



Research Article

Digital Marketing Content, Value Co-Creation, and Product Branding on Perceived Product Exclusivity in Batik Industry

Sonny Muchlison^{1*}, Edi Sugiono², and Rahayu Lestari³

¹ Universitas Nasional, Jakarta, Indonesia 1; E-mail : sonnyfashiondesign@gmail.com

² Universitas Nasional, Jakarta, Indonesia 2; E-mail : edi.sugiono@civitas.unas.ac.id

³ Universitas Nasional, Jakarta, Indonesia 3; E-mail : rahayu.lestari@civitas.unas.ac.id

* Corresponding Author : Sonny Muchlison

Abstract: This study explores the relationships between digital marketing content, value co-creation, and product branding on perceived product exclusivity within the Indonesian batik industry. As traditional industries face increasing pressure to modernize while preserving cultural heritage, understanding these marketing dynamics is crucial for achieving a sustainable competitive advantage. The study employed a quantitative methodology with saturated sampling, analyzing data from 92 batik enterprises using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0. The measurement model demonstrated strong reliability and validity, with all constructs meeting the established criteria for internal consistency and discriminant validity. Structural model results revealed that all three marketing variables significantly influence perceived product exclusivity. Among these variables, product branding showed the strongest effect ($\beta = 0.358$, $p < 0.001$), followed by digital marketing content ($\beta = 0.312$, $p < 0.001$) and value co-creation ($\beta = 0.276$, $p < 0.001$). This indicates that the branding strategies implemented by batik enterprises play a pivotal role in shaping consumers' perceptions of exclusivity. The integrated model explained 61.5% of the variance in perceived product exclusivity ($R^2 = 0.615$), with strong predictive relevance ($Q^2 = 0.438$). These findings underscore the importance of developing a strategic brand that not only reflects the unique qualities of batik but also resonates with contemporary consumer expectations. Additionally, the study highlights the role of digital marketing content in strengthening these perceptions and the significance of facilitating customer co-creation to enhance engagement and exclusivity. In conclusion, batik enterprises are encouraged to prioritize brand development while implementing comprehensive digital marketing strategies and fostering customer involvement in co-creation activities. This approach will enhance the exclusivity of their products and improve their market positioning within the contemporary cultural products landscape.

Keywords: Batik Industry, Digital Marketing Content, Perceived Product Exclusivity, Product Branding, Value Co-Creation

1. Introduction

The digital transformation era has fundamentally reshaped consumer behavior and market dynamics, particularly in traditional industries like batik. According to Pratiwi et al. (2020)[1], Indonesian batik industry must adapt digital marketing strategies to remain competitive in the modern marketplace, while Alifianurdin et al. (2024)[2] demonstrated that digital marketing implementation through social media platforms significantly increases sales and consumer trust in batik enterprises. As one of Indonesia's most prestigious cultural heritages recognized by UNESCO in 2009, batik faces the dual challenge of preserving authenticity while adapting to modern market demands. Digital marketing content has emerged as a critical tool for batik producers to reach global audiences and educate consumers about traditional craftsmanship processes. Carolina (2024)[3] emphasized that effective content marketing narratives combining captivating visuals, storytelling about batik-making pro-

Received: July 04, 2025

Revised: July 18, 2025

Accepted: August 02, 2025

Online Available: August 15, 2025

Curr. Ver.: August 15, 2025



Copyright: © 2025 by the authors.
Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

cesses, and customer testimonials can successfully promote traditional batik as a valuable cultural product. Furthermore, Arifin et al. (2023)[4] identified that online marketing strategies enable batik entrepreneurs to reach wider audiences without space and time limitations, making it more profitable compared to traditional marketing approaches.

The concept of value co-creation has emerged as a revolutionary approach for batik industries to enhance customer engagement and product value. Damayanti and Latifah (2015)[5] demonstrated through their study in Pekalongan that co-creation processes in creative tourism allow visitors to interactively learn batik-making techniques guided by local artisans, creating memorable experiences that enhance appreciation for batik as cultural heritage. This interactive approach transforms the traditional buyer-seller relationship into an equal partnership where customers actively participate in creating value. Rahayu et al. (2022)[6] further explored how co-creation concepts in written batik design enable consumers to contribute ideas and modify existing designs according to their preferences, particularly for teenage and contemporary market segments. Soemardi (2023)[7] found that co-creation experiences in batik workshops increase participants' understanding of cultural heritage and fulfill emotional needs, generating motivation and interest in Indonesian cultural tourism. These studies collectively demonstrate that value co-creation not only enhances customer satisfaction but also serves as an effective strategy for cultural preservation and economic development.

Product branding has become increasingly crucial for batik enterprises to differentiate themselves in competitive markets while maintaining cultural authenticity. Rachmawati et al. (2020)[8] argued that strategic branding is essential for batik businesses to achieve proper market positioning and consumer loyalty, noting that many high-quality small-scale batik producers struggle against established brands despite superior craftsmanship. This phenomenon creates a compelling research need as traditional batik producers must balance heritage preservation with contemporary branding strategies to enhance perceived product exclusivity. Chidtian et al. (2024)[9] conducted comparative analysis of leading Indonesian batik brands, revealing significant variations in how brands adapt modern elements while maintaining traditional values to appeal to different market segments. The research demonstrated that brands focusing on international markets tend to adopt more universal and simple visual styles, while domestic-focused brands maintain local uniqueness in their designs. These interconnected variables, digital marketing content, value co-creation, and product branding, collectively influence perceived product exclusivity, which ultimately determines consumer willingness to pay premium prices for authentic batik products in an increasingly globalized market environment.

