



Analysis of the Influence of Digital Marketing, Price, Product Quality on Purchasing Decisions of Batik Arkanza Consumers

Fathdila Fethikasari¹, Juni Kristanto²

¹Management Program, Surakarta College of Economics

²Lecturer of Management Study Program, Surakarta College of Economics

Corresponding Author e-mail: fathdilaa21@gmail.com

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Abstract: Digital transformation challenges traditional batik MSMEs like Batik Arkanza in Surakarta to balance online presence, competitive pricing, and quality amid declining post-pandemic sales. This study aims to analyze the influence of digital marketing, price, and product quality on consumer purchasing decisions. A descriptive qualitative method with naturalistic design was employed, targeting Batik Arkanza consumers in Surakarta; purposive sampling selected buyers via digital channels until saturation. Instruments included in-depth interviews, social media observations, and documentation, analyzed interactively via Miles and Huberman model (reduction, display, verification). Findings reveal digital marketing (interactive Instagram/TikTok content, live selling) boosts visibility and trust; competitive prices match quality (primmissima cotton, neat motifs); consistent standards drive loyalty alongside responsive service. In conclusion, integrated digital strategies, fair pricing, and quality maintenance sustain purchasing decisions and long-term consumer relationships.

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Introduction

The development of information and communication technology in the digital era has revolutionized the business and marketing world by driving digital transformation that utilizes digital media for promotion and consumer interaction (Saragih et al., 2020; Subroto et al., 2021). Digital marketing has emerged as an effective strategy for reaching a broad audience through social media and e-commerce, increasing company-consumer interactions, and influencing purchasing decisions by providing quick access to product information and reviews (Utomo et al., 2023; Onsardi et al., 2022). Furthermore, price and product quality remain crucial, with consumers comparing the value of benefits

with costs before purchasing, while high quality builds trust and satisfaction (Bahri & Rosita, 2024; Selvia et al., 2022). Recent research confirms that this combination simultaneously drives purchases in Indonesian marketplaces (Management Science: Unsera Management Journal, 2024; Purba et al., 2023).

In the batik sector, such as Batik Arkanza in Surakarta, the use of digital marketing through social media and marketplaces aims to expand market reach, although purchasing decisions are also influenced by competitive pricing and product quality that meets needs (Cesariana et al., 2022; Rahmad Hidayat & Rayuwanto, 2022). Consumers tend to consider the alignment between price, quality, and digital promotions before making a transaction, as seen in a study of palm oil companies in Medan, where product quality dominated the influence over price (Jurnal Multidisiplin Sosial Humaniora, 2025; Putri & Marlien, 2022). Perceptual factors such as brand awareness and perceived quality further strengthen brand value, which influences purchasing behavior (Permatasari & Rachmawati, 2023; Damayanti, 2023).

Although the literature demonstrates the positive influence of digital marketing, price, and quality on purchasing decisions, there is a specific lack of clarity in the context of local batik MSMEs such as Batik Arkanza, where the interaction of these three variables has not been thoroughly explored (Saragih et al., 2020; Subroto et al., 2021). This problem arises because batik consumers are often hesitant due to price mismatches with quality amidst digital competition, while digital marketing strategies have not been optimally utilized to build loyalty (Bahri & Rosita, 2024; Selvia et al., 2022). This creates a research gap regarding the relative role of each factor in shaping purchasing decisions in traditional markets that have gone digital (Utomo et al., 2023; Onsardi et al., 2022).

The problem formulation focuses on: (1) the role of digital marketing in consumer purchasing decisions for Batik Arkanza, (2) consumer perceptions of price in that context, and (3) the influence of product quality on purchasing decisions. These three issues are relevant given the limited empirical studies in the Solo batik industry that integrate digital variables (Cesariana et al., 2022; Rahmad Hidayat & Rayuwanto, 2022).

