

Holistic Approach in Naturally Dyed Batik Customer Loyalty based on Social, Environmental, Service, Price Awareness Through Customer Satisfaction

Wahyu Nugroho¹, Endang Tjahjaningsih^{2*}

^{1,2}Program S2 Manajemen, Fakultas Ekonomika dan Bisnis, Universitas Stikubank, Jl. Kendeng V Bendan Ngisor, Semarang, Indonesia

*tjahjaningsih.e@edu.unisbank.ac.id

Abstract

Customer loyalty in the natural dye batik industry is influenced by a holistic approach, based on socio-cultural factors, environmental awareness, service quality, and price. The tests were conducted to determine the relationship between these factors and their impact on customer satisfaction and loyalty. The calculated results reveal significant relationships between the variables. Environmental awareness has a strong positive effect on price perception (path coefficient = 0.696, t-statistic = 6.174), indicating that environmentally conscious customers are willing to pay higher for eco-friendly products. Service quality significantly affects customer satisfaction (path coefficient = 0.316, t-statistic = 2.213), highlighting the importance of good service in enhancing the customer experience. Pricing also has a strong positive impact on customer satisfaction (path coefficient = 0.603, t-statistic = 4.142), emphasizing that competitive and fair pricing improves customer satisfaction. Social and cultural factors influence service quality (path coefficient = 0.416, t-statistic = 2.763), improving customer perceptions of the overall service experience. Furthermore, customer satisfaction greatly influences customer loyalty (path coefficient = 0.811, t-statistic = 15.054). The holistic approach shows that customer satisfaction and loyalty to naturally dyed batik products are affected by the synergy of socio-cultural factors, environmental awareness, service quality, and pricing. The integration of these four constructs creates a comprehensive customer experience, fostering emotional relationships and sustainability values, thereby encouraging long-term loyalty.

Keywords: Customer Loyalty, Customer Satisfaction, Naturally Dyed Batik

INTRODUCTION

Naturally dyed batik is an eco-friendly type of batik that utilizes dyes derived from natural sources, such as plants (leaves, stems, flowers, bark, and roots), animals, or minerals (Rahayu, 2014). In addition to promoting environmental conservation, naturally dyed batik holds a unique appeal as it embodies traditional values rich in cultural significance (Syabana et al., 2013). However, despite these advantages, the naturally dyed batik industry faces several challenges, particularly in maintaining customer loyalty (Fatmawati & Triastity, 2017).

Customer loyalty is a critical factor for the sustainability of this industry, especially given the increasingly competitive market (Anderson & Sullivan, 1993; Parasuraman et al., 1994). Eco-

friendly batik holds significant potential to penetrate international markets due to its alignment with global sustainability trends, strict environmental regulations, and consumer preferences for high-quality and ethically produced goods (Fitria et al., 2021). Factors such as the perception of higher prices (A et al., 2022; Nurhasan et al., 2022), insufficient promotion of the ecological and cultural benefits of naturally dyed batik, and inconsistent service quality remain significant obstacles that hinder its growth. Moreover, customers tend to compare naturally dyed batik with synthetic-dye batik, which is generally more affordable (Pujilestari, 2015, 2016).

Social and environmental awareness are also important factors in building customer loyalty (Lee & Kacen, 2008). Socio-cultural elements, such as values, traditions, and social norms, can influence

consumer decision-making, particularly when it comes to purchasing naturally dyed batik products (Hofstede, 2011).

Environmental awareness encourages consumers to prioritize products and services with minimal negative impact on the environment, thereby influencing their preferences for such offerings (Haryono, 2021; Pohan & Suryowati, 2019; Irwan, 2020).

Many customers appreciate naturally dyed batik for its contribution to cultural and environmental preservation. However, this appreciation alone is often not enough to foster strong loyalty without the support of excellent service quality and competitive pricing.

Given this situation, a holistic approach is needed to integrate various aspects such as social awareness, environmental awareness, service quality, and pricing to build a comprehensive customer loyalty strategy. This approach aims to create a customer experience that not only satisfies but also fosters long-term engagement with naturally dyed batik products.

The holistic approach employed in this study allows for a comprehensive understanding of how various factors are interconnected and influence consumer decision-making (Oh, 1999). By analyzing social and environmental awareness, service quality, and pricing, this study hopes to provide a deeper understanding of customer needs for naturally dyed batik products (Keisidou et al., 2013; Semente et al., 2021).

LITERATURE REVIEW

Socio-Cultural Factors

The growing public awareness of environmental issues and cultural preservation reflects the socio-cultural influence on the intention to purchase eco-friendly batik (Ikhwana & Dewi, 2021; Faiza, 2012). Social norms and the "go green" trend encourage consumers to choose batik products that are sustainably produced (Astutiningsih, 2015; Hussain & Huang, 2022). Consumers tend to select batik that not only reflects tradition but is also environmentally friendly, driven by community support, a deep appreciation for cultural heritage, and environmental consciousness. Consumer decisions are shaped by social norms, cultural values, education, media, and fashion trends (Abdullah et al., 2017). A positive attitude toward cultural products is associated with a higher purchase intention (Xing & Jin, 2023).

