The Role of Brand Reputation and Consumer Perception on Purchase Decisions for Buton Woven Fabrics

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Abstract

Purpose – This study aims to investigate the impact of brand reputation and consumer perceptions on purchasing decisions for traditional woven fabrics from Buton. This study analyzes the influence of brand reputation and perception on purchasing decisions for woven fabrics in Mawasangka Tengah District, Central Buton Regency.

Design/method/approach – This research utilizes an explanatory research model with a quantitative approach. The study employed survey methods, using a structured questionnaire to collect data from 100 respondents who had previously purchased Buton woven fabrics. The data were analyzed using Partial Least Squares (PLS) with SmartPLS 3.0 to assess the relationship between brand reputation, consumer perceptions, and purchasing decisions.

Findings – The findings reveal that both brand reputation and consumer perceptions significantly influence purchasing decisions for Buton woven fabrics. Brand reputation has a positive and significant effect on purchasing decisions, as does consumer perception. These factors are crucial in shaping consumer behavior and guiding their decisions in the marketplace.

Implications – This study contributes to the theoretical understanding of consumer behavior, particularly in the context of traditional products such as Buton woven fabrics. Practically, the findings can be used by local businesses and marketers to improve their branding and consumer engagement strategies to boost purchasing decisions.

Novelty/Originality – The originality of this research lies in its focus on the traditional textile market in Buton, a region known for its unique woven fabrics. This study fills a gap in existing literature by exploring the relationship between brand reputation, consumer perception, and purchasing decisions in the context of local traditional products.

Keywords: rand Reputation, Consumer Perception, Purchasing Decisions.
Paper type: Research paper

1. Introduction

Buton's traditional woven fabric is a cultural heritage full of symbolic meaning, with patterns and motifs inspired by the surrounding nature. Weaving activities, carried out with skill and patience by Buton women, are an inseparable part of their daily lives. This woven fabric is often used in traditional events, commemorations of big days, and cultural exhibitions. Consumer decisions to buy this product are influenced by various factors. Brand reputation and consumer perception are two key elements that play a role in the purchasing decision-making process. Brand reputation, as explained by Kotler & Keller, (2016) is a picture or image of a product that is formed based on consumer experience and information obtained through the media, which can influence the level of consumer trust. Yusuf et al., (2024) and Sudirman, (2023) added that in the context of marketing, brand reputation can be a major factor in influencing consumer choices. Brand reputation refers to the image of a product that shows superiority over competitors (Herbig & Milewicz, 1993). This reputation is formed through customer experience and news on social media, which can influence purchasing decisions (Tjakraatmadja & Harjanti, 2018); (Dahliyanti & Sudarnice, 2023); (Titing et al., 2022). In addition to brand reputation, consumer perception also plays a big role in purchasing decisions. This perception involves how individuals organize and interpret information about a product. Research shows that consumer perception has a significant effect on purchasing decisions (Maulana et al., 2019). Research by Govindaraj, (2023) shows that consumer perceptions of product quality and perceived value can influence their decisions in choosing a particular product.

Although there are many studies examining the influence of brand reputation and consumer perception on purchasing decisions, a significant gap exists in the context of traditional products. Many studies examining this topic focus on commercial and modern products, such as cosmetics (Tjakraatmadja & Harjanti, 2018) or electronics (Maulana et al., 2019), while traditional products with unique characteristics and cultural values, such as Butonese woven fabrics, have not been explored in depth. Research that combines both variables in the context of traditional products, especially in local markets, is still limited. Previous studies Tjakraatmadja & Harjanti, (2018); Ranti et al., (2023) have shown that brand reputation and consumer perception play an important role in purchasing decisions in e-commerce markets and modern products, but the interaction between these two factors in the context of traditional products such as Butonese woven fabrics is still rarely discussed. This study seeks to fill this gap by examining how brand reputation and consumer perception influence purchasing decisions for Butonese woven fabrics, and how the relationship between the two can influence each other in the context of traditional products with strong cultural and local values.

Based on the results of observations, there is an interesting phenomenon that occurs in Central Buton Regency, especially in Central Mawasangka District, namely that consumers in this area often buy Buton woven cloth because of their interest in the motifs and good quality, even though the product is generally used in traditional events. However, the limited variety of woven cloth motifs and the lack of innovation in design have led to a decrease in consumer interest, even leading to more purchases of products from outside the region. This shows the importance of consumer reputation and perception in influencing purchasing decisions. Furthermore, based on data on sales turnover of Buton woven cloth from December 2021

to February 2022. In December, there were sales of 50 pieces of cloth with an income of IDR 12,475,000. However, in January, sales decreased to 42 pieces with an income of IDR 10,500,000. Furthermore, in February, sales fell again to 38 pieces, which generated an income of IDR 9,500,000. This decline in sales may reflect a decrease in consumer interest in Buton's typical woven fabric products, which may be caused by various factors such as a lack of innovation in fabric motifs or changes in consumer preferences. This is also supported by sales data from Toko Nira Lakoo (2024), showing a decrease in sales revenue from Buton's typical woven fabrics between December 2021 and February 2022, which reflects a lack of consumer interest in this product. With this background, this study aims to examine the influence of brand reputation and consumer perceptions on purchasing decisions for Buton's typical woven fabrics in Mawasangka Tengah District, Central Buton Regency.