This study aims to understand the role of digital marketing, price perception, and the influence of product quality on consumer purchasing decisions for Batik Arkanza, while also providing strategic recommendations for batik MSMEs. Its urgency lies in the urgent need for digital adaptation in the Indonesian MSME sector post-pandemic, where batik sales have declined due to the lack of integration of these factors, as evidenced by recent studies (Damayanti, 2023; Purba et al., 2023). Its novelty includes the simultaneous analysis of all three variables in the specific context of Surakarta batik using a consumer perception approach, complementing previous literature limited to the general or non-local sector (Permatasari & Rachmawati, 2023; Sari et al., 2024), thus contributing theoretically and practically to the development of sustainable marketing.

Method

This study uses a qualitative approach with a descriptive research type, which aims to understand in depth the phenomenon of how digital marketing, price, and product quality play a role in shaping consumer purchasing decisions for Batik Arkanza (Sugiyono, 2019; Miles & Huberman, 2014). The qualitative approach was chosen because this study does not focus on numbers or statistical calculations, but rather on a comprehensive description of consumer behavior, views, and experiences in a natural context in the field (Emzir, 2021; Creswell & Creswell, 2023). Qualitative descriptive methods allow researchers to describe and analyze social phenomena narratively, thereby capturing the meaning behind consumer purchasing decisions for Batik Arkanza (Sudaryono, 2022). This study also follows the principle that the researcher is a key instrument in collecting and interpreting data, in line with the qualitative approach to marketing research (Creswell, 2021; Sugiyono, 2019).

This research is classified as a qualitative descriptive study with a naturalistic approach, where the research object is observed in natural conditions without variable manipulation (Sugiyono, 2019; Emzir, 2021). The primary research instrument is the researcher herself, assisted by interview guidelines, observation, and documentation to gather in-depth information about the purchasing experience of Batik Arkanza consumers (Creswell & Creswell, 2023). This approach is relevant to understanding the phenomenon of digital marketing, pricing, and product quality in the context of consumer behavior in the digital era, as demonstrated in previous qualitative studies (Sudaryono, 2022; Creswell, 2021).



The research instruments included in-depth interview guidelines to explore consumer perceptions of digital marketing, pricing, and product quality, as well as direct observation of digital marketing activities on Batik Arkanza's social media and marketplace (Sugiyono, 2019; Miles & Huberman, 2014). Documentation techniques were used to collect secondary data in the form of Instagram posts @batikarkanza, product photos, and other supporting information (Emzir, 2021). Data analysis techniques refer to the interactive analysis model of Miles and Huberman (2014), which includes the stages of data reduction, data presentation, and conclusion drawing/verification (Sugiyono, 2019). Data reduction was carried out by selecting interview data, observations, and documentation relevant to the research focus, then presenting the data in a descriptive narrative to interpret the meaning of the phenomenon (Creswell & Creswell, 2023).

The research population was consumers of Batik Arkanza at the Batik Arkanza Shop, Jl. Dr. Rajiman No. 508, Sondakan, Laweyan District, Surakarta City, Central Java (Sugiyono, 2019). The sample was determined by purposive sampling, a technique for selecting informants based on certain criteria such as having made at least one purchase through digital media (social media or marketplaces), and being willing to provide open information (Sugiyono, 2019; Creswell, 2021). The number of informants was adjusted to meet data needs until data saturation was reached, where the data no longer shows new information (Emzir, 2021; Sudaryono, 2022).

The research procedure began with field observations to understand Batik Arkanza's digital marketing activities, followed by in-depth interviews to explore purchasing experiences, price perceptions, and product quality assessments (Sugiyono, 2019). Data were then analyzed interactively using triangulation techniques (interviews, observations, documentation) to enhance validity (Miles & Huberman, 2014; Creswell & Creswell, 2023). Additional relevant references from 2021–2025 include qualitative studies of digital marketing in Indonesia (Damayanti, 2023; Sari et al., 2024) and qualitative data analysis (Emzir, 2021).

Results and Discussion

History of the Establishment of the Arkanza Batik Shop

Batik Arkanza was founded in 2019 by Mahfud Fadholi, a Solo-based entrepreneur who previously worked as a motorcycle taxi and online taxi driver. He started the business by saving nearly three years of his earnings as initial capital. Mahfud's initial goal in establishing Batik Arkanza was to combine the cultural values of Solo batik with modern designs that appealed to consumers from all walks of life, including the younger generation.