Environmental Awareness

Environmental awareness encourages consumers to choose eco-friendly batik, as it aligns with sustainability values (Junaedi, 2005). Consumers prefer batik produced using natural materials and processes that minimize waste, while also supporting cultural and environmental

preservation (Pujilestari, 2015). Furthermore, purchasing environmentally friendly products reflects a positive self-image as individuals who care about the environment. Educational campaigns about the impact of the textile industry also increase preferences for sustainable batik (Pringgenies et al., 2013). With increased awareness, consumers are more likely to choose products that are not only aesthetically pleasing but also environmentally responsible (Syabana et al., 2013).

Service Quality

A key factor influencing customer satisfaction is service quality, which reflects how well the service meets or exceeds customer expectations (Parasuraman et al., 1994). Factors such as assurance, trust, responsiveness, reliability, and empathy are very important. Consistent, prompt service that focuses on customer needs improves the customer experience, loyalty, and satisfaction (Carman, 1990). Poor service can diminish customer satisfaction and harm the company's image, while good service makes customers feel valued and more likely to return (Pandey et al., 2020; Sao et al., 2017).

Pricing

Competitive pricing creates a balance between the cost paid and the perceived benefits, allowing consumers to view the product as a worthwhile investment (Razak et al., 2016). When the price is too high without clear benefits, consumers are likely to perceive the product as lacking value. On the other hand, competitive pricing combined with adequate quality enhances the product's appeal (Li et al., 2024; Shirai, 2015; "Takko: Low Price, High Quality," 2007). For products such as eco-friendly batik, pricing that reflects sustainability and the authenticity of the materials can strengthen purchase decisions and foster positive perceptions (Utama et al., 2024).

Customer Satisfaction

Customer satisfaction promotes loyalty by fostering trust, positive experiences, and emotional fulfillment (Al-Dmour et al., 2019). Customers who are satisfied with the quality, authenticity, and sustainability commitment of eco-friendly batik are more likely to make repeat purchases and recommend the products (Handayani et al., 2018; Paramita et al., 2021). Satisfaction also strengthens customer loyalty, even in the presence of alternatives in the market, thus reinforcing long-term relationships with the brand (Fred Wali et al., 2015; Thi et al., 2017).

Customer Loyalty

Customer loyalty to eco-friendly, naturally dyed batik is developed through satisfaction with its quality, sustainability, and cultural value, which drive repeat purchases and recommendations (Kusumastuti et al., 2023). Loyalty encourages the continued

purchase of eco-friendly batik, thereby supporting business sustainability through a loyal customer base (Sunarjo et al., 2021; Mahendrayanti & Wardana, 2021; Paramita et al., 2021).

Holistic Approach

A holistic approach in studying customer loyalty toward naturally dyed batik involves analyzing various dimensions that collectively influence customer behavior. This approach emphasizes the interconnections between social, environmental, service, and pricing factors. The key dimensions explored include:

- a. **Socio-Cultural:** How cultural values influence customer preferences.
- b. **Environmental Awareness:** Customer concern for sustainability.
- c. **Service Quality:** The level of service provided to customers.
- d. **Pricing:** Customer perceptions of price fairness and product value.
- e. **Customer Satisfaction:** The overall experience of the customer.
- f. **Customer Loyalty:** Repeat purchases, recommendations, and emotional commitment to the product.

The conceptual holistic model illustrates the relationships between socio-cultural factors, pricing, service, environmental awareness, satisfaction, and customer loyalty.

The Connection Between Socio-Cultural Factors and Customer Satisfaction

Customers of naturally dyed batik typically value the cultural authenticity, traditions, and artistic essences embedded in the product. Service providers who understand the significance of socio-cultural factors can offer services that highlight the local uniqueness and traditional aspects of batik (Ogunnaike et al., 2022).

Service quality that reflects an appreciation for cultural values, such as educating customers by providing historical and philosophical information about batik, can enhance customer satisfaction. When service quality aligns with the socio-cultural values of customers, they are more likely to feel valued, which strengthens their perception of service quality (Setyaningrum, 2021; Hur et al., 2013).

The hypothesis explaining the relationship between socio-cultural factors and customer satisfaction is as follows:

H₁: Socio-Cultural Factors have a positive impact on Service Quality

Environmental Awareness and Customer Satisfaction

Environmental awareness, as an attitudinal factor, influences customer satisfaction with eco-friendly products, as customers who are concerned about sustainability are more likely to be satisfied

with products that reflect these values (Rahadi et al., 2020; Kusumastuti et al., 2023). This leads to the following hypothesis:

H₂: Environmental awareness has a positive impact on customer satisfaction, where environmentally conscious customers are more satisfied with the eco-friendly products they choose.

Socio-Cultural Factors and Environmental Awareness Affect Customer Satisfaction through Service Quality and Pricing

Socio-cultural factors such as local norms, traditional values, and cultural preferences for eco-friendly products positively influence customers' perceptions of the pricing of naturally dyed batik products. Customers tend to value products more highly when they align with their cultural relevance and uniqueness, reflecting their social values (Li et al., 2024).

Customers are more satisfied when services reflect socio-cultural values and environmental awareness, as these services are perceived as relevant, meaningful, and aligned with their personal principles and preferences (Rahadi et al., 2020; Zeithaml et al., 2018).