The main objective of this study is to analyze the influence of brand reputation and consumer perception on purchasing decisions for Buton traditional woven fabrics in Mawasangka Tengah District, Buton Regency. Specifically, this study aims to: (1) Determine the influence of brand reputation on purchasing decisions for Buton traditional woven fabrics, and the influence of consumer perception on purchasing decisions for Buton traditional woven fabrics. This study provides a significant contribution to the development of theories in the field of consumer behavior, especially in the context of local cultural products with a focus on Buton traditional woven fabric products. This study can also enrich the existing literature on how brand reputation and consumer perception can influence purchasing decisions for traditional products. In addition, practically, this study is expected to provide insight for local business actors in designing effective marketing strategies to increase the appeal of Buton's traditional woven fabrics. By understanding the factors that influence purchasing decisions, entrepreneurs can be more precise in improving their brand image and adjusting products to market needs.

The novelty of this study lies in its focus on a local product that has not been widely explored, namely Buton woven cloth, and the emphasis on two variables that are rarely discussed simultaneously in the context of traditional cultural products, namely brand reputation and consumer perception. Partial Least Squares (PLS) was chosen as an analysis tool because of its ability to handle complex and multivariate data with relatively small samples, which are often found in studies involving traditional products and local markets. This method allows testing the relationship between latent variables (such as brand reputation and consumer perception) and the dependent variable (purchase decision) more accurately, even though the number of samples is limited. Compared to conventional Structural Equation Modeling (SEM) which requires stricter data distribution assumptions, PLS is more flexible in handling non-normally distributed data and more complex relationships between variables" (Sarstedt et al., 2021) (Hair et al., 2014). This study can be a new reference for studies of consumer behavior towards local products in Indonesia. This article consists of five sections: Introduction (background, objectives, contributions, novelty), Literature Review (theory and research gaps), Method (design, data collection, PLS analysis), Results and Discussion (findings and effects of brand reputation and consumer perception), and Conclusion and Recommendations (summary of results and recommendations)..

2. Literature Review

Theory of Planned Behavior (TPB) developed by Ajzen, (1991) explains that individual behavior is influenced by intentions based on three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of purchasing decisions, consumer attitudes are influenced by their perceptions of the quality and value of the product. Subjective norms include social influences, while behavioral control relates to the extent to which consumers feel able to purchase the product. Therefore, if consumers have a positive attitude toward a product based on brand reputation and high perceived quality, and feel able to purchase the product, then their intention to purchase the product will be greater.

Research by (Martiningsih & Setyawan, 2022) shows that positive consumer attitudes towards reputable brands can increase product purchase intentions. Jafrizal, (2020) also emphasized that consumer perceptions of quality play an important role in shaping attitudes and purchasing decisions. Mariska et al., (2019) added that perceived behavioral control, such as affordable prices and ease of obtaining products, strengthens purchase intentions, especially for local products such as Buton woven cloth. This study supports the TPB theory by showing that brand reputation and consumer perceptions have a significant influence on purchasing decisions for Buton woven cloth in Central Mawasangka, Central Buton Regency.

Brand Reputation and Purchase Decisions

Brand reputation is one of the factors that influences product purchasing decisions. A good brand reputation can increase consumer trust, so they are more likely to buy the product. Tjakraatmadja & Harjanti, (2018) and Baedowy et al., (2020) in their study found that brand reputation has a significant influence on product purchasing decisions, especially in the context of online cosmetic products. This study shows that consumers tend to choose products with brands that have a good reputation because they are considered more trustworthy. Sabila et al., (2024) also found that in the e-commerce market, brand reputation influences purchasing decisions on platforms such as Shopee, with consumers preferring products with well-known brands and a well-maintained reputation.