Initially, Batik Arkanza operated on a small scale and faced various challenges, including a decline in sales during the COVID-19 pandemic. To overcome these obstacles, Batik Arkanza focused on marketing and sales through digital platforms such as Tokopedia, ShopTokopedia, and TikTok. This digital approach has made Batik Arkanza increasingly known outside of Solo, even reaching markets in various regions across Indonesia.

Batik Arkanza has now grown rapidly, employing dozens of employees and empowering local artisans in Central Java. Batik Arkanza's batik products include printed, stamped, and hand-drawn batik, with a variety of motifs that are constantly updated to keep up with contemporary batik fashion trends.

Arkanza Batik Shop Activities

Arkanza Batik Shop operates a range of business activities focused on the production, marketing, and sale of batik using a modern and digital approach. These core activities include:

1. Production and Product Development

Batik Arkanza produces various types of batik such as:

- A. printed batik
- B. stamped batik
- C. hand-drawn batik

Products are made from quality materials like prmissima cotton, featuring attractive and trendy designs to appeal to young consumers. Designs are continually updated, with new motifs introduced



periodically to meet market tastes.

2. Digital Marketing and Online Sales

Batik Arkanza actively markets its products through digital platforms, especially:

- A. Marketplaces such as Shopee, Tiktok, Lazada, and others.
- B. Social media platforms like TikTok for live streaming sales,
- C. Website & Instagram.

This digital approach helps Arkanza increase visibility and reach consumers from a wide range of regions, including Jakarta and Sumatra.

3. Sales through Digital Marketing Features

In addition to product marketing, Batik Arkanza also utilizes digital features to increase sales such as:

- A. big promo programs (e.g. Shake Promo, Buy Local, Clearance)
- B. 24-hour sales live streaming

So that it can increase the number of orders even up to hundreds of orders per day.

4. Empowerment of Local Workers and Craftsmen

This business also empowers local workers, including batik artisans from surrounding areas such as Sragen and employs dozens of employees to support production and marketing operations.

5. Customer Service and Custom Orders

Batik Arkanza provides services such as:

- A. custom batik cloth orders according to your needs,
- B. uniform batik for groups/organizations,
- C. online booking and consulting services.

This broadens product choices for consumers and increases purchasing appeal.

6. Operating Hours

Batik Arkanza serves consumers every day with operating hours from 09.00 to 21.00 WIB to provide easy access for customers to make purchases directly.

The Role of Social Media at Arkanza Batik Shop

Social media plays a crucial role in supporting the marketing and sales activities of Toko Batik Arkanza. Based on observations and consumer interviews, social media is used as the primary means of conveying product information, building communication with consumers, and influencing purchasing decisions.

The Arkanza Batik Shop utilizes several social media platforms, including Instagram, TikTok, and WhatsApp, to market its products. Social media is used as a promotional tool, showcasing various batik collections, the latest motifs, product prices, and information about promotions and discounts. The content includes product photos, videos, and live selling, attracting consumers.

Besides being a promotional tool, social media also serves as a means of communication and interaction with consumers. Consumers can easily communicate through direct messages and the comments section to inquire about products, sizes, materials, and the ordering process. A quick response from the store increases consumer trust and provides a comfortable shopping experience.

Social media also plays a role in influencing consumer purchasing decisions. Clear product information, engaging visuals, and testimonials from other customers displayed on social media are key factors for consumers to consider before making a purchase. Several consumers stated that they decided to purchase Batik Arkanza products after seeing promotional content and live selling activities on social media.

Furthermore, utilizing social media has expanded Batik Arkanza's market reach. Through social media, Batik Arkanza products are recognized not only by consumers near the store but also by consumers from various regions. This demonstrates the strategic role of social media in business development and sales growth.

Based on this description, it can be concluded that social media has a very strategic role for the



Arkanza Batik Shop, namely as a promotional, communication, and main supporting media in the consumer purchasing decision-making process.