Based on this, the following two hypotheses are proposed:

H₃: Socio-cultural factors have a positive impact on the perception of the price of naturally dyed batik products.

H₄: Customers are more satisfied when the service provided reflects socio-cultural values and environmental awareness.

Pricing That Reflects Cultural Values and Environmental Sustainability Positively Influences Customer Satisfaction with The Product

By aligning product pricing with cultural values and sustainability, the price of the product impacts the relationship between socio-cultural factors, environmental awareness, and customer satisfaction (Ikhwana & Dewi, 2021; Permata Sari, 2021). Fair price and good quality enhance the younger generation's appreciation for environmental issues, strengthening their attachment to cultural values and environmental preservation (Yue et al., 2020). This leads to the following two additional hypotheses:

H₅: Pricing that aligns with cultural norms and environmental awareness enhances customer satisfaction.

H₆: Customers are more satisfied when the price reflects cultural values and environmental sustainability.

Customer Satisfaction as a Driver of Loyalty

Customer satisfaction promotes loyalty by fostering emotional connections, increasing

retention, and encouraging repeat purchases. Satisfied customers are more likely to consistently choose the same brand (Oliver Richard L, 2010). Satisfaction with the quality and environmental benefits of naturally dyed batik positively influences customer loyalty, leading to repeat purchases. This leads to the following hypothesis:

H7: Customers who are satisfied with naturally dyed batik are likely to be loyal, resulting in repeat purchases.

The research model illustrating customer loyalty based on customer satisfaction with naturally dyed batik products is shown in Figure 1.



Figure 1. Model of Customer Loyalty Based on Customer Satisfaction

METHOD

Primary data were collected through an online survey, which included responses to a structured questionnaire. The research variables were measured using a Likert scale (Joshi et al., 2015). The target population of this study consisted of buyers of naturally dyed batik in specific regions, such as consumers in Indonesia. A subset of the population selected for the survey represents the sample (Taherdoost, 2018). The subjects of this study are from three regions in Central Java: Semarang City, Kendal, and Semarang Regency. Sample size determination is the process of determining the number of respondents that are representative enough to ensure the validity and reliability of the data in line with the research objectives and the target population being studied (Leavy, 2017). Random sampling was employed to ensure that all individuals have the same characteristics for classification (Taherdoost, 2018).

Data will be collected through an online questionnaire distributed to respondents via platforms such as email, social media, and other relevant channels targeting the specific population. The questionnaire will consist of questions related to the factors influencing customer satisfaction and loyalty towards naturally dyed batik products. A 5-point Likert scale will be used to measure research variables (Taherdoost, 2018; Mumu et al., 2022). The collected data will be analyzed using SmartPLS to conduct partial least squares path modeling (PLS-PM) and assess the influence of independent variables on dependent variables, as well as intervening variables (Gio, 2022; Harahap, 2020).

Measurement

Based on the demographic characteristics of the respondents, Table 1 shows that the majority of naturally dyed batik users fall within the productive age group.

Table 1. Demographics of 100 Respondents Across 3 Sample Regions

| Variable | Item | Frequency | Percentage |
|-----------------|------------------------|-----------|------------|
| Gender | Female | 52 | 52 % |
| | Male | 48 | 48 % |
| Age | 20 – 24 | 3 | 3 % |
| | 25 – 29 | 4 | 4 % |
| | 30 – 34 | 6 | 6 % |
| | 35 – 39 | 11 | 11 % |
| | 40 – 44 | 24 | 24 % |
| | 45 – 49 | 21 | 21 % |
| | >50 | 31 | 31 % |
| Residence | Semarang City | 51 | 51 % |
| | Kendal | 26 | 26 % |
| | Semarang Regency | 23 | 23 % |
| Education Level | Junior High School | 21 | 21 % |
| | Senior High/Vocational | 46 | 46 % |
| | Bachelor's Degree | 18 | 18 % |
| | Diploma | 15 | 15 % |

Table 2 shows the constructs or questionnaire items with coding for the questions, and Table 3 presents the results of the t-test analysis.

Table 2. Constructs or Questionnaire Items

| Constructs or Questionnaire Items | Code |
|---|------|
| Socio-Cultural (SBD) (Tekin & Tekdogan, 2015; Yuli Ardianto et al., 2020) | SBD |
| • To what extent do you consider the support of traditional cultural preservation important when purchasing naturally dyed batik? | SBD1 |
| • How strongly do you agree that buying naturally dyed batik contributes to supporting local artisans in maintaining cultural heritage? | SBD2 |
| • How significant is the influence of local cultural values on your decision to purchase naturally dyed batik? | SBD3 |
| Environmental Awareness (KNI) (Kencanasari et al., 2019) | KNI |
| • To what extent do you understand that naturally dyed batik products use environmentally friendly materials? | KNI1 |
| • How strongly do you agree that purchasing naturally dyed batik is a form of support for environmental preservation? | KNI2 |
| • How often do you choose naturally dyed batik due to its positive environmental impact? | KNI3 |
| Service Quality (KLI) (Gogoi, 2020; Mosahab et al., 2010) | KLI |
| • To what extent do you feel confident in the safety of the natural dyes used in this product? | KLI1 |
| • How quickly do producers or sellers of naturally dyed batik respond to your inquiries or requests? | KLI2 |

