

THE INFLUENCE OF BRAND STORYTELLING ON PURCHASE DECISIONS OF SUKAPURA BATIK WITH LIFESTYLE AS A MODERATING VARIABLE (A STUDY ON GENERATION Z IN TASIKMALAYA)

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Abstract

Batik is one of Indonesia's cultural heritages recognized by UNESCO and must be preserved by the nation's younger generations. However, with modernization and the rapid dissemination of digital information, especially in fashion trends, batik faces challenges in maintaining its relevance among youth, particularly Millennials and Generation Z, who are inseparable from technology and social media in their daily interactions. Generation Z, raised in the digital era, tends to be more interested in fashion that reflects their personal identity and values. Nevertheless, the perception of batik as outdated and formal, coupled with a lack of design variation and engaging promotion, has made it difficult for Sukapura Batik to attract their interest. Therefore, adopting a brand storytelling approach presented in a modern and creative manner can be a solution to this challenge. This study employs a quantitative survey method with a purposive sample of Generation Z individuals who are familiar with or have purchased Sukapura Batik. Linear regression analysis is used to examine the influence of brand storytelling on purchase decisions, while Moderated Regression Analysis (MRA) assesses how Generation Z's lifestyle moderates this relationship. The research findings are expected to provide insights for the batik industry in designing effective and sustainable marketing strategies, as well as maintaining batik's relevance among the younger generation without disregarding its inherent cultural values.

Keywords: Brand Storytelling, Purchase Decision, lifestyle, Sukapura Batik, Generation Z.

INTRODUCTION

Generation Z is the first generation to depend on the internet, all information and technology have become part of their lives, this affects the pattern of daily life. For Generation Z, technology and the internet are something that must exist, not just an innovation like other generations do, Szymkowiak (in Reza, 2021). Based on statistical data from the Ministry of Trade in 2024, e-commerce users in Indonesia have increased since 2020, until in 2023 the number of e-commerce users in Indonesia was 58.63 million users and is expected to continue to increase until 2029 reaching 99.1 million users and the use of e-commerce dominates in the fashion sector by 70.13%.

Batik is one of the fashion fields that has been recognized by UNESCO on October 2, 2009 (Galih, 2007). Based on the results of research, the batik industry in Tasikmalaya has experienced a decline since the Covid-19 pandemic, batik sales have decreased drastically by 70% (Lisna Gita, et al, 2021). The significant decline was caused by various factors, including changes in consumers, the impact of the pandemic, competition with printed batik and higher prices (Suci Nur, 2024). *Batik Sukapura* experienced a decline again in 2023 due to declining consumer demand (Ade Ayu, Dkk, 2024).

Furthermore, previous research highlighted various consumer factors in influencing purchases, namely Lifestyle (Philip and Kotler, 2016) Purchasing Decisions (Kotler and Keller, 2016).

Brand Storytelling (Tiurida Lily, et al, 2020) but other studies mention brand storytelling which has no influence related to Purchasing Decisions (saida et al, 2021). There are inconsistent research results regarding the relationship between Brand Storytelling and Purchasing Decisions so this research was made.

This research focuses on identifying and evaluating the Generation Z Lifestyle that can effectively influence the Purchase Decision of Sukapura batik which is expected to provide strategic recommendations for Sukapura batik producers in developing more effective products and the hope that this research can be an effort to preserve culture in tandem with adaptation to the tastes and needs of the modern market.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Brand storytelling is a marketing strategy that conveys brand values, identity, and philosophy through emotional and authentic narratives. Guber (2011) states that stories that touch the emotional side are more effective than ordinary advertisements in building relationships with consumers. Lundqvist et al. (2013) added that storytelling strengthens brand experience and loyalty if delivered in a relevant and meaningful way. Woodside et al. (2008) identified four main elements in effective storytelling: message, conflict, character, and storyline. Brand storytelling is not just the delivery of information, but an emotional communication strategy that strengthens brand image and influences purchase decisions.