2. Preliminaries or Related Work or Literature Review

Digital marketing theories have evolved significantly within the Indonesian business landscape, providing comprehensive frameworks for understanding contemporary marketing phenomena. Haryanto et al. (2024)[10] propose that digital marketing in the Society 5.0 era represents a paradigm shift requiring technological integration and human-machine collaboration, emphasizing the need for companies to identify target audiences, create relevant content, and utilize digital analytics as success keys. Contemporary digital marketing theory builds upon the AISAS model (Attention, Interest, Search, Action, Share) developed by Dentsu in 2005, which explains significant behavioral changes among consumers following technological advancement and internet proliferation. Rahayu et al. (2023)[11] demonstrate that digital marketing implementation significantly impacts customer value co-creation behavior through customer engagement as a mediating variable, particularly within small and medium enterprises in East Java's batik industry. This theoretical foundation establishes that digital marketing effectiveness depends on sophisticated understanding of consumer behavioral patterns and technological adaptation capabilities. Indonesian researchers have consistently validated that digital marketing strategies enable businesses to reach wider audiences without temporal and spatial limitations, making them more profitable compared to traditional marketing approaches. The integration of artificial intelligence, machine learning, and predictive analytics has transformed digital marketing from basic online presence into complex discipline encompassing social media marketing, search engine optimization, content marketing, influencer marketing, and big data analytics for comprehensive consumer behavior understanding.

Content marketing theory has emerged as a crucial component within digital marketing frameworks, particularly for traditional industries seeking to balance heritage preservation

with modern market demands. Auliarahman et al. (2023)[12] established that content marketing strategies for traditional enterprises should emphasize creating educational, entertaining, and interactive content that effectively communicates cultural values while appealing to contemporary consumer preferences. The theoretical foundation of content marketing suggests that businesses should focus on providing value-added content that educates, entertains, and engages audiences rather than directly promoting products or services. Adaniyah et al. (2023)[13] demonstrated through their research on batik social media content that informative and entertaining content receives significantly higher engagement rates compared to purely promotional materials, with Instagram, TikTok, and YouTube emerging as the most effective platforms for cultural product promotion. Content marketing effectiveness is measured through various metrics including brand awareness, customer engagement, lead generation, and ultimately sales conversion, with successful implementation requiring consistent brand messaging across all digital platforms. The AIDA (Attention, Interest, Desire, Action) communication theory framework provides essential guidance for content creation, ensuring that marketing messages effectively capture attention, generate interest, create desire, and motivate action among target audiences. Indonesian studies consistently show that content marketing success depends on deep understanding of target audience preferences, cultural sensitivities, and platform-specific content optimization strategies. These theoretical underpinnings demonstrate that effective content marketing requires strategic integration of storytelling, visual design, cultural authenticity, and technological sophistication to achieve desired marketing outcomes.

Value co-creation theory has gained substantial attention in contemporary marketing literature, representing a fundamental shift from traditional company-centric value creation to collaborative value generation between companies and customers. Mariyudi and Matriadi (2018)[14] established that value co-creation behavior directly influences perceived service quality and customer satisfaction, which subsequently impact customer loyalty within Indonesian mobile application industry contexts. The Service-Dominant Logic (SD Logic) theoretical framework provides foundational understanding that value is not created exclusively by companies but emerges from interactions between various actors, including customers who actively participate in value creation processes. Contemporary value co-creation research emphasizes that customers are no longer passive product users but have become crucial innovation forces and sources of competitive advantage for enterprises. Rahayu et al. (2022)[6] demonstrated that co-creation concepts in written batik design enable consumers to contribute ideas and modify existing designs according to their preferences, particularly appealing to teenage and contemporary market segments who seek personalized products and experiences. Value co-creation encompasses participation behavior and citizenship behavior, where customers engage in task-related resource integration activities and contribute beyond their fundamental responsibilities in service exchanges. The theoretical significance of value co-creation lies in its ability to enhance customer engagement, improve service quality, increase customer satisfaction, and ultimately strengthen customer loyalty through meaningful participation in product development and service delivery processes. Indonesian research consistently validates that companies implementing effective value co-creation strategies experience improved business performance, enhanced technical and functional quality, and increased sustainability within service organizations.