| Constructs or Questionnaire Items | Code |
|---|------|
| • Do you feel valued as a customer when interacting with the sellers or producers of naturally dyed batik? | KLI3 |
| Pricing (HRG) (Razak et al., 2016) | HRG |
| • To what extent do you feel that the price of naturally dyed batik products is aligned with the quality provided? | HRG1 |
| • How strongly do you agree that the price of naturally dyed batik products reflects cultural value and sustainability? | HRG2 |
| • To what extent does the price of naturally dyed batik products influence your decision to purchase? | HRG3 |
| Customer Satisfaction (KPG) (Aswin Rahadi et al., 2020; Shaw, 2000) | KPG |
| • Are you satisfied with the quality of materials used in the naturally dyed batik products you purchased? | KPG1 |
| • Are you satisfied with the alignment between the price and the quality of the naturally dyed batik products? | KPG2 |
| • Did the service you received during the purchase of the naturally dyed batik products enhance your satisfaction? | KPG3 |
| Customer Loyalty (LPG) (Faisal A. Kadasah, 2022) | LPG |
| • How likely are you to repurchase naturally dyed batik in the future? | LPG1 |
| • How proud do you feel owning naturally dyed batik as part of cultural and environmental preservation? | LPG2 |
| • Are you willing to help promote naturally dyed batik within your community? | LPG3 |

Table 3. t-test Analysis Results

| Constructs/Questionnaire Items | Mean | Standard Deviation |
|--------------------------------|-------|--------------------|
| Socio-Cultural (SBD) | | |
| SBD1 | 4.350 | 0.638 |
| SBD2 | 4.210 | 0.725 |
| SBD3 | 4.110 | 0.904 |
| Environmental Awareness (KNI) | | |
| KNI1 | 4.300 | 0.866 |
| KNI2 | 4.360 | 0.686 |
| KNI3 | 4.200 | 0.721 |
| Service Quality (KLI) | | |
| KLI1 | 4.350 | 0.638 |
| KLI2 | 4.290 | 0.621 |
| KLI3 | 4.280 | 0.665 |
| Pricing (HRG) | | |
| HRG1 | 4.360 | 0.686 |
| HRG2 | 4.160 | 0.784 |
| HRG3 | 4.180 | 0.753 |
| Customer Satisfaction (KPG) | | |
| KPG1 | 4.070 | 0.951 |
| KPG2 | 4.310 | 0.674 |
| KPG3 | 4.270 | 0.786 |
| Customer Loyalty (LPG) | | |
| LPG1 | 4.350 | 0.638 |
| LPG2 | 4.210 | 0.725 |
| LPG3 | 4.110 | 0.904 |

RESULTS AND DISCUSSIONS

Reliability and Validity Testing of the Measurement Model

All constructs, as illustrated in Figure 2, exhibit high reliability and validity, as shown in Table 4. Cronbach's Alpha confirms the consistency of components within each construct, while Composite Reliability indicates good overall reliability.

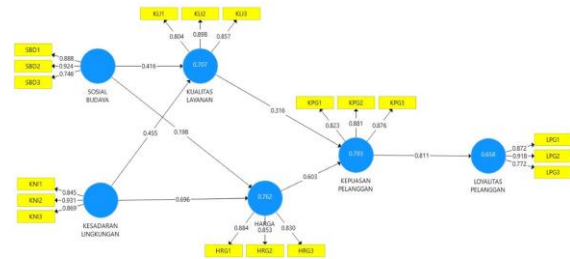


Figure 2. Estimasi Parameter Model

The high Average Variance Extracted (AVE) values demonstrate strong convergent validity, indicating that the constructs accurately meet their intended objectives. An AVE value exceeding 0.5 suggests that the variance explained by the construct is more significant than the measurement error.

Table 4. Reliability and Validity of Constructs

| Construct | Cronbach's Alpha | rho_A | Composite Reliability | AVE |
|-------------------------------|------------------|-------|-----------------------|-------|
| Pricing (HRG) | 0.817 | 0.817 | 0.891 | 0.732 |
| Customer Satisfaction (KPG) | 0.825 | 0.836 | 0.895 | 0.740 |
| Environmental Awareness (KNI) | 0.857 | 0.860 | 0.913 | 0.779 |
| Service Quality (KLI) | 0.814 | 0.819 | 0.890 | 0.729 |
| Customer Loyalty (LPG) | 0.815 | 0.822 | 0.891 | 0.733 |
| Socio-Cultural (SBD) | 0.815 | 0.839 | 0.891 | 0.733 |

Model Parameter Estimation

The model parameter estimation (Figure 2) was performed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) algorithm, based on the Ordinary Least Squares (OLS) method.

Table 5 presents the PLS model structure with path coefficients that illustrate the relationships between the research variables, providing an estimation analysis for the relationships among the six constructs.