Social Media Interactivity of Arkanza Batik Shop

"I think the interaction on Batik Arkanza's Instagram is quite good. The admins actively respond to comments and messages from customers, especially during promotions or live sales. We strive to respond as quickly as possible so customers feel well-served."

(Batik Arkanza Instagram Admin)

Responses from Batik Arkanza consumer sources:

"I think the interaction is good. I often see comments on Batik Arkanza's Instagram posts being responded to. When I ask questions via DM, they also respond quickly, making it convenient to ask questions before purchasing."

(Nabila, Batik Arkanza Instagram Follower)

"I see Batik Arkanza's Instagram account is quite interactive, with almost every comment answered. The content is also informative, explaining everything from prices and patterns to ordering, so we're less confused and more confident in our purchases."

(Dewi, Instagram Follower of Batik Arkanza)

"I think the interaction is good, especially during live broadcasts on Instagram or TikTok. We can ask questions about the product and get answers right away. That's what drew me in and ultimately led me to buy."

(Rina, Arkanza Batik Consumer)

Based on the interview results above and the responses provided by the interviewees, it can be concluded that the level of interactivity on Batik Arkanza's Instagram account is quite good. This is evident in the admin's active response to comments and direct messages, as well as the presentation of informative and easily understood content for consumers.

The interaction between the store and its followers fosters positive two-way communication. This fosters consumer trust and drives interest and purchasing decisions for Batik Arkanza products. Therefore, Instagram plays a crucial role as a platform for interaction and supporting Batik Arkanza's digital marketing strategy.

Content Presented on Batik Arkanza's Instagram Social Media

The content presented on Toko Batik Arkanza's Instagram social media platform focuses on providing informative and easy-to-understand information for consumers. Based on interviews with management and consumers, Batik Arkanza's Instagram is used as the primary means of conveying important information needed by potential buyers.

"I think the content we present on Batik Arkanza's Instagram is tailored to consumer needs. We strive to include important information such as product types, prices, ordering methods, promotions, and operating hours to ensure customers are comfortable when making a purchase."

(Batik Arkanza Instagram Admin)

Responses from Batik Arkanza consumer sources:

"I think the information is quite comprehensive and informative. The Batik Arkanza Instagram page already lists prices, batik motifs, and how to order, so we already know the details before we buy."

(Sinta, Instagram Follower of Batik Arkanza)

"I find the content informative, as the posts and highlights already include price lists, promotions, and



ordering instructions. So we don't need to ask questions; we just choose the product."
(Dewi, Instagram Follower of Batik Arkanza)

"When I look at Batik Arkanza's Instagram, it's very informative. There are posts about products, customer testimonials, and even information about the store's opening hours. It's very helpful for prospective buyers like me."
(Rina, Instagram Follower of Batik Arkanza)

Based on the interview results above and the responses provided by the informants, it can be concluded that the content presented on Batik Arkanza's Instagram is quite informative. Information commonly sought by consumers, such as product prices, batik types and motifs, operating hours, ordering methods, and customer testimonials, is clearly stated in Batik Arkanza's Instagram content.

By presenting informative content, Toko Batik Arkanza is able to help potential customers obtain information before making a purchase. This demonstrates the crucial role of Batik Arkanza's Instagram as an informational platform that supports digital marketing strategies and boosts consumer trust.

The Quality of Each Product Provided in Every Arkanza Batik Production Process

Product quality is a key aspect considered by Toko Batik Arkanza in every aspect of its batik production process. Based on interviews with management and customers, Batik Arkanza is committed to maintaining the quality of its materials, motifs, and finished products to ensure they meet established standards.