In the context of Buton woven fabrics, brand reputation depends not only on the perception of product quality, but also on the cultural image represented by the product. A study by Sari et al., (2022) found that consumers tend to buy products with good brand reputations because they believe that the products reflect high quality and cultural values. Although brand reputation is important, in traditional markets such as Buton woven fabrics, the main challenge is how to build a strong brand reputation amidst the lack of product innovation. Thus, to increase attractiveness, a stronger branding strategy and continuous product development are essential. Based on this, it can be concluded that brand reputation can influence the purchasing decision of Buton woven fabrics, because consumers will be more likely to buy products that have a positive and trustworthy reputation. Hypothesis 1: Brand reputation has a positive effect on the purchasing decision of Buton woven fabrics

Consumer Perception and Purchasing Decisions

Consumer perceptions of product and brand quality greatly influence their purchasing decisions. Wardhana et al., (2021) in their research showed that consumer perceptions of

product quality are closely related to purchasing decisions. The study found that the more positive consumers' perceptions of product quality and benefits, the more likely they are to purchase the product. Furthermore, research conducted by Gandhy et al., (2023) revealed that consumer perceptions can influence the choice of products they purchase, because these perceptions include assessments of various product attributes, such as price, quality, and perceived value. Consumer perception of product quality greatly influences their purchasing decisions. A study by Wibowo et al., (2022) shows that consumer perception of the quality of traditional products is closely related to purchasing decisions, especially in products that have cultural values. The quality of the product perceived by consumers is not only a physical aspect, but is also related to the aesthetic and cultural values contained therein. In the context of Buton woven fabrics, consumer perceptions of the uniqueness of the motifs and the quality of the materials are often important factors influencing their decisions.

However, despite positive perceptions of quality, lack of product variety and limited design often lead to decreased purchasing interest. For example, research by (Ismail et al., 2024) revealed that perceptions of the quality of local products can decline if there is no update in product design or innovation. Therefore, it is important for Buton woven fabric producers to innovate to stay relevant to the market. Strong perceptions of quality can drive purchasing decisions, but lack of innovation in design is a major challenge. Therefore, it is important to understand how consumer perceptions of traditional products can be influenced by innovation factors in product design and functionality. In the context of Buton woven fabrics, consumer perceptions of the quality and cultural values contained in the product can influence purchasing decisions. Thus, consumer perceptions of this product are very important to study, because they can determine whether or not the woven fabric will be chosen by consumers. Hypothesis 2: Consumer perceptions have a positive effect on purchasing decisions for Buton woven fabrics

3. Methods
Research Design
This study uses a quantitative approach with an explanatory research design. This design was chosen to explain the causal relationship between two independent variables (brand reputation and consumer perception) on one dependent variable (purchase decision). The explanatory design allows researchers to analyze the interactions between variables in more depth and test the relationships between variables in a more structured and measurable context Creswell, (2018). According to (Hair et al., 2013), this quantitative research design is very suitable for use in the SEM model, which can analyze complex relationships between several latent variables and indicators. This study adopts Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the model, because this technique is able to handle more complex models even with smaller samples.

Population and Sample
The population in this study were consumers living in Mawasangka Tengah District, Buton Regency, who had purchased Buton woven fabrics. The population was selected because it has a direct relationship with the product being studied. The researcher used purposive sampling, which is a sample selection technique based on certain criteria, namely

consumers who have purchased Buton woven fabrics. According to (Hair et al., 2014) if the sample size is too large it will be difficult to get a suitable model, and it is recommended that the appropriate sample size is between 100-200 respondents so that interpretation estimates can be used with the Structural Equation Model (SEM). For this reason, the number of samples will be determined based on the results of the minimum sample calculation. Determination of the minimum number of samples for SEM according to (Jr. et al., 2017) is: (Number of indicators + number of latent variables) x (5 to 10 times) Based on these guidelines, the maximum number of samples for this study is: Maximum sample = 10 x 10 = 100 respondents Based on the formula above, the maximum number of samples in this study is 100 respondents. This sample is considered representative enough to provide valid and generalizable results in the context of this study.

Data Collection Techniques

The data in this study were collected through a structured questionnaire consisting of a series of questions regarding three main variables: brand reputation, consumer perception, and purchasing decisions. This questionnaire uses a 5-point Likert scale to measure the level of respondent agreement with each item asked, which is one of the most widely used methods in quantitative research to measure perceptions (Alvarado-Herrera et al., 2017). The use of questionnaires allows researchers to collect data consistently and systematically from a large number of respondents in a relatively short time, as well as providing convenience in data processing using more advanced statistical techniques (Space, 2013). Thus, the data obtained can be processed and analyzed more effectively to provide a deeper understanding of the factors that influence purchasing decisions.

Validity and Reliability

Before data collection was conducted, the research instrument was tested first to ensure the validity and reliability of the questionnaire. Validity testing was conducted using the SPSS 23.0 program with the corrected item-total correlation method. Each item in the questionnaire was tested to ensure that each question asked actually measured the intended variable. Items that have a correlation greater than 0.30 are considered valid (Widodo et al., 2023). Reliability testing uses Cronbach's Alpha. The research instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70, which indicates that the instrument has good internal consistency (Space, 2013).