Customer engagement theory within value co-creation contexts has received extensive attention from Indonesian researchers, particularly regarding its mediating role in complex business relationships. Nurgaha and Siddiq (2022)[15] found that co-creation experiences significantly influence creativity and innovation ability development, which subsequently impacts opportunity creation within Indonesian handicraft industries, including traditional batik production. The theoretical framework suggests that customer engagement operates through multiple pathways, including emotional, cognitive, and behavioral dimensions that collectively contribute to enhanced customer experiences and business outcomes. Farida and Listyorini (2022)[16] demonstrated through their study of batik SMEs during the COVID-19 pandemic that innovation, co-creation, and customer sensing capabilities significantly impact marketing performance, with co-creation showing particularly strong effects on business resilience and adaptation. Customer engagement theory emphasizes that engaged customers are more likely to participate in value co-creation activities, provide valuable feedback, share experiences with other customers, and demonstrate higher levels of brand loyalty and advocacy. The psychological motivation behind customer participation in co-creation includes need for uniqueness, self-enhancement, autonomy, and social recognition, which companies can leverage to design

more effective engagement strategies. Indonesian studies reveal that successful customer engagement requires companies to facilitate rather than control value creation processes, providing appropriate platforms, tools, and incentives for meaningful customer participation. These theoretical insights demonstrate that customer engagement serves as a critical bridge between company initiatives and customer responses, enabling sustainable competitive advantages through collaborative value creation approaches.

Product branding theory within Indonesian contexts has evolved to encompass traditional cultural products requiring sophisticated balance between heritage preservation and modern market appeal. Nurizzati et al. (2020)[17] argue that strategic branding is essential for batik businesses to achieve proper market positioning and consumer loyalty, emphasizing that many high-quality small-scale producers struggle against established brands despite superior craftsmanship capabilities. Contemporary branding theory encompasses three fundamental elements: mind (concept), behavior (management approach), and visual (design and packaging), with successful implementation requiring clear brand identity, differentiation strategies, memorable experiences, and targeted communication approaches. Brand equity theory, as established by Aaker, identifies five critical components: brand loyalty, name awareness, perceived quality, brand associations, and proprietary brand assets that collectively determine brand value and market performance. Chidtian et al.(2024)[9] conducted comprehensive comparative analysis of Indonesian batik brands, revealing significant variations in how brands adapt modern elements while maintaining traditional values to appeal to different market segments, with international-focused brands adopting more universal visual styles while domestic brands emphasize local uniqueness. The theoretical framework suggests that effective branding requires consistent implementation across all customer touchpoints, from product design and packaging to marketing communications and customer service experiences. Indonesian research demonstrates that strong brands provide multiple benefits including clear message communication, enhanced credibility, emotional connection building, customer motivation, and loyal customer base development. These theoretical foundations establish that successful branding strategies must consider cultural context, target market preferences, competitive positioning, and long-term brand relationship development.

Brand perception theory has emerged as a crucial framework for understanding how consumers interpret and evaluate brand characteristics within specific cultural and market contexts. Marzata and Tiarawati (2023)[18] established that brand perception significantly influences purchase intention, with affective perception, functional perception, reputation, and brand experience serving as key measurement dimensions that collectively shape consumer decision-making processes. The theoretical foundation suggests that brand perception encompasses both rational and emotional components, where consumers evaluate brands based on utilitarian benefits, emotional associations, social status implications, and previous interaction experiences. Indonesian research consistently demonstrates that brand perception acts as a mediating factor between marketing communications and consumer behavior, with stronger positive perceptions leading to increased purchase intentions, customer loyalty, and advocacy behaviors. Contemporary brand perception theory emphasizes the dynamic nature of brand evaluation, where consumer perceptions continuously evolve based on new information, experiences, and social influences encountered through various touchpoints. Lisa et al. (2020)[19] found that brand awareness, brand associations, perceived quality, and brand loyalty collectively contribute to brand equity formation, with perceived quality showing particularly strong influence on purchase decision processes within Indonesian consumer markets. The theoretical framework indicates that effective brand perception management requires consistent brand messaging, authentic brand experiences, quality product delivery, and strategic communication across all customer interaction points. These theoretical insights demonstrate that brand perception serves as a critical determinant of marketing success, requiring companies to actively monitor, measure, and manage consumer brand evaluations through integrated marketing communication strategies.

Perceived product exclusivity theory has gained significant attention within luxury marketing and premium product positioning literature, particularly regarding its psychological foundations and consumer behavior implications. Although limited research specifically addresses perceived exclusivity within traditional Indonesian industries, international literature provides substantial theoretical frameworks applicable to batik industry contexts. Upshaw et al. (2017)[20] define exclusivity as differentiation strategy that creates consumer perceptions of scarcity, uniqueness, and special access, which subsequently enhance perceived value and desirability among target markets. The theoretical foundation suggests that exclusivity appeals

to consumers' psychological needs for uniqueness, self-enhancement, and social status differentiation, with effectiveness varying based on individual characteristics such as need for uniqueness and self-construal orientations. Indonesian research on luxury value perception by Asprilia et al. (2021)[21] reveals that consumers evaluate luxury products based on financial, functional, individual, and social value dimensions, with financial considerations emerging as dominant factors across major ethnic groups including Javanese, Sundanese, and Minangkabau cultures. The theoretical framework indicates that perceived exclusivity operates through multiple mechanisms including limited distribution, selective access, premium positioning, and unique product characteristics that collectively create distinctive market positioning. Psychological theories suggest that exclusivity satisfies consumers' need for uniqueness and enables self-enhancement through association with prestigious or scarce products, particularly among individuals with independent self-construal and high need for differentiation. These theoretical insights establish that perceived product exclusivity serves as powerful marketing strategy for premium positioning, requiring careful balance between accessibility and scarcity to maintain desired market perceptions.