Table 5. Path Coefficients and Model Parameter Estimation.

| | |
|----------------------------------|---|
| Socio-Cultural → Service Quality | |
| Path coefficient | : 0.416 |
| Analysis | : This value falls within the moderate-high category, meaning that the contribution of socio-cultural factors to service quality is significant, although not dominant. |

Environmental Awareness → Pricing

Path coefficient : 0.696

Analysis : This indicates a strong positive influence. Customers with high environmental awareness tend to value eco-friendly products, making them willing to pay a higher price. This reflects sustainability as an important factor in price perception, especially for products like naturally dyed batik.

Service Quality → Customer Satisfaction

Path coefficient : 0.316

Analysis : A moderate (weak) positive relationship exists. Quality service, such as friendliness, responsiveness, and consistency, enhances customer satisfaction. In the context of naturally dyed batik, service quality reflects cultural values and sustainability, strengthening the overall customer experience, though it is not the only dominant factor.

Pricing → Customer Satisfaction

Path coefficient : 0.603

Analysis : It shows a strong positive relationship; fair pricing enhances satisfaction, especially when it reflects cultural values and sustainability.

Environmental Awareness → Service Quality

Path coefficient : 0.455

Analysis : It shows a moderate positive relationship; eco-friendly service enhances quality perception, particularly relevant for customers who are concerned with sustainability.

Socio-Cultural → Pricing

Path coefficient : 0.198

Analysis : It shows a weak positive relationship. Socio-cultural factors influence price perception as a symbol of quality or status, but the impact is limited. In the context of naturally dyed batik, cultural values may increase willingness to pay, although it is not the dominant factor.

Customer Satisfaction → Customer Loyalty

Path coefficient : 0.811

Analysis : It shows a very strong positive relationship. High satisfaction drives customer loyalty, encourages product recommendations, and leads to repeat purchases. In the context of naturally dyed batik, a satisfying experience related to quality, price, and cultural value strengthens the emotional connection, fostering long-term loyalty.

Structural Model Analysis Evaluation

The evaluation of the structural model analysis, as shown in Figure 3, and the results of the t-statistic analysis, are presented in Table 6.

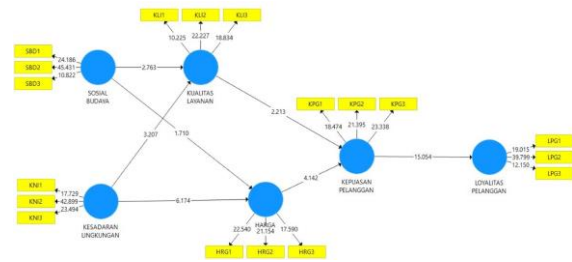


Figure 3. Evaluasi Analisis Model Struktural

Table 6. t-statistics of the Structural Equation Modeling (SEM) Model

Socio-Cultural → Service Quality

t-statistic : 2.763

Analysis : It shows that this relationship is statistically significant. The impact of socio-cultural factors on service quality is strong and scientifically valid, supporting the hypothesis that socio-cultural elements influence service quality, with a t-statistic value greater than 1.96.

Environmental Awareness → Pricing

t-statistic : 6.174

Analysis : It demonstrates a highly significant statistical relationship. The t-statistic value far exceeds the 1.96 threshold, indicating that environmental awareness strongly influences price perception, especially for eco-friendly products such as naturally dyed batik.

Service Quality → Customer Satisfaction

t-statistic : 2.213

Analysis : It demonstrates a significant relationship with a t-statistic value greater than 1.96, indicating that service quality significantly contributes to customer satisfaction and reinforces the idea that good service enhances the customer experience.

Pricing → Customer Satisfaction

t-statistic : 4.142

Analysis : It shows a highly significant relationship. The t-statistic value, far above 1.96, indicates that price plays a strong role in influencing customer satisfaction, particularly when the price is perceived as fair in relation to the quality and value of the product, such as naturally dyed batik.

Customer Satisfaction → Customer Loyalty

t-statistic : 15.054

Analysis : It shows a highly significant influence. The t-statistic value, well above 1.96, indicates that customer satisfaction has a very strong impact on customer loyalty, with a high level of confidence in the relationship model.

Hypothesis Testing Results

The results of the hypothesis testing using the SEM model, as presented in Table 7, indicate that socio-cultural factors have a significant impact on service quality, which, in turn, positively influences customer satisfaction. This suggests that socio-cultural values may shape consumers' perceptions of the service quality they receive. Additionally, environmental awareness appears to affect price perceptions, which subsequently impacts customer satisfaction.

Table 7. Hypothesis Testing

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic | P Values |
|---|---------------------|-----------------|----------------------------|-------------|----------|
| Pricing → Customer Satisfaction | 0.603 | 0.583 | 0.153 | 3.940 | 0.000 |
| Customer Satisfaction → Customer Loyalty | 0.811 | 0.803 | 0.057 | 14.147 | 0.000 |
| Environmental Awareness → Pricing | 0.696 | 0.681 | 0.111 | 6.249 | 0.000 |
| Environmental Awareness → Service Quality | 0.455 | 0.462 | 0.137 | 3.319 | 0.001 |
| Service Quality → Customer Satisfaction | 0.316 | 0.336 | 0.147 | 2.144 | 0.033 |
| Socio-Cultural → Pricing | 0.198 | 0.202 | 0.114 | 1.738 | 0.083 |
| Socio-Cultural → Service Quality | 0.416 | 0.398 | 0.150 | 2.768 | 0.006 |

Conclusion

Based on the results of the model measurement, the parameter estimation reveals significant relationships between the variables tested, with t-statistics exceeding the threshold of 1.96 for most relationships. Environmental awareness has a strong impact on pricing (t-statistic = 6.174), showing that environmentally conscious customers are more likely to accept higher prices for eco-friendly products. The relationship between service quality and customer satisfaction (t-statistic = 2.213) is also significant, indicating that good service contributes to customer satisfaction. Furthermore, pricing significantly affects customer satisfaction (t-statistic = 4.142), demonstrating that a price aligned with product quality enhances satisfaction.

