in this research can be seen below.

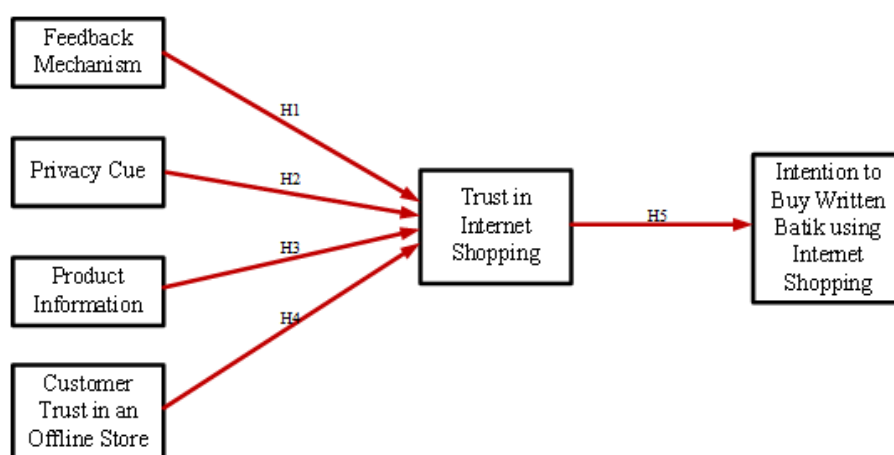


Figure 1. Conceptual framework

Sampling method for this research is using sampling based on certain considerations (Judgment Sampling). Based on Sugiyono (2005) Judgment sampling is sampling method election based on the most profitable place or in the best position to provide the information needed. Population for this research is people in Bandung city with range age 19-54 years old because in this age are active using internet in their daily life. Population is the aggregate of all the elements, sharing some common set of characteristics, that comprises the universe for the purpose of the marketing research problem (Malhotra, 2015). Based on Slovin formula, author will use degree of confidence 93%, so the error tolerance number will be 7%, total minimum sample to separate the questionnaire should be about 204 respondents.

Table 2: Operational variable

Variable	Code	Indicator	Source
Feedback Mechanism	FM1	The site displayed testimonials from satisfied customers	(Hongyoun & Kim, 2009), (Obal & Kunz, 2013), Interview
	FM2	The site displayed ratings from satisfied customers	
	FM3	Recommendation from friends or family	
	FM4	Recommendation from influencer	
Privacy Cue	PC1	The batik store can accept the return of batik product	(Hongyoun & Kim, 2009), (Obal & Kunz, 2013), (Shu, 2003)

Table 2. Continue..

Variable	Code	Indicator	Source
Product In-formation	PC2	The batik store can accept cash on delivery service	(Hongyoun & Kim, 2009), (Liu et al., 2013), (Shu, 2003), Interview
	PC3	Clear information about privacy security	
	PC4	Clear information about security payment	
	PIn1	Written batik image is clear	
	PIn2	Written batik colour blend	
	PIn3	Written batik pattern is eye catching	
Consumer trust in an offline store	PIn4	Clear information about written batik's origin of pattern	(Hongyoun & Kim, 2009), (Liu et al., 2013), Interview
	PIn5	Clear information about price	
	PIn6	Clear information about fabric characteristics	
	CT1	The batik store has batik mark certificate	
	CT2	Offline store Trust	
	CT 3	Official Store Trust in Internet Shopping	
Trust in Internet Shopping	TR1	Overall information is complete	(Hongyoun & Kim, 2009), (Obal & Kunz, 2013), (Shu, 2003)
	TR2	I would recommend this online shop to my friends	
Intention to Buy Written Batik Fabric using Internet Shopping	IB1	I would be willing to buy written batik fabric in the internet shopping that I Trust	(Hongyoun & Kim, 2009), (Shu, 2003)
	IB2	I would be willing to re-buy written batik fabric in the internet shopping that I trust	

Operational variable was the specific way to measure the variable. the indicator would help to make the statement for questionnaire.

## RESULTS

Validity testing was done to find out how precise measuring the variable. Validity and reliability tests were carried out with the help of statistical software. In this research, the validity test was using the Pearson correlation product moment test method. Basic decision making was seen from r table. If r count was greater than the value of r table, it could be said that the questionnaire was valid, if the value of r count was smaller than r table, the questionnaire was declared invalid. The results of validity testing could be seen in Table 3.

