



Influence of Product Design on Batik Consumption among Indonesian Youth

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Abstract. This study investigates the impact of product design on consumer judgment within the Y and millennial generations in Indonesia, focusing on their preferences for batik clothing that integrates classic and contemporary motifs. Addressing concerns over the diminishing interest in batik among younger consumers, which poses a threat to the sustainability of batik culture, this research aimed to analyze the significance of product design in shaping consumer attitudes towards batik. A sample of 200 respondents, selected based on specific criteria, participated in this study, which employed Partial Least Squares (PLS) for data analysis. The findings indicate a substantial effect of product design on consumer judgment across both the millennial and Generation Y cohorts. Particularly, these groups demonstrated a preference for contemporary batik designs that blend traditional elements with modern aesthetics. This preference underscores the critical role of design elements in batik clothing, beyond fabric quality and manufacturing processes. The results suggest that batik entrepreneurs must prioritize product design to cater to the tastes of younger consumers, ensuring the tradition's continuity. This study contributes to the broader discourse on cultural sustainability by highlighting the potential of design innovation in preserving traditional crafts among modern audiences. Future research is encouraged to compare preferences for traditional versus contemporary batik designs, further enriching the understanding of consumer behavior in the context of cultural heritage products.

Keywords: product design, consumer judgment, batik, Indonesia

1 Introduction

Batik is one of the characteristics of Indonesian products. Currently batik is experiencing very tight competition because consumers have many choices of clothing patterns. The future of batik really depends on the judgment of the millennial generation. If the millennial generation gives a good assessment of batik, the future of batik in Indonesia will be good. However, if the assessment of batik by young people is not good then the development of batik will get worse. Therefore, efforts are needed to increase the assessment of batik by millennials.

Currently, batik designs vary greatly, from traditional designs with distinctive patterns to modern designs. Batik entrepreneurs are trying to approach their consumers by adapting designs according to the wishes of millennials. If the batik design matches the consumer's wishes, it is very likely that the consumer will give a good assessment so that they will have a

strong desire to buy batik. However, there has been no research that explains the specific influence of batik design on consumer judgment. The aim of this study

This research aims to test and discuss the influence of Product Design on Consumer Judgment among Y Generation and Millennial Generation consumers in Indonesia. This research is important to determine millennials' preferences for abstract batik designs produced traditionally in Indonesia.

2 Literature Review

2.1 Product Design

According to product design is one of the product elements to achieve certain sensory effects. Product design provides a specific function through sensory characteristics and properties. Meanwhile, Homburg explained that product design is a set of constitutive elements of a product which consists of three dimensions, namely aesthetics, function and symbolism. Modern product design involves creativity that is tailored to a specific target market [1]. Product design is concerned with changing concepts and changing functions according to the needs of target customers. Product design can be a completely new product innovation or a refinement of an existing design so that the function, performance or attractiveness of the product increases. Product design does not always adopt the use of technology but new functions in the use of new products. In principle, product design is a form of product innovation that is designed to suit the market.

Product trends are getting shorter, requiring faster innovation. The company tries to produce unique products with an innovation strategy according to market needs. The innovation process integrates market needs with the company's product development division to produce new product designs. Feedback from customers is very necessary in the product design creation process so that the design process is a continuous cycle. The key elements in product design development in a company consist of members of the product development team, executives, marketing department, and production team [1] explains that the product design development phase consists of research, analysis and positioning, conceptual design, detailed design and output design phases.

2.2 Consumer Judgment

According to consumer judgment involves a series of inputs for the process of selecting a product by consumers. Marketing stimuli in the form of product offers are evaluated by consumers to form certain judgments. The results of the assessment are in the form of opinions or estimates. Consumer judgment can be general or specific. Consumers can order product ratings starting from the best rating to the worst rating. However, consumers do not always choose the top order.

Consumers base their assessment of a product's performance starting from initial assessments, estimates of the value of a product, uncertainty regarding value, personal experience, information from other people[2] Thus, the assessment is individual because each person's experience is different. The environment can also have a different effect on the evaluation of a product. Assessments may also differ if carried out at different assessment times.

A consumer can provide a different assessment after getting new information or a new experience.

2.3 Product Design and Consumer Judgment

[3] state that consumers respond to company stimuli in the form of products. According to product design creates different responses in consumers. If the product is designed well according to the market, it will get a good response Functional and hedonic assessments influence overall product evaluation also stated that the physical appearance of a product is likely to stimulate a spontaneous assessment of whether the product is liked or disliked. Thus, the following hypothesis is formulated:

Hypothesis: Product Design has a significant effect on consumer judgment.

