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SUSTAINABILITY STRATEGIES OF PEKALONGAN BATIK INDUSTRY ON THE PURCHASE INTENTION OF GREEN TRADITIONAL BATIK PRODUCTS

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Abstract

The Pekalongan batik industry has a strategic role in the national economy and cultural preservation, but faces significant environmental challenges due to water pollution and high energy consumption in its production process. To overcome these problems, the concept of Green Batik emerged as a solution that prioritizes environmentally friendly production practices. This study aims to develop a strategic model based on consumer behavior in strengthening the green ecosystem of the Pekalongan batik industry. This study identifies the main factors that influence consumer purchase intention towards Green Batik, including Socio-economic Benefit, Environmental Concern, and Government Support. In addition, this study analyzes the role of Attitude in increasing product awareness and competitiveness. Data were analyzed using Structural Equation Modeling (SEM) to test the relationship between variables in the research model. The results showed that only the socio-economic benefit factor has a positive significant role in shaping attitudes, and has a positive significant impact on purchase intention Pekalongan green batik.

Keywords: Green Batik, Purchase Intension, Sustainability

INTRODUCTION

The concept of sustainability has received significant academic attention due to its essential role in ensuring the long-term viability and well-being of organizations, individuals, and countries as a whole (Dabas & Whang, 2022; Kusá & Urmínová, 2020; Shaw et al., 2022). To achieve sustainability, it is important to consider and review how to minimize the excessive consumption of natural resources and protect them, given that their availability is limited (de Wet & Smal, 2024; Hong Lan & Watkins, 2023; E.-J. Lee et al., 2020; Palomo-Domínguez et al., 2023). With changing market conditions, increasing global discussions on sustainable development, and the adoption of minimalist lifestyles, review the fast fashion concept has become increasingly relevant. It not only contributes to environmental degradation but also reinforces the cycle of excessive consumption. However, by encouraging more sustainable consumption behaviors and increasing repurchase intentions towards eco-friendly clothing, companies can significantly reduce their ecological footprint and drive transformative change in the textile and apparel industry (Hedegård et al., 2020)

The Indonesian batik industry have a strategic role in the national economy by absorbing around 200 thousand workers spread across 201 batik industry centers and 5,946 small and medium industries (IKM) in 11 provinces (Kompas, 2024). In addition to being a cultural heritage, this sector contributes to the national economy, especially through exports. In January–July 2024, the value of batik exports reached USD 9.45 million, although it contracted by 33.72% in the second quarter of 2024 compared to the same period the previous year (Top Business, 2024). In 2023, batik exports were recorded at USD 25.3 million. One of the main contributors to the batik industry in Indonesia is the city of Pekalongan. Currently, the city of Pekalongan has 871 batik business units, the majority of which are MSMEs, with the number of business actors continuing to increase, even during the

COVID-19 pandemic. Pekalongan also received UNESCO recognition as a "World Creative City" in 2014, confirming its excellence in batik art and production (Ferdiansyah & Abadi, 2023). Annual events such as Pekan Batik Nusantara also support the regional economy by providing opportunities for MSMEs to expand their markets and showcase their products.

However, the batik industry in Pekalongan City also causes serious environmental problems. Liquid waste from the batik industry containing hazardous chemicals such as heavy metals and carcinogenic compounds has polluted the main rivers in Pekalongan, such as Banger Rivers (Hannan et al., 2024). The limited capacity of the Wastewater Treatment Plant (IPAL) can only process around 45% of the total industrial waste, so most of the waste directly pollutes the environment. In addition to water pollution, the batik production process also contributes to air pollution due to emissions of volatile organic compounds (VOCs) and dust particles that have an impact on public health (Andriani et al., 2025). This industry also requires high energy consumption which contributes to greenhouse gas emissions (Sunarjo et al., 2022). In addition, excessive exploitation of groundwater in the production process accelerates land subsidence, which worsens and flooding in the coastal areas of Pekalongan (Ismanto et al., 2024)