The purchase decision is a cognitive and emotional process in which consumers evaluate product alternatives before choosing to buy (Kotler & Keller, 2016). In Generation Z (born 1997-2012), this process is influenced by digital technology, social media, and the personal values they want to represent. According to Peter & Olson (2010), purchasing decisions involve stages from need recognition to post-purchase evaluation, but in Gen Z these stages are faster due to real-time information access. Calandra Li (2023) noted that Gen Z prefers brands that tell authentic stories and have social value. Research by Mardiana & Sijabat (2022) also shows that Gen Z tends to be influenced by visual and cultural narratives that build emotional attachment. Therefore, brand storytelling is an effective strategy to influence the purchasing decisions of Generation Z who are responsive to authenticity, diversity and self-expression.

Lifestyle is a pattern of individual behavior that reflects activities, interests, and opinions, and becomes an expression of personal values in everyday life (Kotler & Keller, 2016). In consumer behavior, lifestyle influences preferences and purchasing decisions (Schiffman & Kanuk, 2010) and helps understand consumer characteristics more deeply than demographics (Plummer, 1974). As a moderating variable, lifestyle can strengthen or weaken the influence of brand storytelling on purchasing decisions. Fatimah & Rosliana (2013) emphasized that lifestyle affects perceptions of brand messages, especially for consumers who value local cultural values such as batik. Arsih et al. (2024) also found that lifestyle is an important factor in marketing effectiveness, especially for Generation Z who are responsive to trends, personal values, and visual narratives.

H1: Brand storytelling has a positive effect on consumer purchasing decisions.

H2: Lifestyle acts as a moderating variable that strengthens the influence of brand storytelling on purchasing decisions.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to examine the effect of brand storytelling on purchasing decisions for *Batik Sukapura* among Generation Z, with lifestyle as a moderating variable. The population in this study is Generation Z (born in 1997-2012) who live in Tasikmalaya City and know or have bought *Batik Sukapura*. The sampling technique used is purposive sampling with the criteria that respondents are at least 17 years old and have knowledge or experience with *Batik Sukapura* products. The instrument used was a questionnaire with a Likert scale of 1-5. Given the dynamic population of *Batik Sukapura* purchases, survey research methods

require a minimum of 50 samples and generally 100 samples for most studies (Memon et al., 2020). Based on considerations of effectiveness and referring to the provisions of data analysis using SEM and MRA methods, a sample of 100 respondents was taken. Data analysis was carried out using a moderated regression model to determine the direct effect of brand storytelling on purchasing decisions, as well as the extent to which lifestyle plays a role in moderating the relationship. The regression equation model used is: $Y = a + b_1X + b_2.(X \times Z) + e$, with Y as the purchase decision, X as brand storytelling, Z as lifestyle, and $X \times Z$ as the moderation interaction. Interpretation is done through the t-test to test the significance of individual regression coefficients and the F-test to test the significance of the model as a whole. The coefficient of determination (R^2) is used to determine the contribution of independent and moderation variables in explaining variations in purchasing decisions.

RESULTS AND DISCUSSION

Demographic profile

The results of the respondents who have been obtained, the respondent data is divided into two categories, namely gender and type of work. The gender category is dominated by women are 75% and men are 25%. Buyers who are workers are 54% and students or students are 46%.

Validity Test

The validity test procedure is comparing r_{count} with r_{table} namely the criticism number of the correlation table on the degree of validity or degree of freedom where ($df = N-2$) with a significant level $\alpha = 5\%$.

Table 1. Validity Testing Results Table

NO	Variable/Indicator	R	R	Description
		Count	Table	
story telling variable (X)				
Authentic (X1)				
1	P01	0,688	0,195	Valid
2	P02	0,634	0,195	Valid
3	P03	0,627	0,195	Valid
...				
Post-purchase behavior (Z7)				
43	P43	0,543	0,195	Valid
44	P44	0,578	0,195	Valid
45	P45	0,668	0,195	Valid

From the table, all items of the research variable have $r_{\text{count}} > r_{\text{table}}$ namely a significant paragraph of 5% (0.05) and $n = 100$. Obtained $r_{\text{table}} = 0,195$, it can be seen that the r results of each item > 0.195 so that it can be called an instrument in research or the statements that have been submitted can be used to measure the variables under study.

Table 2. Reliability Testing Results

Variable	Cronbach alpha	Description
Story telling variable	0,935	reliability
Lifestyle	0,871	Reliability
Purchase decision	0,944	reliability

The results of the reliability test using SPSS show that the three values are above the 0.70 threshold, so it can be concluded that all instruments in each variable have very good reliability and are suitable for use in further analysis.