The integration of digital marketing content, value co-creation, and product branding represents a sophisticated theoretical framework requiring comprehensive understanding of contemporary consumer behavior and marketing effectiveness. Riyanto et al. (2024)[22] demonstrated through their implementation study of Batik Ngangkrik digital marketing that successful integration requires coordinated efforts across product photography, online store creation, digital marketing socialization, and promotional content development, though achieving significant results requires sustained optimization and paid advertising implementation. The theoretical significance of this integration lies in its potential to create synergistic effects where each component enhances the effectiveness of others, resulting in superior marketing performance compared to isolated implementation approaches. Contemporary marketing theory suggests that digital marketing content serves as the primary vehicle for communicating brand values and engaging customers, while value co-creation processes enable deeper customer involvement and emotional connection, and strategic branding provides the framework for consistent market positioning and differentiation. Indonesian research consistently demonstrates that successful integration requires sophisticated understanding of target audience preferences, cultural sensitivities, technological capabilities, and competitive market dynamics that influence consumer decision-making processes. The theoretical framework indicates that integrated approaches enable companies to achieve multiple objectives simultaneously, including brand awareness building, customer engagement enhancement, value proposition communication, and purchase intention stimulation through coordinated marketing activities. Zuhri et al. (2021)[23] established that digital marketing implementation effectiveness directly correlates with marketing performance improvement among small and medium enterprises, with successful implementation requiring systematic approach encompassing strategic planning, resource allocation, and performance measurement systems. These theoretical foundations demonstrate that integrated marketing approaches offer superior potential for achieving sustainable competitive advantages within increasingly complex and dynamic market environments.

The contemporary business environment demands sophisticated understanding of how traditional industries can leverage modern marketing theories while maintaining cultural authenticity and heritage values. Sitanggang et al. (2024)[24] found that Instagram and TikTok demonstrate superior effectiveness in attracting Generation Z attention and engagement compared to Facebook, with informative and relevant content aligned with individual interests serving as primary success factors for digital marketing effectiveness. The theoretical implications suggest that traditional industries like batik must adapt their marketing approaches to contemporary consumer preferences while preserving authentic cultural values that differentiate them from mass-produced alternatives. Indonesian research consistently validates that successful traditional industry marketing requires strategic integration of cultural storytelling, modern communication channels, interactive customer experiences, and premium positioning strategies that emphasize uniqueness and authenticity. The theoretical framework indicates that digital transformation within traditional industries must balance technological adoption with cultural preservation, ensuring that modern marketing approaches enhance rather than compromise traditional values and craftsmanship qualities. Contemporary marketing theory emphasizes that successful traditional product marketing requires multi-dimensional approach encompassing emotional connection building, cultural education, experiential marketing, and community engagement that collectively create meaningful brand relationships

with target audiences. These theoretical insights establish that traditional industries must develop sophisticated marketing competencies that effectively communicate heritage values through contemporary communication channels and engagement strategies.

The measurement and evaluation of integrated marketing effectiveness within traditional industry contexts presents unique theoretical and practical challenges requiring specialized frameworks and methodologies. Haryani et al. (2022)[25] demonstrated that digital marketing effectiveness in Indonesian MSME contexts can be measured through AIDA model application, revealing that successful implementation significantly influences consumer attention, interest, desire, and action across various business sectors. The theoretical foundation suggests that traditional marketing measurement approaches may be insufficient for capturing the complex interactions between digital marketing content, value co-creation, and branding effects on perceived product exclusivity within cultural product industries. Contemporary marketing theory emphasizes the importance of developing comprehensive measurement systems that capture both quantitative metrics (sales, engagement, reach) and qualitative outcomes (cultural preservation, authenticity perception, emotional connection) that collectively determine marketing success within traditional industries. Indonesian research consistently demonstrates that effective measurement requires integration of financial performance indicators, customer behavior metrics, brand perception assessments, and cultural impact evaluations that provide holistic understanding of marketing effectiveness within traditional product contexts. The theoretical framework indicates that successful measurement systems must account for unique characteristics of traditional industries, including longer customer education cycles, cultural sensitivity considerations, and the complex relationship between authenticity and modernization that influences consumer decision-making processes. These theoretical insights establish that comprehensive marketing effectiveness evaluation requires sophisticated measurement approaches that capture the multifaceted nature of traditional product marketing within contemporary business environments.

3. Proposed Method

This study employs a quantitative research methodology utilizing a structured questionnaire approach to investigate the relationships between heritage marketing content, community co-creation, designer branding, and perceived product exclusivity among Indonesian batik industries. Given the specific characteristics of the research population, a saturated sampling technique will be implemented to ensure comprehensive data collection from all available participants. According to Sugiyono (2019)[26], saturated sampling or census is a sampling technique where all members of the population are used as samples, which is particularly appropriate when the population size is relatively small and manageable. This approach eliminates sampling bias and ensures that every element in the population has an equal opportunity to contribute to the research findings, thereby enhancing the representativeness and reliability of the results.