To overcome these challenges, the implementation of a sustainable green ecosystem is urgent for the batik industry. Green Batik as part of Green Fashion emphasizes environmentally friendly production by using natural materials, organic dyes, and processes that minimize waste (Aryanto et al., 2018). The batik industry can switch to plant-based dyeing techniques and implement a water recycling system to reduce pollution (Susminingsih et al., 2024). In addition, the use of organic fabrics and energy-saving production methods will strengthen the concept of sustainability (Hamidah et al., 2024). Green Batik also supports a circular economy by empowering local artisans and ensuring worker welfare (Uyun, 2021). With the global fashion trend increasingly concerned with the environment, Green Batik has the potential to become a superior product that combines local wisdom with environmentally friendly practices. These efforts include the use of natural dyes, better waste management, and energy efficiency in the production process. With a holistic approach, Pekalongan has the potential to become a model for other cities in integrating environmentally friendly practices into the batik industry, ensuring cultural sustainability while protecting the environment. Globally, the green fashion trend is growing through the use of organic and recycled materials (Djossouvi et al., 2024; Palm, 2023) and consumer behavior that supports supply chain transparency (S. Song & Ko, 2017). However, until now there has been no study related to the development and strategic steps of Green Batik in the clothing and textile industry nationally and globally. Especially in the scientific perspective of marketing management related to the involvement of community consumers in globalizing Green Batik products to penetrate the National and Global markets. There is an urgent need for a consumer behavior-based approach today to understand the factors that influence consumer purchasing intentions towards Green Batik Pekalongan. Based on the background and urgency, this study aims to:

1. Identifying and analyzing the main factors that contribute to the formation of consumer attitudes towards Green Batik Pekalongan products.
2. Testing the influence of attitude on consumer purchasing intentions towards Green Batik Pekalongan.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The Concept of Sustainability in The Clothing and Textile Industry

Sustainability refers to an ecological system designed to maintain a balance between the environment and humans as users of its resources (Vargas-Hernández et al., 2024). This means that the resources taken must not exceed the amount of renewable resources. Sustainability in fashion or often called Sustainable fashion covers various aspects, from the selection of environmentally friendly raw materials to ethical production practices (Pires et al., 2024). The development of Sustainable fashion first emerged from the European Clothing Action Plan movement which focused

on increasing sustainability throughout the life cycle of textile products, from design to recycling. Sustainable fashion is part of the slow fashion movement that emerged as an alternative to fast fashion (R. Khan, 2021). This concept is often used interchangeably with the terms eco-fashion, green fashion, and ethical fashion. Sustainable fashion refers to practices that consider environmental and social aspects throughout the product life cycle, from raw material selection, production processes, distribution, to product disposal (Henninger et al., 2016).

Sustainability in the apparel and textile industry also has economic consequences. Textile manufacturing processes contribute significantly to carbon emissions and energy consumption, making the adoption of sustainable practices crucial (Peleg Mizrachi & Tal, 2024). Many companies are beginning to recognize the economic potential of efficiency in waste utilization and are implementing sustainability-based business models (Nerurkar, 2016). However, micro, small and medium enterprises (MSMEs) in the apparel and textile industry often face obstacles in implementing sustainable practices due to limited funding, lack of skilled labor, and low consumer awareness (Roozen et al., 2021).

The development of sustainable technologies plays a key role in reducing the environmental impact of the fashion and textile industry (Moon et al., 2015). Pressure from regulators, consumers, and stakeholders has driven progress in water, electricity, and chemical consumption, as well as waste reduction in the industry (Busalim et al., 2024). Companies are beginning to explore innovative technologies to achieve cleaner production and support sustainability, particularly in textile manufacturing processes (Sehnem et al., 2024).

Consumer Behavior towards Environmentally Friendly Products

In recent years, increasing awareness of environmental issues has encouraged consumers to consider purchasing environmentally friendly products more (Jaiswal & Kant, 2018). Factors that influence consumer behavior in choosing these products can be categorized into several main aspects, namely socio-economic influences, environmental awareness, and the role of government. These three aspects will form an attitude in the form of a belief that environmentally friendly batik contributes to environmental preservation.