Table 3: Operational variable

Variable	Code	Correlation Coefficients	Critical Value	Conclusion
Feedback Mechanism	FM1	0.834	0.1358	Valid
	FM2	0.845	0.1358	Valid
	FM3	0.723	0.1358	Valid
	FM4	0.650	0.1358	Valid
Privacy Cue	PC1	0.854	0.1358	Valid
	PC2	0.795	0.1358	Valid
	PC3	0.854	0.1358	Valid
	PC4	0.871	0.1358	Valid
Product Information	PIn1	0.817	0.1358	Valid
	PIn2	0.856	0.1358	Valid
	PIn3	0.880	0.1358	Valid
	PIn4	0.587	0.1358	Valid
	PIn5	0.802	0.1358	Valid
	PIn6	0.769	0.1358	Valid
Consumer trust in an offline store	CT1	0.791	0.1358	Valid
	CT2	0.849	0.1358	Valid
	CT3	0.876	0.1358	Valid
Trust in Internet Shopping	TR1	0.901	0.1358	Valid
	TR2	0.877	0.1358	Valid
Intention to Buy Written Batik Fabric using Internet Shopping	IB1	0.925	0.1358	Valid
	IB2	0.902	0.1358	Valid

Table 3 shows that the results of testing the research variable on the customer questionnaire were all valid so that no research variables were discarded.

After testing the validity, the next step was testing reliability. Reliability was done to determine the consistency of a measuring variable if measurements were made with the same measuring variable repeatedly. Determination of an element was reliable or not seen from the value of Cronbach's Alpha. The minimum value of a variable was said to be reliable if the alpha value was more than or equal to 0.7 (Ghozali, 2016).

Table 4: Reliability test result

Variable	Code	Reliability Test
Feedback Mechanism	FM1	0.764
	FM2	
	FM3	
	FM4	
Privacy Cue	PC1	0.862
	PC2	
	PC3	
	PC4	
Product Information	PIn1	0.872
	PIn2	
	PIn3	
	PIn4	
	PIn5	
	PIn6	

Table 4. Continue..

Variable	Code	Reliability Test
Consumer trust in an offline store	CT1	0.779
	CT2	
Trust in Internet Shopping	TR1	0.733
	TR2	
Intention to Buy Written Batik Fabric using Internet Shopping	IB1	0.799
	IB2	

The next analysis is descriptive analysis. Descriptive analysis is used to give a description about customers preferences of buying written batik fabric using internet shopping. The output of this analysis was would help author to formulate the marketing strategy for customers intention to buy written batik using internet shopping.

Table 5: Descriptive analysis result

Variable	Rank	Indicator
Feedback Mechanism	1	Recommendation from friends or family
	2	The site displayed ratings from satisfied customers
	3	The site displayed testimonials from satisfied customers
Privacy Cue	1	Clear information about security payment
	2	The batik store can accept the return of batik product
Product Information	1	Written batik pattern is eye catching
	2	Written batik image is clear
	3	Written batik colour blend
Customer Trust in an Offline Store	1	Offline store Trust
	2	Official Store Trust in Internet Shopping

41.5% respondent agree that recommendation from friends or family is the dominant indicator that would make them trust in internet shopping. The other dominant factor are store rating and testimonial from satisfied customer. For recommendation from influencer, this indicator only affected for some respondent, this indicator still not strong enough to influence the customer. The most dominant indicator for privacy cue variable is clear information about security control.

Customer aware about their personal data about payment. The other dominant indicator was return of batik product. Since batik had their own art, customer worry if they can't touch batik directly, they would online store that could accept the return of written batik product fabric that could be different when they had touch.

For Product information variable, the most dominant indicator to increase customer trust the batik pattern should eye catching, written batik image should clear, and clear information about fabric characteristics and price. Most of customer in offline batik store are looking for batik based on the pattern and the quality of fabric. If they like the pattern and the fabric characteristic fit with their desire, they would be easier to tempted to buy batik. The other dominant factor was batik color.

To increase customer trust, the dominant indicator for offline store were customer should have trust to offline store first, and they would choose to buy written batik fabric in internet shopping only at official store of offline store that they trust. Official store would make customer willing to buy batik using internet shopping. Customer would choose official store of batik product because they had known well about the batik product, quality, and if they had bought batik online but the product was not as customers desired, they could trust to return back to the offline store of that batik.

The next step is significance test to test the hypotheses. Significance tests are used to determine the relationship between variable If the significance value lower than  $\alpha$  (0.05) the independent variable had significant effect to the dependent variable.



Table 6: Significance test result

Variable	<i>t</i>	Sig.	$\alpha$	Significance
Feedback Mechanism → Trust in Internet Shopping	2.438	0.016	0.05	significant
Privacy Cue → Trust in Internet Shopping	0.005	0.996	0.05	Insignificant
Product Information → Trust in Internet Shopping	3.225	0.001	0.05	Significant
Consumer trust in an offline store → Trust in Internet Shopping	5.280	0.000	0.05	Significant
Trust in Internet Shopping → Intention to Buy Written Batik Fabric using Internet	27.103	0.000	0.05	Significant

Table 6 shows that feedback mechanism and privacy cue have a significance value higher than 0.05. This means that privacy cue is insignificantly affected trust in internet shopping.