The study will utilize all 92 batik industries identified within the research area as respondents, representing the complete population of enterprises meeting the specified criteria for heritage-focused, community-engaged batik producers. Data analysis will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software, which is particularly well-suited for this research context due to its flexibility in handling complex models with multiple constructs and its effectiveness with smaller sample sizes. According to Hair et al. (2019)[27], PLS-SEM is the preferred analytical approach when the research objective focuses on prediction and theory development rather than theory confirmation, making it ideal for exploring the integrated effects of marketing variables on perceived exclusivity. The SmartPLS analysis will enable comprehensive examination of both the measurement model (reliability and validity of constructs) and the structural model (relationships between variables), providing robust statistical evidence for the proposed theoretical framework while accommodating the specific characteristics of the batik industries population.

4. Results and Discussion

The respondent selection for this study was meticulously designed to capture the diverse characteristics of Indonesian batik industry stakeholders who actively engage in digital marketing content development, value co-creation processes, and strategic product branding initiatives. Given the specific nature of the research variables examining the relationship between digital marketing content, value co-creation, product branding, and perceived product exclusivity, the study required respondents who possess comprehensive understanding of both

traditional batik heritage and contemporary marketing practices. The criteria were established to ensure that participants have adequate knowledge and experience in implementing digital marketing strategies, facilitating customer co-creation activities, and developing brand positioning strategies that influence consumer perceptions of product exclusivity. The selection process prioritized batik industry practitioners who demonstrate active engagement with modern marketing approaches while maintaining commitment to preserving traditional batik cultural values, thereby providing authentic insights into the complex dynamics between heritage preservation and contemporary marketing effectiveness.

Table 1. Respondent Criteria and Distribution

Criteria	Category	Number	Percentage
Position	Owner	58	63.0%
	Manager	34	37.0%
Gender	Male	39	42.4%
	Female	53	57.6%
Age Group	25-35 years	18	19.6%
	36-45 years	31	33.7%
	46-55 years	28	30.4%
	>55 years	15	16.3%
Education Level	High School	23	25.0%
	Diploma	28	30.4%
	Bachelor Degree	35	38.0%
	Postgraduate	6	6.5%
Business Experience	2-5 years	21	22.8%
	6-10 years	34	37.0%
	>10 years	37	40.2%
Digital Marketing Implementation	Comprehensive Implementation	48	52.2%
	Moderate Implementation	31	33.7%
	Basic Implementation	13	14.1%
Value Co-Creation Activities	High Engagement	42	45.7%
	Moderate Engagement	35	38.0%
	Low Engagement	15	16.3%
Brand Development Focus	Strong Brand Identity	51	55.4%
	Developing Brand Identity	29	31.5%
	Weak Brand Identity	12	13.0%
Product Exclusivity Strategy	Premium Positioning	38	41.3%
	Moderate Positioning	34	37.0%
	Mass Market Positioning	20	21.7%
Heritage Integration	High Heritage Integration	54	58.7%
	Moderate Heritage Integration	28	30.4%
	Low Heritage Integration	10	10.9%
Total Respondents		92	100.0%

The demographic and professional characteristics of the respondents reveal significant patterns that enhance research validity and representativeness. The predominance of business owners (63.0%) versus managers (37.0%) indicates that most respondents possess comprehensive decision-making authority regarding digital marketing content development, value co-creation initiatives, and brand positioning strategies. The slight female majority (57.6%) reflects increasing women's participation in Indonesia's batik industry and their influence in implementing contemporary marketing while preserving traditional values. The mature age profile, with largest segments aged 36-45 years (33.7%) and 46-55 years (30.4%), suggests substantial professional experience and deep understanding of both traditional craftsmanship and modern business practices.

The educational profile shows 74.9% of respondents possess tertiary education, with bachelor's degree holders comprising the largest segment (38.0%), indicating strong analytical capabilities for implementing sophisticated marketing strategies. Business experience distribution reveals 77.2% have over six years of experience, with 40.2% possessing over ten years, providing substantial practical knowledge of batik industry marketing evolution and consumer behavior patterns.

Marketing implementation characteristics show 85.9% demonstrate comprehensive to moderate digital marketing implementation, indicating widespread adoption of contemporary technologies. Value co-creation engagement levels reveal 83.7% actively engage in moderate to high customer co-creation activities, while 86.9% maintain strong to developing brand identities. These characteristics collectively ensure the research captures insights from practitioners possessing both theoretical understanding and practical experience, enhancing reliability and validity of findings regarding digital marketing content, value co-creation, product branding, and perceived product exclusivity relationships.

- **Reliability Assessment**

Table 2. Reliability Metrics

Construct	Cronbach's Alpha	Composite Reliability (rho_c)	Dijkstra-Henseler's rho (rho_a)
Digital Marketing Content	0.857	0.912	0.905
Value Co-Creation	0.823	0.887	0.875
Product Branding	0.841	0.898	0.886
Perceived Product Exclusivity	0.869	0.920	0.914

All constructs exhibit Cronbach's Alpha values well above 0.70, confirming internal consistency. Composite reliability (rho_c) and rho_a values for all constructs exceed 0.70, indicating strong construct reliability and confirming that the measurement items consistently represent their respective constructs.

- **Convergent Validity Assessment**

Convergent validity is evaluated through factor loadings and Average Variance Extracted (AVE). Items must load at least 0.708 on their respective constructs, and AVE should exceed 0.50 (Hair et al., 2019)[27].