Socioeconomic influences play an important role in green product purchasing behavior. Social norms and interpersonal influences have been shown to have a strong relationship with positive attitudes toward green products (Mazhar et al., 2022; Perez- Castillo & Vera-Martinez, 2020). However, the impact of socioeconomic influences on green product purchasing decisions may vary depending on the context (Deliana & Rum, 2019; N. A. Khan et al., 2023). Another factor that influences this is consumer attitude, where those who have a high value orientation towards the environment are more likely to buy environmentally friendly products (Choudhary et al., 2016).

In addition to internal factors such as socio-economic influences, environmental awareness and knowledge also play an important role in encouraging consumers to buy environmentally friendly products. Consumers who have high environmental awareness tend to have greater purchase intentions for green products (Charinsarn, 2021; Uddin & Khan, 2016; Wiederhold & Martinez, 2018). Consumers' environmental knowledge also influences their purchase intentions for green products, because the more information they have, the more likely they are to choose more environmentally friendly products (Mahmud, 2024; Tan et al., 2016).

Although various factors support the purchase of green products, there are several challenges that hinder consumers' shift to green products. One of the main challenges is the gap between environmental concerns and actual purchasing behavior. Although many consumers care about the environment, not all of them actually purchase green products due to factors such as skepticism towards green marketing claims and distrust towards the effectiveness of individual actions in helping the environment (Vuong et al., 2024). Trust in green claims is an important issue, because distrust of green marketing strategies can reduce the intention to purchase green products (Babu et al., 2024). Based on the literature review, the following hypotheses were developed:

H1: Social economic Benefits have a significant positive effect on Attitudes.
H2: Environmental Concern have a significant positive effect on Attitudes.
H3: Government Incentives and Policies have a significant positive effect on Attitudes.
H4: Social economic Benefits have a significant positive effect on Green Batik Pekalongan Purchase Intention.
H5: Environmental Concern have a significant positive effect on Green Batik Pekalongan Purchase Intention.
H6: Government Incentives and Policies have a significant positive effect on Green Batik Pekalongan Purchase Intention.
H7: Attitudes have a significant positive effect on Green Batik Pekalongan Purchase Intention.
H8: Social economic Benefits have a significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes.
H9: Environmental Concern have a significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes.
H10: Government Incentives and Policies have a significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes.

RESEARCH METHODS

This study adopts a positivist and explanatory research approach because it allows researchers to reveal the causal relationship between various factors that influence the green sustainability of the Pekalongan batik industry. Using the hypothetical statistical deductive method, this study examines the factors that influence consumer intentions towards Green Traditional Batik products. This study includes an empirical analysis of consumer consumption patterns and environmental awareness, as well as a study of the implementation of green policies and environmentally friendly technologies in the batik industry. Research Measurement Modeling.

This study develops a research model with five main variables that have been validated based on previous research, namely Socio-Economic Benefits, Environmental Concern, Government Support, as independent variables that influence Attitude. These variables then contribute to Green Batik Pekalongan Purchase Intention as a dependent variable. The research instrument uses a questionnaire with a five-point Likert scale, where respondents are asked to rate their level of agreement with various statements ranging from (1) "Strongly Disagree," (2) "Disagree," (3) "Neutral," (4) "Agree," to (5) "Strongly Agree. The research model can be described as in the following figure.