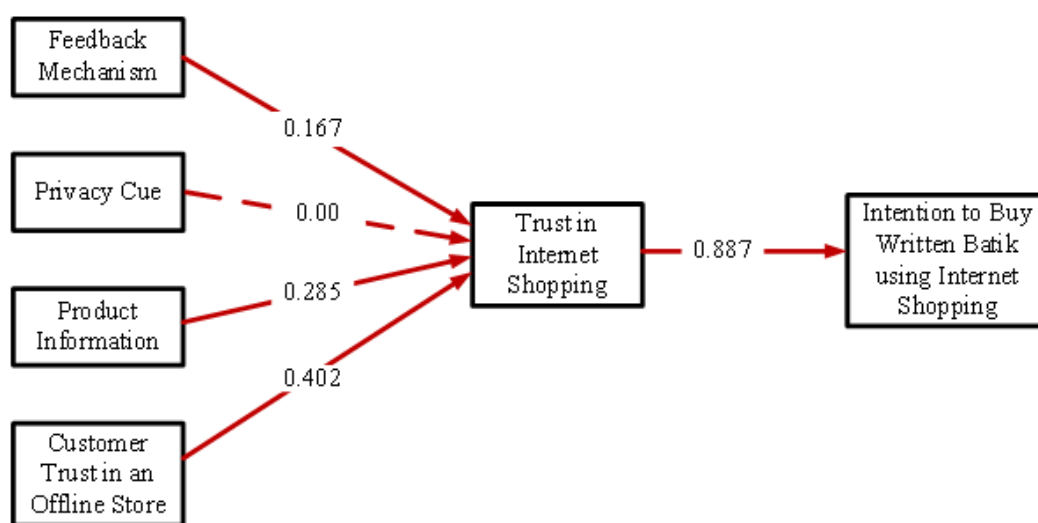


Figure 2. Conceptual framework result

Feedback mechanism, product information, and customer trust in an offline store has positive and significantly affect trust in internet shopping. Based on questionnaire, most of customer want to buy written batik using internet shopping if there is feedback mechanism. The dominant indicator for feedback mechanism that customer consider are recommendation from friends or family, store rating, and testimonial from satisfied customer. In this indicator, the function of word of mouth is very powerful to make customer trust to purchase written batik using internet shopping. The other factor is product information. The most dominant indicator for product information is the batik pattern should eye catching, written batik image should clear, and clear information about fabric characteristics and price. The other factor that can increase trust in internet shopping is customer trust in an offline store. Customer should have trust to offline store first, and they will choose to buy written batik fabric in internet shopping only at official store of offline store that they trust. Customer will choose official store of batik product because they have known well about the batik product, quality, and if they have bought batik online but the product is not as customers desired, they can trust to return back to the offline store of that batik.