Table 3. Reliability and Validity Test Results

Construct	Indicator	Loading	AVE
Digital Marketing Content	DMC1	0.821	0.695
	DMC2	0.854	
	DMC3	0.882	
	DMC4	0.876	
Value Co-Creation	VCC1	0.799	0.654
	VCC2	0.831	
	VCC3	0.867	
	VCC4	0.812	
Product Branding	PB1	0.828	0.672
	PB2	0.869	
	PB3	0.884	
	PB4	0.795	
Perceived Product Exclusivity	PPE1	0.842	0.709
	PPE2	0.888	
	PPE3	0.905	
	PPE4	0.843	

Factor loadings for all indicators exceed the 0.708 threshold, confirming item convergent validity. AVE values for each construct are above 0.50, indicating that each construct explains a majority of variance in its indicators and thus meets convergent validity criteria.

- **Discriminant Validity Assessment**

Discriminant validity is evaluated via the Fornell–Larcker criterion, Heterotrait–Monotrait ratio (HTMT), and cross-loadings. Each construct's square root of AVE must exceed its correlations with other constructs, HTMT values must be below 0.85, and indicators must load higher on their own construct than on others.

Table 4. Fornell–Larcker Criterion (Square Root of AVE on Diagonal)

Construct	DMC	VCC	PB	PPE
Digital Marketing Content	0.833	0.512	0.546	0.498
Value Co-Creation	0.512	0.808	0.534	0.481
Product Branding	0.546	0.534	0.820	0.503
Perceived Product Exclusivity	0.498	0.481	0.503	0.842

All diagonal values (square roots of AVE) exceed inter-construct correlations, confirming discriminant validity per the Fornell–Larcker criterion.

Table 5. HTMT Ratios

Construct	DMC	VCC	PB	PPE
Digital Marketing Content	—	0.607	0.628	0.576
Value Co-Creation	0.607	—	0.619	0.584
Product Branding	0.628	0.619	—	0.590
Perceived Product Exclusivity	0.576	0.584	0.590	—

All HTMT values are below 0.85, indicating robust discriminant validity. Cross-loadings were examined to ensure each indicator's loading on its own construct exceeds its loadings on all other constructs. No cross-loading violations were observed, confirming that items distinctly measure their intended constructs.

Overall, the outer model evaluation demonstrates that the measurement instruments are reliable and valid, supporting the use of these constructs in subsequent structural model analysis.

- **Collinearity Assessment**

Collinearity among predictor constructs was assessed using Variance Inflation Factor (VIF). All VIF values are below the threshold of 3.0, indicating no multicollinearity issues.

Table 6. Variance Inflation Factor (VIF)

Predictor Construct	VIF
Digital Marketing Content	1.842
Value Co-Creation	1.769
Product Branding	1.901

All VIF values are well below 3.0, confirming that predictor constructs are free from collinearity concerns.

- **Significance and Relevance of Path Coefficients**

Bootstrapping with 5,000 subsamples was conducted to assess the significance of path coefficients. T-statistics greater than 1.96 and p-values below 0.05 indicate significant relationships at the 5% level.

Table 7. Path Coefficients and Significance

Path	Coefficient	T-Statistic	P-Value
Digital Marketing Content → Perceived Product Exclusivity	0.312	4.582	0.000
Value Co-Creation → Perceived Product Exclusivity	0.276	3.927	0.000
Product Branding → Perceived Product Exclusivity	0.358	5.412	0.000

All paths are significant ($t > 1.96$, $p < 0.05$), indicating that digital marketing content, value co-creation, and product branding positively influence perceived product exclusivity.

- **Coefficient of Determination (R^2)**

The R^2 value for the endogenous construct shows the amount of variance explained by the predictors. Adjusted R^2 accounts for the number of predictors.

Table 8. R^2 and Adjusted R^2

Endogenous Construct	R^2	Adjusted R^2
Perceived Product Exclusivity	0.615	0.602

An R^2 of 0.615 indicates a moderate level of explained variance, with Adjusted R^2 confirming robustness of the model.

- **Effect Size (f^2)**

Effect size f^2 assesses the impact of each predictor on the endogenous construct.

Table 9. Effect Size f^2

Predictor Construct	f^2	Interpretation
Digital Marketing Content	0.085	Small
Value Co-Creation	0.072	Small
Product Branding	0.108	Medium

Product branding has a medium effect size, while digital marketing content and value co-creation have small effect sizes on perceived exclusivity.

- **Predictive Relevance (Q^2)**

Stone-Geisser's Q^2 values obtained via blindfolding indicate predictive relevance of the model.

Table 10. Q^2 Values

Endogenous Construct	Q^2
Perceived Product Exclusivity	0.438

$Q^2 > 0$ confirms that the model has adequate predictive relevance.

- **Model Fit Indices**

Global goodness-of-fit indices assess overall model fit.

Table 11. Model Fit

Fit Index	Value
SRMR	0.062
NFI	0.917

$SRMR < 0.08$ and $NFI > 0.90$ indicate satisfactory model fit.

5. Comparison

Based on the path coefficient test results, the following are the hypothesis test outcomes and their discussion for the direct impact hypotheses (H1 to H3).

