

## INTRODUCTION

The development of globalization has now entered the era of the creative economy industry. In the future, the industry will emphasize creative ideas and concepts in economic activities. The movement of the creative cultural sector in Indonesia is not a new phenomenon, as seen in the development of batik as one of the continuously growing creative components. (Supriono, 2016). Indonesian culture, which emphasizes creative arts, includes batik as one of its key components. This batik culture has been passed down by ancestors through generations and holds very high artistic value. (Trixie, 2020). Globalization and the era of free trade are currently marked by the increasing proliferation of various products and services, leading to increasingly intense business competition. This is evidenced by the entry of imported products into the Indonesian market as a result of Indonesia's approval and signing of the ASEAN-China Free Trade Area. (Nulufi & Murwatiningsih, 2015). One of the ways foreign products enter is through marketplaces. Due to the tendency of people to shop online, it has become easier to shop from home. (Yoni, dkk., 2023). One of the most popular marketplaces used by people in Indonesia is Shopee.

It is hoped that Indonesia can preserve and enhance the use of batik both domestically and internationally. (Fauzi & Asri, 2020). One way to promote Indonesian batik is to market it through the Shopee marketplace in addition to exporting it. Although Shopee was established in 2015, it has not been able to rank first in the App Store and Play Store with a total of nearly 31 million Indonesian users visiting each month. Therefore, Shopee is the largest online store in Indonesia with excellent e-commerce services. (Saragih, 2019). Selling batik through the marketplace is a marketing strategy for increasing revenue. This is due to the fact that customers can more easily see the latest batik products being sold using Shopee's marketing strategy. This digital marketing strategy can attract resellers and dropshippers to market batik. (Adinugraha, 2021).

The buyer's decision to purchase goods or services begins with the community's desire to buy, which is influenced by various factors, one of which is ethnocentrism. (Kurnia, Nugroho, & Tanjung, 2024). The habit of each group to consider its own culture superior to others is called ethnocentrism, although in reality not all members of the group behave ethnocentrically. (Sihabuddin & Lilik, 2022).

Besides ethnocentrism, brand image is one of the determining factors in consumer purchasing decisions. Brand image has a significant impact on influencing consumers in making purchasing decisions. (Sundana, Pranata, & Lukita, 2023). The Batik Semar brand has long been recognized in the city of Medan for its high-quality batik products, which also have their own unique philosophy. However, the high price of its products makes them unaffordable for many people, especially for those in the middle class.

Lifestyle is also one of the factors that determine consumers in making purchasing decisions. Everyone has the need to present themselves in attractive clothing that aligns with current trends in order to be accepted in their social environment, so their lifestyle can influence purchasing decisions and have a positive impact. (Angkola, Utami, & Gosal, 2023). Lifestyle serves to motivate consumers and provide prior learning, social status, and demographics. To explain lifestyle, one can observe how an individual lives and expresses their life values as a means of fulfilling their needs. (Fitriani, Sulistiyowati, & Fauzi, 2022).

Based on several points mentioned above, the researcher is interested in conducting a study titled "**The Influence of Ethnocentrism, Brand Image, and Lifestyle on Online Batik Purchase Decisions in Medan City.**"

## **LITERATURE REVIEW**

### **Definition of Ethnocentrism**

Ethnocentrism is the habit of every group to consider its own culture superior to other cultures (Sihabuddin & Lilik, 2022). Consumer ethnocentrism is an individual's belief that domestic products are superior to non-local products and tends to favor domestic products. (Jannah, Kaukab & Trihudiyatmanto, 2024). The indicators of consumer ethnocentrism according to (Angkola, Utami, & Gosal, 2023) are (1) preference, (2) prioritizing local products, (3) imported products having a negative impact.

### **Definition of Brand Image**

Brand image is the perception and impression that someone has of a brand as a whole, even if they are not directly confronted with the brand. Brand image is one of the factors for consumers in making decisions to consume a product and even increasing loyalty towards that product. (Bancin, 2021). Brand image has the following indicators: (1) recognition, (2) reputation, (3) appeal, and (4) loyalty. (Tasari, dkk., 2024).

### **Definition of Lifestyle**

Lifestyle as a whole is integrated with its environment. Lifestyle is formed at the age of 3-5 years. Lifestyle is the principle used to fulfill individual behavior. So, each individual's behavior carries its own lifestyle. (Setijani, Sugito, & Sumartono, 2019). Lifestyle has the following indicators: (1) Activities, (2) interests, and (3) opinions. (Puranda & Madiawati, 2017).

**Definition of Purchase Decision**

Purchase decision is part of the consumer behavior component in the attitude towards consumption. (Setijani, Sugito, & Sumartono, 2019). Purchase decisions are consumer behaviors that indicate their desire to buy, use, evaluate, and enhance certain goods and services. (Fauzi & Asri, 2020). Purchase decisions have the following indicators: (1) loyalty to a product, (2) habits in buying products, and (3) recommending to others. (Kotler & Armstrong, Principles of Marketing, 2016).