"Our top priority is maintaining the quality of the fabric and dyes we use. Even though the prices of batik fabric and dyes continue to rise, we still use materials that meet our standards. We prefer to adjust our selling prices rather than lower quality, as this would impact the results and customer satisfaction."
(Manager of Arkanza Batik Shop)

Responses from Batik Arkanza consumer sources:

"I think the batik is of good quality, the material is comfortable to wear, and it's not hot. I've bought it several times and the quality remains the same."
(Dewi, Arkanza Batik Consumer)

"In my opinion, the quality of Batik Arkanza is satisfactory. The motifs are neat, and the colors don't fade easily, so I'm satisfied with the product I purchased."
(Rina, Follower of Batik Arkanza)

"I like the fabric because it's soft and the stitching is neat. Plus, the packaging is neat and clean, making it look more premium and safe to carry."
(Sinta, Arkanza Batik Consumer)

Based on the interview results above and the responses provided by the informants, it can be concluded that the quality of Batik Arkanza products is considered good and consistent. Consistency in material quality, motifs, colors, and neatness of stitching are important factors contributing to customer satisfaction.

Consistent product quality is key to maintaining consumer trust and loyalty. By maintaining quality standards despite rising raw material prices, Batik Arkanza is able to maintain its product quality, ensuring that consumers continue to choose Batik Arkanza and avoid switching to other batik products.

The Influence of Price on Consumer Purchasing Decisions of Arkanza Batik

Price is a key factor influencing consumers' purchasing decisions for Batik Arkanza. Based on consumer interviews, price is a key consideration before deciding to purchase batik products. Consumers tend to weigh the suitability of the price set against the quality of the product received.

"When I want to buy batik, the first thing I look at is the price. But at Batik Arkanza, I think the prices are reasonable and reflect the quality of the fabric and the patterns."



(Dewi, Arkanza Batik Consumer)

Responses from other Batik Arkanza consumer sources:

"I think Batik Arkanza's prices are affordable. With the high-quality batik, comfortable fabric, and attractive motifs, the price is reasonable and makes me confident in purchasing."

(Sinta, Follower of Batik Arkanza)

"Compared to other batik shops, Batik Arkanza's prices are still competitive. That's one of the reasons I choose to shop here over other places."

(Rina, Arkanza Batik Consumer)

"As a student, Batik Arkanza's price is still affordable for me. Because the price is right, I don't hesitate to buy it and even want to buy it again."

(Nabila, Arkanza Batik Consumer)

Based on the interview results above, it can be seen that price significantly influences consumers' purchasing decisions for Batik Arkanza. Affordable prices that align with product quality leave consumers satisfied and confident in their purchase.

The balance between price and product quality is a key factor driving consumer purchasing decisions. With competitive and accessible prices, Batik Arkanza is able to attract consumer interest and maintain customer trust and loyalty.

Good Service to Build Long-Term Relationships with Batik Arkanza Customers

Good service is a crucial factor in building long-term relationships between Toko Batik Arkanza and its customers. Based on customer interviews, Batik Arkanza's service plays a role in creating satisfaction and fostering customer loyalty.

"I find the service friendly and responsive. When I ask questions via WhatsApp or Instagram, they always respond promptly and clearly. That makes me feel comfortable shopping at Batik Arkanza."

(Dewi, Arkanza Batik Consumer)

Responses from other Batik Arkanza consumer sources:

"I felt well-served. The admin patiently explained the product, from the materials to the measurements. Because of the excellent service, I've gained confidence and want to buy again."

(Sinta, Follower of Batik Arkanza)

"I think the service is good and fast. If there's a problem with ordering, they help me right away. That's what makes me feel at home as a customer."

(Rina, Arkanza Batik Consumer)

"The service is friendly and informative, making us as customers feel valued. That's why I prefer shopping at Batik Arkanza over other stores."

(Nabila, Arkanza Batik Consumer)

Based on the interview results above, it can be concluded that the excellent service provided by Toko Batik Arkanza is able to create a positive relationship between the store and its customers. Friendly, responsive, and informative service creates a sense of comfort and increases customer trust.

Consistent and high-quality service not only influences purchasing decisions but also plays a role in building long-term relationships with customers. With excellent service, Batik Arkanza is able to retain existing customers and encourage repeat purchases.



Distribution of Products Given to Customers to Enjoy Arkanza Batik Products

"Batik Arkanza's product distribution process is carried out through direct sales in stores (offline) and online sales through social media and marketplaces. For online purchases, products are shipped using a shipping service according to the customer's choice. Furthermore, for orders of a certain quantity, Batik Arkanza also provides a delivery service as agreed with the customer."