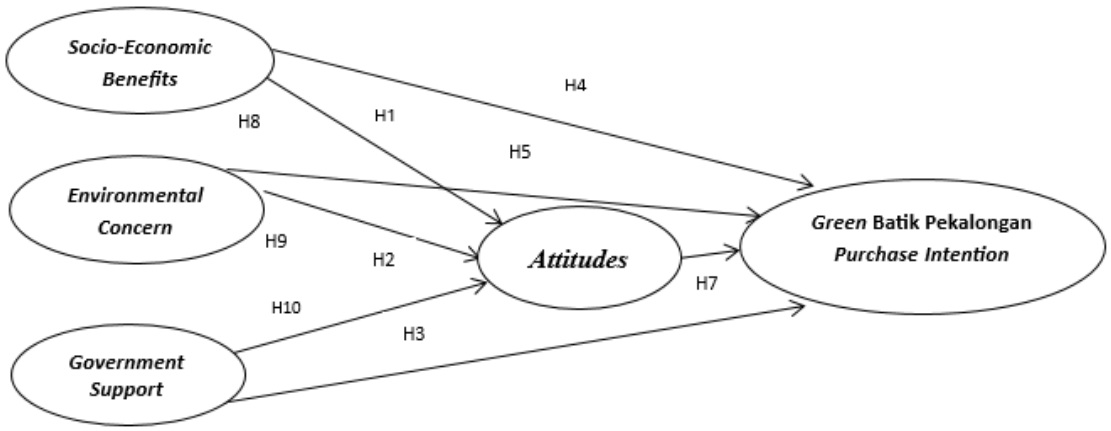

Figure 1. The Research Model

Source: (Ahmed et al., 2024; Kong et al., 2016; Min Kong & Ko, 2017; Nicolau et al., 2025; Suzianti et al., 2024)

The population in this study were batik consumers in Indonesia, especially those who are interested in Green Traditional Batik Pekalongan products. Pekalongan City, as one of the national batik industry centers, has been active in green industry initiatives that support the principles of sustainability and circular economy. Consumers in the study population include those who understand the concept of environmentally friendly products, are aware of environmental issues, and have an interest in supporting the sustainable batik industry. The research sample was taken using the purposive sampling method, which is a sampling technique based on certain criteria so that the data obtained is relevant to the research objectives. The criteria used in determining this sample include:

1. Local consumers who have bought or are interested in buying Pekalongan batik, especially those based on Green Traditional Batik.
2. Consumers who have an understanding or awareness of environmental issues, sustainability, and the benefits of environmentally friendly products.
3. Consumers who live in or outside Pekalongan City but have an interest in green batik products and a sustainable economy.
4. Respondents must be at least 18 years old to ensure their understanding in answering the questionnaire validly and accurately.

The determination of the minimum sample size in this study uses the guidelines for the number of research indicators, which is five times the total indicators used in the questionnaire. With a total of 22 indicators, the minimum sample size required is 5 × 22 = 110 respondents. This study uses the Structural Equation Model (SEM) as a standard reporting method to develop accuracy and replication. This study uses Partial Least Square-Structural Equation Modeling (PLS-SEM) to predict the effect of independent variables on dependent variables (Becker et al., 2023). This study consists of independent variables, mediating variables, and dependent variables used to build a conceptual model in understanding the factors that influence consumer intention towards Green Traditional Batik Pekalongan products. The independent variables in this study include: Socio-Economic Benefits, Environmental Concern, and Government Support. The Mediating Variable is Attitude and the Dependent Variable measured in this study is Green Batik Pekalongan Purchase Intention.

RESULTS AND DISCUSSION

Outer Model

1. Convergent Validity test
   a. Loading Factor test

Table 1. Loading Factor test

	Attitude	Green Batik Pekalongan Purchase intention	Government Support	Environ-mental Concern	Socio-Economic Benefit
X1.1					0,830
X1.2					0,849
X1.3					0,725
X2.1				0,926	
X2.3				0,840	
X3.5			1,000		
Y.6		1,000			
Z.1	0,814				
Z.2	0,796				
Z.5	0,812				

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the loading factor test in Table 1, all indicators have met the requirements where all values are >0.70 so that they are declared valid and can be continued to the next stage. Therefore, the decision of the researcher is to include some of the statements and delete some statements because the value is less than <0.70. Statements on the socio-economic benefit variable are 3 statements, environmental concern is 2 statements, government support is 1 statement, Green Batik Pekalongan Purchase Intention is 1 statement, and Attitude is 3 statements that will be used. (Nastiti & Marsella, 2023)

b. Average Variance Extracted (AVE)