The results of the model measurement indicate that socio-cultural factors, environmental awareness, service quality, and pricing have a significant influence on both customer satisfaction and loyalty. The strongest relationship was found between customer satisfaction and loyalty (t-statistic = 15.054), confirming the importance of service quality and fair pricing in fostering satisfaction and loyalty. Additionally, environmental awareness and socio-cultural factors play a crucial role in shaping perceptions of price and service quality, especially

for products such as naturally dyed batik, which emphasize cultural values and sustainability.

REFERENCES

- A,N.S., Astuti, D., & Noviyanti, D. (2022). Faktor-Faktor Yang Mempengaruhi Perilaku Pembelian: Minat Konsumen, Harga Dan Kualitas Produk (Literature Review Msdm). *Jurnal Ilmu Manajemen Terapan*, 3(5).
- Abdullah, R. R., Yulianto, E., & Mawardi, M. K. (2017). Pengaruh Sikap, Faktor Pribadi, dan Faktor Sosial Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 42(1).
- Al-Dmour, H. H., Ali, W. K., & Al-Dmour, R. H. (2019). The relationship between customer engagement, satisfaction, and loyalty. *International Journal of Customer Relationship Marketing and Management*, 10(2).
<https://doi.org/10.4018/IJCRMM.2019040103>
- Anderson, E. A., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms”, *Marketing Science*, Vol. antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(Spring).
- Astutiningsih, S. E. (2015). Faktor-Faktor Pengambilan Keputusan Pembelian Batik Di Tulungagung. *Jurnal Ekonomi MODERNISASI*, 11(2).
<https://doi.org/10.21067/jem.v11i2.875>
- Aswin Rahadi, R., Rahmawati, D., Armelia Windasari, N., & Fajarinda Belgiawan, P. (2020). The Analysis of Consumers' Preferences for Batik Products in Indonesia. *Review of Integrative Business and Economics Research*, 9(1).
- Carman, J. M. (1990). Consumer perceptions of service quality: an assessment of the SERVQUAL dimensions. *Journal of Retailing VO - 66, 1*.
- Faisal A. Kadasah, A. (2022). Customer loyalty - an international perspective. In *Handbook of Research on Customer Loyalty*.
<https://doi.org/10.4337/9781800371637.00010>
- Faiza, A. (2012). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Pembelian Produk Ramah Lingkungan: Studi Kasus Pada Konsumen Jakarta Dan Kota Sekitarnya. In *Tesis*.
- Fatmawati, D., & Triastity, R. (2017). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Variabel Intervening (Survei pada Konsumen Lumbung Batik Surakarta). *Jurnal Ekonomi Dan Kewirausahaan*, 17(2).
- Fitria, S., Zahwa Yustisya, P., & Penulis, K. (2021). Urgensi Produk Batik Ramah Lingkungan Dalam Menembus Potensi Pasar Internasional.