3 Method

This research is *explanatory research that tests the influence of Product Design on consumer judgment*. The research was conducted on generation Y and the millennial generation who had seen batik designs produced by SME of Batik Banyuripan, Klaten, Central Java. This research involved 200 respondents spread throughout Indonesia. Initially, the research team provided respondents with batik product designs combining traditional and modern patterns. Next, selected respondents filled out the questionnaire online using Google Form. Chain distribution of questionnaires on social media such as WhatsApp, Instagram and Instagram bio.

Product design measurements refer to the opinion of Meanwhile, the measurement of consumer judgment is in accordance with the opinions of This research uses a Likert scale that is graded from a score of 5 (strongly agree) to a score of 1 (strongly disagree). The questionnaire was tested for validity and reliability involving 30 respondents before the questionnaire was distributed to 200 respondents. The test results show that all items are valid and reliable. Testing the influence of product design on **consumer judgment** uses PLS with a significance level of 5%.

4 Results and Discussion

4.1 Results

Table 1. Respondent profile

		%
Gender	Man	45.2
	Woman	54.8
Age	17-20	42.7
	21-30	57.3
Work	high school student	8
	Student	65
	Government employees	4
	Private employees	8
	Businessman	15

Table 1 shows that the majority of respondents were women (45.2%). The largest age group is around 21-30 years. Respondents' work is dominated by students (65%).

Table 2. Hypothesis Testing

Path	Coef.	Prob.	Results
PD → CJ	0.572	0,000	Accepted

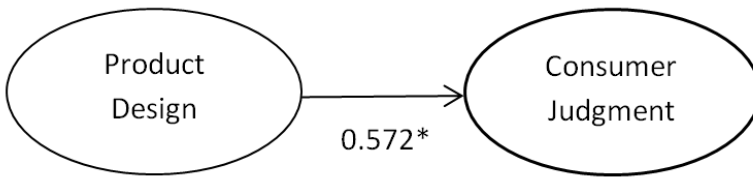


Figure 1. Research Results

Table 2 shows a coefficient of 0.572, which means that the influence of product design on consumer judgment is quite strong. The positive coefficient means that the more attractive the product design, the higher the consumer judgment. The probability value is $0.000 < 0.050$, which means that product design has a significant effect on consumer judgment. In this way the hypothesis is accepted.

5 Discussion

The results of this research show that product design has a significant positive effect on consumer judgment. This result is consistent with [3] that consumers respond to company stimuli. In the context of this study, product design provides positive stimulation of consumer judgment. Thus, the results of this study support [3] The results of this study also support the opinion of [4] which states that if a product is designed according to the market it will get a positive response. The combination of classic and abstract batik patterns received a positive assessment from generation Y and the millennial generation. Before the batik design is applied to fabric, the company has designed the batik design according to input from potential consumers so that batik products are in demand by the majority of consumers from generation Y and millennials. According to the opinion of batik clothing not only has functional benefits but also pleasure benefits for the wearer. Consumers assess the quality of batik clothing based, among other things, on batik designs that suit the lifestyle of the younger generation. The younger generation tends to choose designs that are energetic and contemporary but do not eliminate the main characteristics of Indonesian batik. [4]

The results of this study have implications for managerial practice. Based on the results of this research, batik entrepreneurs need to design products[5] according to the desires of their

respective target markets. Input from potential buyers is very important in directing consumer assessments of batik designs. The company also needs feedback from buyers so that batik designs can be modified according to current developments. Batik product innovation is also very important in maintaining company sustainability.[6] Product design innovation maintains buyers' consistency in choosing batik that meets their expectations. [7]

The results of this study have limitations in determining respondents. Respondents were selected based on certain criteria but were not chosen randomly considering that data on generation Y and the millennial generation who have the habit of wearing batik clothing was not available. This research was conducted on one batik entrepreneur so it cannot be generalized to all batik entrepreneurs.

6 Conclusion

The results of this research found that product design has a significant effect on consumer judgment among generation Y and millennial batik consumers. Generation Y and millennial consumers like contemporary batik designs that combine traditional and modern designs. This shows the importance of batik design elements which are the main elements of batik clothing, besides the quality of the fabric and the production process. Future researchers are expected to be able to compare consumer preferences for traditional batik designs with contemporary batik designs.

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