Table 2. Average Variance Extracted (AVE) test

Variable	Average Variance Extracted (AVE)
Attitude	0,652
Green Batik Pekalongan Purchase Intention	1,000
Government Support	1,000
Environmental Concern	0,782
Socio-Economic Benefit	0,645

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the Average Variance Extracted (AVE) test in Table 2, all indicators have met the requirements where all values are >0.50 so that they are declared valid and can be continued to the next stage. (Nastiti & Marsella, 2023)

2. Reliability test

a. Composite Reliability

Table 3. Composite Reliability test

Variable	Composite Reliability
Attitude	0,849
Green Batik Pekalongan Purchase Intention	1,000
Government Support	1,000
Environmental Concern	0,877
Socio-Economic Benefit	0,845

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the composite reliability test in Table 3, all indicators have met the requirements where all values are >0.70 so they are declared reliable. (Nastiti & Marsella, 2023)

b. Cronbach's Alpha.

Table 4. Cronbach's Alpha test

Variable	Cronbach's Alpha
Attitude	0,735
Green Batik Pekalongan	1,000

Purchase Intention	
Government Support	1,000
Environmental Concern	0,729
Socio-Economic Benefit	0,725

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the Cronbach's alpha value in Table 4, each variable has a Cronbach's alpha value greater than 0.6, the lowest value is 0.725 for the socio-economic benefit variable (X1) and the highest value is 1.000 for the government support variable (X3) and Green Batik Pekalongan Purchase Intention (Y).

3. Inner Model
   a. Coefficient of Determination (R-Square)

Table 5. Coefficient of Determination (R-Square) test

Variable	R Square
Attitude	0,544
Green Batik Pekalongan Purchase Intention	0,168

Source: SmartPLS3 2025 Respondent Data Processing Results

   b. Model Fit test

Table 6. Model Fit test

	Saturated Model	Estimated Model
SRMR	0,105	0,105
d_ULS	0,607	0,607
d_G	0,333	0,333
Chi-Square	133,848	133,848
NFI	0,546	0,546

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the results of Table 6, it shows that the research model can be said to be a good fit or healthy model. While the acceptable suitability value of the normed fit index (NFI) is 0.546 which has a Chi-square value of 133.848 which means that the data has a good fit or healthy model because Chi-square> 0.9.

4. Hypothesis test

Table 7. Hypothesis test results:

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results

(H7) Attitude Green Batik Pekalongan Purchase Intention	0,307	0,319	0,147	2,089	0,040	Significant
(H3) Government Support Attitude	0,046	0,058	0,089	0,513	0,609	Not Significant
(H6) Government Support Green Batik Pekalongan Purchase Intention	0,113	0,098	0,096	1,179	0,242	Not Significant
(H2) Environmental Concern Attitude	0,177	0,195	0,096	1,850	0,068	Not Significant
(H5) Environmental Concern Green Batik Pekalongan Purchase Intention	0,044	0,066	0,154	0,284	0,777	Not Significant
(H1) Socio Economic Benefit Attitude	0,618	0,595	0,097	6,392	0,000	Significant
(H4) Socio Economic Benefit Green Batik Pekalongan Purchase Intention	0,040	0,046	0,159	0,254	0,800	Not Significant

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
(H10) Government Support Attitude Green Batik Pekalongan Purchase Intention	0,014	0,021	0,036	0,390	0,698	Not Significant
(H9) Environmental Concern Attitude Green Batik Pekalongan Purchase Intention	0,054	0,062	0,038	1,442	0,154	Not Significant
(H8) Socio Economic Benefit Attitude Green Batik Pekalongan Purchase Intention	0,190	0,190	0,094	2,021	0,047	Significant