MRA method test

Table 3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.367	5.030		1.664	.099
	story telling	1.204	.081	.832	14.826	.000

It is known that the significance value (Sig.) for the storytelling variable is 0.000, which is smaller than the 0.05 significance limit. This shows that the brand storytelling variable has a significant effect on purchasing decisions.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.692	.688	7.19466

Based on the results of the summary model above, it can be concluded that brand storytelling has a strong influence on purchasing decisions, with the ability to explain 69.2% of the total variation that occurs.

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.327	6.318		5.591	.000
	story telling	.121	.197	.083	.611	.543
	Xy	.017	.003	.801	5.874	.000

It is known that the significance value of the interaction variable between storytelling and lifestyle is 0.000, which is smaller than 0.05 (<0.05). This shows that the interaction between storytelling and lifestyle has a significant effect on purchasing decisions. Thus, it can be concluded that lifestyle is able to moderate the relationship between storytelling and purchasing decisions.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879 ^a	.773	.768	6.21101

The R Square value of 0.773 indicates that 77.3% of the variation in purchasing decisions (Z) can be explained by the brand storytelling variable (X) and its interaction with lifestyle. This means that the regression model built has a very strong goodness of fit, because most of the changes in purchasing decisions can be explained by the combination of these two variables.

SEM method test

Based on the results of the analysis using the SEM-PLS method, the structural mode is obtained as shown in Figure 1 below:

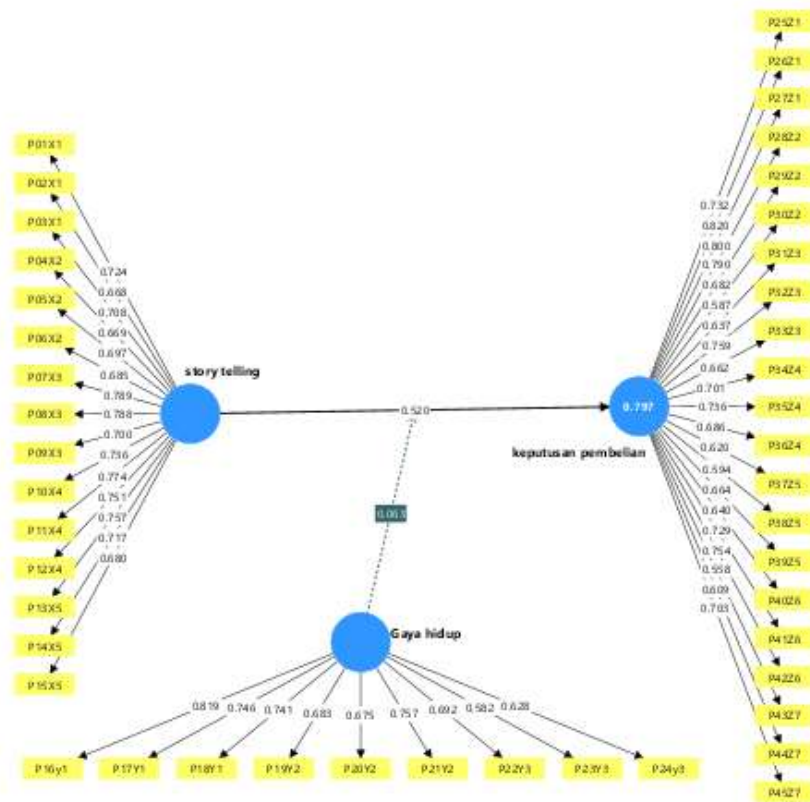


Figure 1. Diagram of the results of story telling, buyer satisfaction, lifestyle with SEM-PLS

In this figure, it is known that story telling affects purchasing decisions and is moderated by lifestyle.

CONCLUSION

Based on the research findings, it can be concluded that brand storytelling significantly influences the purchase decisions of *Sukapura Batik* among Generation Z in Tasikmalaya, with a significance level below 0.05. Lifestyle acts as a moderating variable in the relationship between brand storytelling and purchase decisions, indicating that it should be considered in marketing strategies. The developed regression model demonstrates strong explanatory power, with an R Square value of 77.3%. The implication of this study suggests that by considering lifestyle factors and crafting authentic and emotional brand storytelling, the batik industry, particularly *Sukapura Batik*, can enhance purchase decisions among Generation Z and maintain the relevance of batik within the younger generation.

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