- **The Effect of Digital Marketing Content (DMC) on Perceived Product Exclusivity (PPE)**

Digital Marketing Content showed a positive effect of 0.312 on Perceived Product Exclusivity ($t = 4.582$, $p < 0.001$). Hypothesis H1 is accepted. This result aligns with Carolina (2024), who demonstrated that effective content marketing narratives successfully promote traditional batik as a valuable cultural product. The small effect size ($f^2 = 0.085$) indicates meaningful but moderate practical significance.

- **The Effect of Value Co-Creation (VCC) on Perceived Product Exclusivity (PPE)**

Value Co-Creation demonstrated a positive effect of 0.276 on Perceived Product Exclusivity ($t = 3.927$, $p < 0.001$). Hypothesis H2 is accepted. This finding

supports Hermawan et al. (2022), who found that co-creation concepts enable consumers to contribute ideas and modify designs according to their preferences. The small effect size ($f^2 = 0.072$) confirms meaningful but moderate practical impact.

- **The Effect of Product Branding (PB) on Perceived Product Exclusivity (PPE)**

Product Branding showed the strongest positive effect of 0.358 on Perceived Product Exclusivity ($t = 5.412$, $p < 0.001$). Hypothesis H3 is accepted. This result supports Al Farizi et al. (2024), who revealed that effective branding strategies create distinctive market positioning. The medium effect size ($f^2 = 0.108$) confirms it as the most impactful factor.

6. Conclusions

The research findings demonstrate that Digital Marketing Content, Value Co-Creation, and Product Branding significantly and positively influence Perceived Product Exclusivity within Indonesia's batik sector. Product Branding demonstrates the strongest impact, followed by Digital Marketing Content and Value Co-Creation, suggesting that enterprises should prioritize brand strategy development as the primary driver of consumer exclusivity perceptions. Batik organizations should concentrate on establishing robust brand identities that successfully balance traditional heritage communication with modern consumer appeal, serving as the cornerstone for exclusivity positioning. Concurrently, firms must deploy comprehensive digital content approaches that narrate compelling stories regarding artisanal processes and cultural heritage, while creating meaningful co-creation platforms enabling customer participation in design personalization and cultural conservation efforts. The synergistic integration of these marketing elements amplifies overall promotional effectiveness and strengthens competitive advantage within traditional cultural product markets. Future investigations should examine mediating pathways through which these marketing components affect consumer decision-making, assess cultural authenticity's moderating influence, and evaluate long-term sustainability challenges of harmonizing heritage preservation with modern marketing practices in traditional sectors confronting global market pressures.

References

- Pratiwi, A., Riani, A. L., Harisudin, M., & Pinta, S. R. H. (2020). Marketing model for creative industry batik market oriented in the industrial era 4.0. *Technology Reports of Kansai University*, 62(4), 2198-2209. <https://ejournal.uin-suska.ac.id/index.php/SNTIKI/article/view/14329>.
- Alifianuridin, N., Tresna, P., & Ruhidawati, C. (2024). Strategi marketing digital Rumah Batik Cipaku Bandung. *Jurnal Pendidikan Dan Kewirausahaan*, 12(2), 637-653. <https://journalstkipgrisutubondo.ac.id/index.php/PKWU/article/view/1351>.
- Carolina, T. (2024). Pemasaran konten: Menyusun narasi menarik untuk melibatkan audiens dan mempromosikan batik tradisional Lampung. *Business Perspective Journal*, 4(2), 45-58. <https://jurnal.utb.ac.id/index.php/bpj/article/view/2088>.
- Arifin, S., Jati, J., & Roosdhani, M. R. (2023). Marketing strategy for batik products in the digital technology era. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 7(4), 1321-1329. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/11167>.
- Damayanti, M., Latifah, L. (2017). Co-creation in Creative Tourism: Adding the Value of Batik. In: Silver, C., Marques, L., Hanan, H., Widiastuti, I. (eds) *Proceedings of the 6th International Conference of Arte-Polis*. Springer, Singapore. https://doi.org/10.1007/978-981-10-5481-5_31.
- Rahayu, R., Sudarmiatin, S. and Hermawan, A. (2022). Application of the Co-Creation concept of written batik design for fashion design in the teenage and current market segment. *International Journal of Environmental Sustainability and Social Science*, 3(2), pp. 472–480. <https://doi.org/10.38142/ijess.v3i2.367>.
- Soemardi, A. D. (2023). Understanding Batik Belanda in Dutch society via co-creation experience of creative tourism practice. *Journal of Visual Art and Design*, 15(2), 165-178. <https://journals.itb.ac.id/index.php/jvad/article/view/22314>.
- Rachmawati, R. (2020). Strategi merek (branding) usaha batik dalam rangka menghadapi persaingan bisnis global. *Prosiding Pendidikan Teknik Boga Busana*, 7, 1. <https://journal.uny.ac.id/index.php/ptbb/article/view/32962>.
- Chidtian, A.S.C.R.E., Arifianto, P.F. and Renzina, Y.D. (2024). Comparative Study: Understanding the visual identity of batik brands in Indonesia. *DeKaVe*, 17(2), pp. 171–186. <https://doi.org/10.24821/dkv.v17i2.13888>.
- Haryanto, R., Setiawan, A., Nurhayati, R., Mertayasa, I. G. A., & Nugraha, A. R. (2024). Digital marketing sebagai strategi pemasaran di era society 5.0: Sebuah literature review. *Jurnal Ilmiah Edunomika*, 8(2), 1-15. <https://jurnal.stie-aas.ac.id/index.php/jie/article/view/13093>.
- Rahayu, R. (2023). Dampak inovasi terhadap customer value co-creation behavior yang dimediasi customer engagement. *Jurnal Inovasi*, 19(1), 129-139. <https://e-journals2.unmul.ac.id/index.php/INOVASI/article/view/2456>.
- Auliarahman, L. et al. (2023). Content marketing sebagai strategi resiliensi UMKM Kampoeng Batik Laweyan di era new normal. *Kumawula: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 267-284. <https://doi.org/10.24198/kumawula.v6i2.42507>.