Source: SmartPLS3 2025 Respondent Data Processing Results

Based on the results of the hypothesis test in table 7, only 3 results have a significant positive effect, namely H1, H7, and H8. The results of testing hypothesis 1 (H1) show that social Economic Benefit has a positive and significant effect on attitude. There are five indicators that influence (X1), namely Willingness to pay more for environmentally friendly batik products, The impact of consumption of green batik Pekalongan on household expenditure, Perception of increased social status due to the use of green batik Pekalongan Increasing access to information about sustainable batik products, and Preference for batik producers who implement sustainability principles. The

impact of consumption of green batik Pekalongan on household expenditure has the highest loading factor value or can be said to be the indicator that best describes the social economic benefit variable. Based on the results of the respondents' answers where the indicator The impact of consumption of Pekalongan green batik on household expenditure obtained a mode value of 19.44% of respondents answered strongly agree, and 45.83% answered agree. Consumer of Pekalongan green batik tend to better understand the impact of consumption of Pekalongan green batik on household expenditure, and have a positive impact on increasing Pekalongan green batik purchase intention. These results are in line with research conducted by (Mazhar et al., 2022; Perez- Castillo & Vera-Martinez, 2020)

The results of testing hypothesis 7 (H7) show that attitude has a significant positive effect on the green batik Pekalongan purchase intention. There are four indicators that influence Attitude, namely The view that choosing green batik pekalongan contributes to a sustainable economy, The belief that the price of green batik pekalongan is commensurate with the benefits obtained, The perception that gree batik pekalongan has better aesthetic value and quality, and The view that caring for and washing green batik pekalongan is not difficult. The view that choosing green batik pekalongan contributes to a sustainable economy has the highest loading or can be said to be the indicator that best describes the Attitude variable. Based on the results of the respondents' answers where the indicator. The view that choosing green batik pekalongan contributes to a sustainable economy obtained a mode value of S (agree), with 31.94% of respondents who answered strongly agree, 55.56% of respondents answered agree. Consumers of Pekalongan green batik tend have the view that choosing green batik pekalongan contributes to a sustainable economy, and have a positive impact in improving the green batik pekalongan puschase intention. These results are in line with research conducted by (Choudhary et al., 2016).

The results of testing hypothesis 8 (H8) show that Attitude is able to intervene in the relationship between Socio-economic Benefit and Green Batik Pekalongan Purchase Intention. This proves that Attitude as an intervening variable is able to intervene between Socio-economic benefit. These results are in line with research conducted by (Deliana & Rum, 2019; N. A. Khan et al., 2023). Based on the results of the H1, H7, and H8 tests, it can be concluded that green batik pekalongan purchase intention is mediated by supportive attitude factors, especially the view that choosing green batik pekalongan contributes to a sustainable economy. This attitude encourages buyers to continue making purchases even though household spending on green batik pekalongan consumption greatly affects household spending.

CONCLUSION

The results of this research show the following Social economic Benefits have a significant positive effect on Attitudes; Environmental Concern have not significant positive effect on Attitudes; Government support have not significant positive effect on Attitudes; Social economic Benefits have not significant positive effect on Green Batik Pekalongan Purchase Intention; Environmental Concern have not significant positive effect on Green Batik Pekalongan Purchase Intention; ; Government support have not significant positive effect on Green Batik Pekalongan Purchase Intention; Attitudes have a significant positive effect on Green Batik Pekalongan Purchase Intention; Social economic Benefits have not significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes; Environmental Concern have not significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes; and Government support have not significant positive effect on Green Batik Pekalongan Purchase Intention through attitudes.

Some implications of the results of the research include:

1. Strengthening understanding of the determination of consumer behavior towards environmentally friendly products
2. Provide insight for batik industry players, especially MSMEs in Pekalongan City, in understanding consumer preferences and behavior towards Green Batik.

3. Assist batik companies and policy makers in designing more effective marketing strategies to increase the competitiveness of Green Batik products in national and global markets.
4. Support the transformation of the batik industry towards more sustainable practices through the implementation of green marketing strategies, and green business ecosystems.

The limitations of this study include:

1. further research to use more indicators
2. The research area used is determined to produce marketing strategies in each area

This research suggests further research need to conduct research on the intensity of green batik purchases other than Pekalongan

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