(Manager of Arkanza Batik Shop)

Responses from Batik Arkanza consumer sources:

"I think the distribution was good; the batik arrived safely and as ordered. When I bought it online, the shipping was also fast."

(Dewi, Arkanza Batik Consumer)

"I felt comfortable because the products I ordered were neatly and cleanly packaged. So when they arrived, the batik was ready to wear right away."

(Sinta, Follower of Batik Arkanza)

"If you order online, the shipping process is clear and hassle-free. Products arrive on time and maintain their quality."

(Rina, Arkanza Batik Consumer)

Based on the interview results above, it can be concluded that the distribution of Batik Arkanza products has been carried out effectively and has provided convenience and comfort for customers. Sales through offline and online channels, supported by neat packaging and secure shipping, ensure consumers can enjoy Batik Arkanza products according to their expectations.

Effective and well-organized distribution also supports consumer satisfaction and strengthens customer trust in the Arkanza Batik Shop.

Strategies and Promotions that Arkanza Batik Shop Will Implement in the Future

Based on the results of interviews with consumers, the promotion carried out by the Arkanza Batik Shop through social media is considered quite good, but still has opportunities to be developed to be more optimal in the future.

"I think Batik Arkanza's Instagram feed is quite engaging, with its neat feed and clear product displays. I've purchased from it before, and it's exactly what's in the photos. But if the content appeared more frequently, it might be more engaging for consumers."

(Dewi, Follower of Batik Arkanza)

"In terms of promotion, I think it's been okay, but sometimes the posts don't appear very often on my timeline. The products are great, though, so if I uploaded more often, people might remember Batik Arkanza better."

(Sinta, Follower of Batik Arkanza)

Based on the insights from several sources mentioned above, it's clear that Batik Arkanza's promotional strategy still needs improvement, particularly in terms of the consistency and intensity of social media content posts. A lack of content frequency can lead to consumers or followers receiving fewer reminders about Batik Arkanza's existence and products.

"Going forward, we will focus more on developing promotions through social media, particularly Instagram and TikTok. We plan to upload content more regularly, including product photos, videos, and live sales, so that Batik Arkanza can become better known and reach a wider consumer base."

(Manager of Arkanza Batik Shop)

Instagram and other social media platforms will be a key focus of Batik Arkanza's future marketing strategy. Social media will be utilized not only as a promotional tool but also as a sales tool



and for communication with consumers. With a more active and consistent promotional strategy, Batik Arkanza is expected to increase market reach, increase purchasing interest, and maintain long-term relationships with consumers.

Conclusion

This study found that digital marketing, price, and product quality play a significant role in shaping Batik Arkanza consumers' purchasing decisions. Social media is the primary driver of digital marketing, with informative content, responsive interactions, and live selling activities able to expand market reach and strengthen consumer purchasing interest. Furthermore, affordable and competitive prices and consistent product quality—from raw materials, neatness of motifs, to packaging—are crucial factors that increase consumer trust and satisfaction. Furthermore, friendly service, secure shipping, and sustainable promotional strategies contribute to strengthening the long-term relationship between Batik Arkanza and its customers.

Due to its limitations, this study focused solely on Batik Arkanza consumers in Surakarta using a qualitative approach, so the findings cannot be statistically generalized to all batik consumers in Indonesia. Furthermore, it did not explicitly accommodate variables such as brand perception, influencer influence, or other platforms beyond Instagram, Shopee, and TikTok, which are also relevant in the context of MSME digital marketing. For further research, it is recommended to develop a quantitative study that examines the simultaneous influence of digital marketing, price, product quality, and additional variables such as perceived value and brand trust on local batik consumer purchasing decisions. Practically, the results of this study can serve as a basis for Batik Arkanza and other batik MSMEs to strengthen the consistency of their digital marketing strategies, maintain product quality, and set competitive prices while still reflecting the value received by consumers.

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- Other sites you use as factual references in the discussion (e.g. media reports):
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