## DISCUSSION

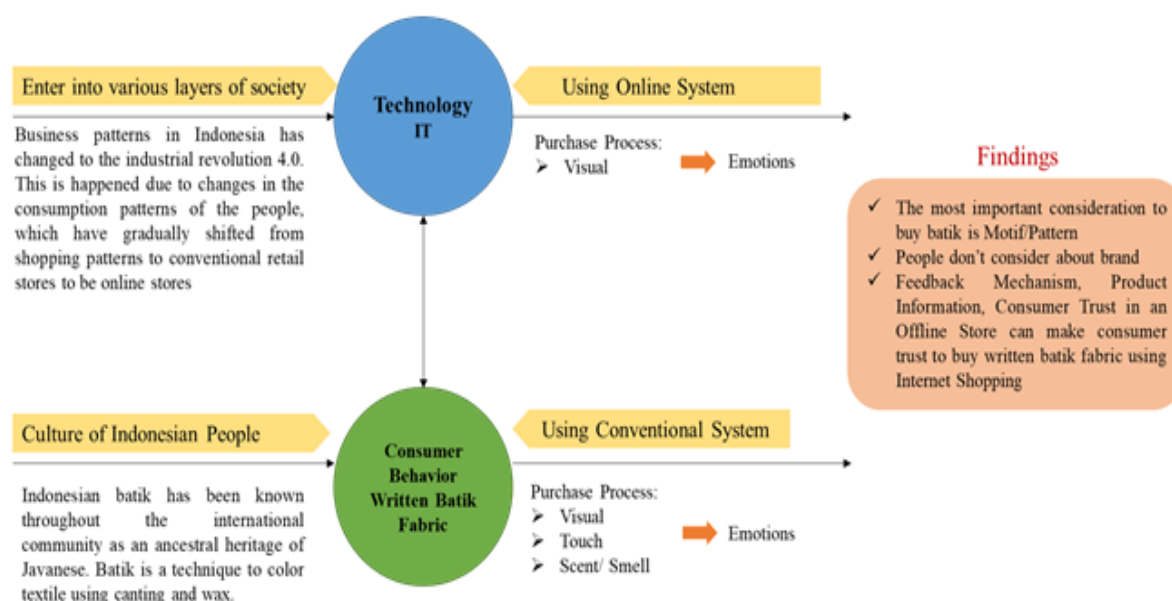


Figure 3. Finding

When we know that business pattern in Indonesia has changed to the industrial revolution 4.0 that makes consumption pattern of the people will change from conventional retail stores to online stores. Technology will continue increase and it is undeniable that people must able to adapt to technological advancements. Batik is an ancestral heritage of Javanese that using canting and wax as the process. in conventional transaction, people always use their sense to buy batik such as visual, touch, and scent/smell. This is accordance with the theory of Emotional Branding by Marc Gobe. If they like after they see, touch, and smell they will purchase the batik product (Gobē, 2001). But, if written batik fabric sold online, only one sense is used, that is visual. People only see written batik fabric through image, they cannot touch or smell the product. The findings of this research are:

1. The dominant sense when people purchase batik in offline system is used visual.

That's true if people want to buy batik, they will touch the batik first, but based on observation and questionnaire, most of customer said that they will buy batik based on the motif/pattern and color. After that they will consider about price. Most of customer did not know how to distinguish the type of batik and origin of the pattern. They will ask to shopkeeper about type of batik and origin of the pattern. This is true based on Gestalt theory. When customer buy batik, they will see that all type of batik is similar which only distinguishes by the pattern or color. This is accordance with rule of similarity. Because of when people buy batik, they only saw the pattern and color of fabric, they forget about information about the process of batik and the origin of the batik pattern. They did not make a priority about batik classic and batik modern, this characteristic can be seen through the origin batik pattern. This proved the Gestalt law of closure that when there is information missing, the human brain will focus on the present and fill in the information that is missing with what is happening now. The dominant sense that people use when they buy batik is visual sense. So, batik product can be sell using online system.

2. People Do Not Consider About Brand

Based on questionnaire, most of written batik fabric customer did not consider about brand. They will buy written batik product directly to craftsmen in Yogyakarta, Solo, Cirebon, etc. when they on vacation. In Bandung City, customer not only bought written batik in one store, but they will also see the other store to buy written batik fabric. The most important thing for them when they bought written batik fabric is, they like the motif/ pattern and color of that written batik. Accordance to the

finding that customer want to buy written batik fabric online if they trust to the offline store, the batik company should increase the brand awareness. Brand is the most important factor to make customer trust in internet shopping because when customer trust the brand, they will know the quality of the product and they will be willing to buy written batik using internet shopping. Online shopping can help customer to purchase batik outside their hometown, without having to go directly to the store.

3. Factor that Can Replace Sense of Touch and Smell are Feedback Mechanism, Product Information, and Product Trust in an Offline Store.

Based on the research findings, customer trust in an offline store is the most important factor. Batik industry should maintain the quality of product and the brand name. Word of mouth is very important because word of mouth can increase the sale or decrease the sale. More consumer feel confidence to try purchase batik product using internet shopping on the online store that has been recommended by their friends or family. For batik industries, shopkeeper have a potential strategy to make consumer want to purchase batik online. Shopkeeper sometimes play an important role when consumer want to buy batik, consumer usually trust to shopkeepers opinion. Shopkeeper can be the first to tell consumer to purchase batik using internet shopping. To make customers interested in trying to buy batik online can be done by giving discounts and offering limited edition products. If one of the consumers has been try to purchase written batik fabric using internet shopping, they can persuade their friends or family to try.

## CONCLUSION

When we know that online technologies have develop quickly and every industry must be able to keep up with the times. This research contributes to written batik fabric industries by investigating the factor that can replace the conventional method when consumer want to purchase batik product. According to the result, educating about batik technique is necessary because the knowledge about batik technique has started to fade. This research found that batik technique is not the main indicator when customer want to buy batik. The most dominant consideration when they want to buy batik is motif/pattern and color, the customer does not consider about classic batik or modern batik or the origin of motif batik. This finding support with the factor that can influence customer to buy written batik fabric using internet shopping. Batik industry should know the eye-catching motif/pattern that can suitable for sale in internet shopping. The image should clear and have to think about lighting to make the image is eye-catching. Feedback mechanism, product information, customer trust in an offline store significantly affect trust in internet shopping. To make customer trust in internet shopping to buy written batik online, batik industry need to increase their brand awareness.

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