- Prosiding Seminar Nasional Industri Kerajinan Dan Batik*, 3(1).
- Fred Wali, A., Tiu Wright, L., & Awa Uduma, I. (2015). Customer Relationship Management For Brand Commitment And Brand Loyalty. *British Journal of Marketing Studies*, 3(4).
- Gio, P. U. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan Software SmartPLS. *Statcal*, 01.
- Gogoi, B. J. (2020). Service quality measures: How it impacts customer satisfaction and loyalty. *International Journal of Management*, 11(3). <https://doi.org/10.34218/IJM.11.3.2020.038>
- Handayani, W., Kristijanto, A. I., & Hunga, A. I. R. (2018). Behind the eco-friendliness of “batik warna alam”: Discovering the motives behind the production of batik in Jarum village, Klaten. *Wacana*, 19(1). <https://doi.org/10.17510/wacana.v19i1.673>
- Harahap, L. K. (2020). Analisis SEM (Structural Equation Modelling) Dengan SMARTPLS (Partial Least Square). *Fakultas Sains Dan Teknologi Uin Walisongo Semarang*, 1.
- Haryono, A. T. (2021). Pengaruh Environmental Knowledge dan Environmental Attitude Terhadap Pro-Environmental Purchasing Behaviour (Sebuah Study Tentang Perilaku Konsumen Gen Z). *AKSES: Jurnal Ekonomi Dan Bisnis*, 16(2). <https://doi.org/10.31942/akses.v16i2.5552>
- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1). <https://doi.org/10.9707/2307-0919.1014>
- Hur, W. M., Kim, Y., & Park, K. (2013). Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A “Green” Perspective. *Corporate Social Responsibility and Environmental Management*, 20(3). <https://doi.org/10.1002/csr.1280>
- Hussain, S., & Huang, J. (2022). The impact of cultural values on green purchase intentions through ecological awareness and perceived consumer effectiveness: An empirical investigation. *Frontiers in Environmental Science*, 10. <https://doi.org/10.3389/fenvs.2022.985200>
- Ikhwana, A., & Dewi, M. K. (2021). Pengaruh Faktor Sosial, Pribadi, Harga, dan Desain Terhadap Keputusan Pembelian Batik Lokal Melalui Teknologi Informasi. *Jurnal Kalibrasi*, 18(2). <https://doi.org/10.33364/kalibrasi/v.18-2.737>
- Irwan, M. (2020). Mengukur Persepsi Dan Preferensi Konsumen Pada Produk Ramah Lingkungan. *Bongaya Journal for Research in Management (BJRM)*, 3(1). <https://doi.org/10.37888/bjrm.v3i1.226>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored And Explained. *British Journal Of Applied Science & Technology*, 7(4). <https://doi.org/10.9734/Bjast/2015/14975>
- Junaedi, M. F. S. (2005). Pengaruh Kesadaran Lingkungan Pada Niat Beli Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan. *Benefit Jurnal Manajemen Dan Bisnis*, 9(2).
- Keisidou, E., Sarigiannidis, L., Maditinos, D. I., & Thalassinou, E. I. (2013). Customer satisfaction, loyalty and financial performance: A holistic approach of the Greek banking sector. *International Journal of Bank Marketing*, 31(4). <https://doi.org/10.1108/IJBM-11-2012-0114>
- Kencanasari, R. A. V., Surahman, U., & Permana, A. Y. (2019). The Instrumental Framework to Measuring Environmental Awareness. *Innovation of Vocational Technology Education*, 15(2). <https://doi.org/10.17509/invotec.v15i2.19638>
- Kusumastuti, A., Atika, Achmadi, T. A., Phusavat, K., & Hidayanto, A. N. (2023). Assessment of producer’s perspective on the production of environmentally friendly fashion products: a case study in Indonesian natural dyes batik craftsmen. *Environmental Science and Pollution Research*, 30(60). <https://doi.org/10.1007/s11356-022-23330-z>
- Leavy, P. (2017). Research Design_ Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (2017, The Guilford Press) .pdf. In *Family and Consumer Sciences Research Journal*.
- Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61(3). <https://doi.org/10.1016/j.jbusres.2007.06.006>
- Li, X., Romainoor, N. H., & Sun, Z. (2024). Factors in consumers’ purchase intention for Gejia batik. *Heliyon*, 10(1). <https://doi.org/10.1016/j.heliyon.2023.e23085>
- Mahendrayanti, M., & Wardana, M. (2021). The Effect Of Price Perception, Product Quality, And Service Quality On Repurchase Intention. In *American Journal of Humanities and Social Sciences Research* (Issue 5).
- Mosahab, R., Mahamad, O., & Ramayah, T. (2010). Service Quality, Customer Satisfaction And Loyalty: A Test Of Mediation. *International Business Research*, 3(4). <https://doi.org/10.5539/ibr.v3n4p72>
- Mumu, J., Tanujaya, B., Charitas, R., & Prahmana, I. (2022). Likert Scale in Social Sciences Research: Problems and Difficulties. *FWU Journal of Social Sciences*, 16(4). <https://doi.org/10.51709/19951272/Winter2022/7>