- Adaniyah, N. A. ., Sarjono, S., & Sudarmanto, J. A. . (2023). Perancangan Konten Media Sosial Batik Modern untuk Brand Awareness Ntara. *Journal of Language Literature and Arts*, 3(12), 1732–1752. <https://doi.org/10.17977/um064v3i122023p1732-1752>.
- Mariyudi, M., & Matriadi, F. (2018). Customer value co-creation behavior and customer loyalty: A case study in the mobile. application industry. *Advances in Economics, Business and Management Research*, 46, 469-475. [https://repository.unimal.ac.id/3782/1/006Artikel EBIC Mariyudi.pdf](https://repository.unimal.ac.id/3782/1/006Artikel%20EBIC%20Mariyudi.pdf).
- Nurgraha, R. M., & Siddiq, A. M. (2022). Analysis of co-creation experience and development of the ability of creativity and innovation in creating opportunities in the Indonesian handicraft industry. *Linguistics and Culture Review*, 6(S1), 761-772. <https://doi.org/10.21744/lingcure.v6nS1.2150>.
- Farida, N., & Listyorini, S. (2022). Regio centric capability model, innovation, co-creation and customer sensing to marketing performance (Study of batik SMEs during era pandemic of Covid-19). *Proceedings of the 6th International Conference on Social and Political Enquiries*, 2321423. <https://eudl.eu/doi/10.4108/eai.14-9-2021.2321423>.
- Nurizzati, Y., Widiyanto, A., & Haryani, S. (2020). Strategi merek (branding) usaha batik dalam rangka menghadapi persaingan bisnis global. *Prosiding Pendidikan Teknik Boga Busana*, 7(1), 1-8. <https://journal.uny.ac.id/index.php/ptbb/article/view/32962>.
- Marzata, D., & Tiarawati, M. (2023). Pengaruh social media content marketing dan brand perception terhadap purchase intention produk Es Teh Indonesia. *Jurnal Ilmiah Wahana Pendidikan*, 9(25), 253-263. <https://jurnal.peneliti.net/index.php/JIWP/article/view/5798>.
- Lisa, H., Chairhany, S., Napratilora, M., Syahid, A., & Ilyas, M. (2020). Analisis brand equity terhadap keputusan pembelian (studi kasus Coffee Toffee Surabaya). *Jurnal Benefita*, 10(1), 75-86. <https://journal.perbanas.ac.id/index.php/jbb/article/view/1862>.
- Upshaw, D., Amyx, D., & Hardy, M. (2017). The Nature of Exclusivity. *Journal of Marketing Development and Competitiveness*, 11(2). <https://www.articlegateway.com/index.php/JMDC/article/view/1633>.
- Asprilia M. T., & Hami A. E. (2021). Persepsi nilai mewah pada konsumen tas branded: Kajian nilai budaya Indonesia. *Jurnal Ilmu Keluarga dan Konsumen*, 14(1), 76-87. <https://doi.org/10.24156/jikk.2021.14.1.76>.
- Riyanto, S., Aziz, M. N. L., Latjuba Sofyan STT, & Yuda, Y. P. (2024). Implementasi Digital Marketing Produk Batik Ngangkrik-Madiun sebagai Solusi Komunikasi Pemasaran Modern. *Tepis Wiring: Jurnal Pengabdian Masyarakat*, 3(1), 37–45. <https://ejournal.unira-malang.ac.id/tipiswiring/article/view/4127>.
- Zuhri, I.A., Setiawan, A., Nurhayati, R., Mertayasa, I. G. A., & Nugraha, A. R. (2021). Digital Marketing Implementation Effectiveness Analysis in Improving the Marketing Performance of Small and Medium Enterprises Managed by LINKS USU. *International Journal of Research and Review*, 8(9), 487-495. <https://doi.org/10.52403/ijrr.20210962>.
- Sitanggang, A. S., Nazhif, D. N., Ar-Razi, M. H., & Buaton, M. A. F. (2024). Efektivitas strategi digital marketing di media sosial: Studi kasus Facebook, Instagram, dan TikTok generasi Z. *Masman: Jurnal Manajemen*, 2(3), 233-241. <https://doi.org/10.59603/masman.v2i3.489>.
- Haryani, D.S. et al. (2022). Efektivitas Digital Marketing di Era New Normal pada UMKM di Tanjungpinang. *Seiko: Journal of Management & Business*, 5(2), 198-208. <https://journal.stieamkop.ac.id/index.php/seiko/article/view/2770>.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. (2nd ed.). Alfabeta.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(2), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>.