- Nurhasan, A., Tri Mahawijaya Herlambang, & Baruna Hadibrata. (2022). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian (Y1): Kualitas Produk (X1), Harga (X2) Dan Promosi (X3). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2). <https://doi.org/10.38035/jmpis.v3i2.1360>
- Ogunnaike, O. O., Agada, S. A., Ighomereho, O. S., & Borishade, T. T. (2022). Social and Cultural Experiences with Loyalty towards Hotel Services: The Mediating Role of Customer Satisfaction. *Sustainability (Switzerland)*, 14(14). <https://doi.org/10.3390/su14148789>
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1). [https://doi.org/10.1016/s0278-4319\(98\)00047-4](https://doi.org/10.1016/s0278-4319(98)00047-4)
- Oliver Richard L. (2010). Satisfaction: a behavioral perspective on the consumer. *Choice Reviews Online*, 47(12). <https://doi.org/10.5860/choice.47-6963>
- Pandey, P. K., Verma, P., & Trayambak, S. (2020). Empirical analysis of interrelationship between service quality, consumer involvement, and consumer satisfaction. *Indian Journal of Marketing*, 50(4). <https://doi.org/10.17010/ijom/2020/v50/i4/151571>
- Paramita, C., Wulandari, G. A., Maridelana, V. P., Safitri, R. N., & Maliki, Y. A. (2021). The Effect of Product Knowledge, Price, and Product Design on Batik Banyuwangi Repurchase Intention. *Journal of International Conference Proceedings*, 4(2). <https://doi.org/10.32535/jicp.v4i2.1246>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. *Journal of Marketing*, 58(1). <https://doi.org/10.2307/1252255>
- Permata Sari, D. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian, Kualitas Produk, Harga Kompetitif, Lokasi (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 2(4). <https://doi.org/10.31933/jimt.v2i4.463>
- Pohan, F. S., & Suryowati, B. (2019). Analisis Perilaku Masyarakat Terhadap Pembelian Produk Ramah Lingkungan Menggunakan Structural Equation Modelling. *Jurnal Komplexitas*, 8(10).
- Pringgenies, D., & Dkk. (2013). Aplikasi Pewarnaan Bahan Alam Mangrove untuk Bahan Batik Sebagai Diversifikasi Usaha Di Desa Binaan Kabupaten Semarang. *Majalah INFO*, XV(1).
- Pujilestari, T. (2015). Sumber dan Pemanfaatan Zat Warna Alam untuk Keperluan Industri (Source and Utilization of Natural Dyes for Industrial Use). *Dinamika Kerajinan Dan Batik*, 32(2).
- Pujilestari, T. (2016). Review: Sumber dan Pemanfaatan Zat Warna Alam untuk Keperluan Industri. *Dinamika Kerajinan Dan Batik: Majalah Ilmiah*, 32(2). <https://doi.org/10.22322/dkb.v32i2.1365>
- Rahadi, R. A., Rahmawati, D., Armelia Windasari, N., & Fajarinda Belgiawan, P. (2020). The Analysis of Consumers' Preferences for Batik Products in Indonesia. *Review of Integrative Business and Economics Research*, 9(1).
- Rahayu, P. (2014). Eksistensi Kerajinan Batik Tulis dengan Pewarnaan Alam. *Jurnal Candi - Jurnal Pendidikan Dan Penelitian Sejarah*, 4(2).
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value. *Journal of Marketing and Consumer Research*, 30(2012).
- Sao, A., Singh, S., Dixit, S., Pandey, A. K., & Singh, S. (2017). Quality, productivity and customer satisfaction in service operations: An empirical study. *International Journal of Mechanical Engineering and Technology*, 8(10).
- Semente, E. M. M., Chufama, M., & Silva, J. (2021). Towards a Holistic Framework for Customer Centric Service, Customer Satisfaction, Trust, and Loyalty. *International Journal of Applied Management Sciences and Engineering*, 8(1). <https://doi.org/10.4018/ijamse.2021010104>
- Setyaningrum, R. P. (2021). Enhancing customer loyalty through product innovation and perceived value: a study on customers batik in Bekasi district, West Java, Indonesia. *Linguistics and Culture Review*, 5(July).
- Shaw, R. (2000). How to Measure Customer Satisfaction. *Interactive Marketing*, 1(3). <https://doi.org/10.1057/palgrave.im.4340046>
- Shirai, M. (2015). Impact of "High Quality, Low Price" Appeal on Consumer Evaluations. *Journal of Promotion Management*, 21(6). <https://doi.org/10.1080/10496491.2015.1088922>
- Sunarjo, W. A., Manalu, V. G., & Adawiyah, W. R. (2021). Nurturing consumers' green purchase intention on natural dyes batik during craft shopping tour in the batik city of Pekalongan Indonesia. *Geojournal of Tourism and Geosites*, 34(1). <https://doi.org/10.30892/gtg.34124-635>
- Syabana, D. K., Satria, Y., & Widiastuti, R. (2013). Aplikasi Zat Warna Alam Pada Tenunan Serat Doyo untuk Produk Kerajinan. *Dinamika Kerajinan Dan Batik*, 30(1).
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN*

- Electronic Journal*. [https://doi.org/ 10.2139/ssrn.3205035](https://doi.org/10.2139/ssrn.3205035)
- Takko: Low price, high quality. (2007). *Fashion Business International*, APR./MAY.
- Tekin, H., & Tekdogan, O. F. (2015). Socio-Cultural Dimension of Innovation. *Procedia - Social and Behavioral Sciences*, 195. <https://doi.org/10.1016/j.sbspro.2015.06.438>
- Thi, P., Ly, M., & Loc, L. T. (2017). The Relationship between Brand Experience, Brand Personality and Customer Loyalty. In *International Journal of Business and Economics* (Vol. 16, Issue 2).
- Utama, A., Mustikasari, A., Hariningsih, E., & Kholifah, N. (2024). Strategizing Sustainable Style: Examining Green Marketing for Natural Dye Batik in Indonesia. *Journal of System and Management Sciences*, 14(9), 252–272.
- Xing, Y., & Jin, C. H. (2023). The Impact of Cultural Values on Attitude Formation toward Cultural Products: Mediating Effects of Country Image. *Sustainability (Switzerland)*, 15(14). <https://doi.org/10.3390/su151411172>
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability (Switzerland)*, 12(5). <https://doi.org/10.3390/su12052074>
- Yuli Ardianto, M. Nuruddin Subhan, & Dian Riskarini. (2020). DOES ETHNIC DIVERSITY AFFECT CUSTOMER SATISFACTION. *INQUISITIVE : International Journal of Economic*, 1(1). <https://doi.org/10.35814/inquisitive.v1i1.1861>
- Zeithaml, Valerie A., & Berry, L. L. (2018). Servqual: A Multiple Item Scale For Measuring Consumer Perceptions Of Service Quality. *Journal of Retailing*, 64(1).