Data Analysis Techniques

To analyze the data and test the proposed hypothesis, Partial Least Squares Structural Equation Modeling (PLS-SEM) was used using SmartPLS 3.0. PLS-SEM is an effective analysis method for testing causal relationships between variables, especially when the data is complex and the sample size is not too large (Hair et al., 2014). PLS-SEM allows researchers to test structural models (relationships between latent variables) and measurement models (relationships between indicators and constructs).

There are two models tested in PLS-SEM:

1. Outer Model (Measurement Model): Testing the relationship between indicators (questionnaire items) and constructs (latent variables) to ensure that the indicators used truly represent the intended construct (Hair et al., 2014).
2. Inner Model (Structural Model): Testing the relationship between latent variables (brand reputation, consumer perception) and dependent variables (purchase decisions) to see how much influence each variable has on purchasing decisions (Ghozali, 2014).

The data analysis process is carried out in the following stages:
1. Model Specification: Compiling a measurement model and structural model according to the conceptual framework that has been developed.
2. Validity and Reliability Testing: Using PLS to test the validity and reliability of the model, including convergent validity and discriminant validity.
3. Hypothesis Testing: Using bootstrapping to test the significance of the relationship between the variables in the model.
4. Interpretation of Results: Presenting the results of the analysis in the form of path coefficients, R-squared values, and T-statistics to measure the strength of the influence of each variable.

4. Result and Discussion
Measurement Model Test Results (Outher Model)

This research model uses the PLS method and is assisted by PLS 3.0 Software. Evaluation of the outer model measurement model with reflective indicators can be done through testing the validity of each indicator in each construct and testing the reliability of the construct. Where the validity criteria are measured by convergent validity and discriminant validity, while the construct reliability is measured by composite reliability. Convergent validity is done by looking at the item reliability (validity indicator) indicated by the loading factor value. A loading factor value > 0.7 is said to be valid. However, in the scale development stage of research, loading 0.5 to 0.6 is still acceptable (Ghozali, 2014). After data processing using SmartPLS 3.0, the loading factor results can be shown in the following table:

Table 1 Outer Loadings

	Brand Reputation	Purchase Decision	Consumer Perception
X1.1	0.887		
X1.2	0.877		
X1.3	0.842		
X2.1			0.894
X2.2			0.798
X2.3			0.926
Y1.1		0.900	
Y1.2		0.914	
Y1.3		0.746	
Y1.4		0.901	
Y1.5		0.872	

Based on Table 1, it is shown that the indicators in each variable in this study have a loading factor value of > 0.7 and this is declared valid. After all indicators are declared valid, the next step in testing convergent validity is to look at the Average Variance Extracted (AVE) value where the value must be above 0.5 (Ghozali, 2014). The results of the AVE value calculations are presented in Table 2 below:

Table 2 AVE Values

	AVE
Brand Reputation	0.755
Purchase Decision	0.755
Consumer Perception	0.765

Table 2 shows that the Average Variance Extracted (AVE) value is above 0.5 so that the requirements for convergent validity testing have been met. Therefore, all questionnaire items can be used for subsequent data analysis.

Discriminant Validity

Discriminant validity is the extent to which a construct is truly different from other constructs with empirical standards (Sarstedt et al., 2021). In other words, discriminant validity is used to test whether a construct or variable is unique and different when compared to other variables in the model being built. According to (Hair et al., 2014), there are two main approaches that can be used to test discriminant validity. The first approach is to look at the cross loading value with the criteria that the loading factor value on the intended construct must be greater when compared to the loading factor value on other constructs. The second approach is to use the Fornell-Larcker Criterion, namely by comparing the square root of the AVE value with the latent variable correlation value. Where in this test the AVE root value must be greater than the latent variable correlation value. In this study, the author used the first approach to measure discriminant validity, namely by looking at the cross loading value. The results of cross loading data processing can be seen in the following table:

Table 3 Cross Loading Results

	Brand Reputation	Purchase Decision	Consumer Perception
X1.1	0.887	0.696	0.620
X1.2	0.877	0.638	0.553
X1.3	0.842	0.730	0.615
X2.1	0.569	0.708	0.894
X2.2	0.662	0.733	0.798
X2.3	0.569	0.735	0.926
Y1.1	0.672	0.900	0.689
Y1.2	0.730	0.914	0.798
Y1.3	0.715	0.746	0.561
Y1.4	0.733	0.901	0.705
Y1.5	0.605	0.872	0.777

From the cross loading results in Table 3, it shows that the correlation value of the construct with its indicators > the correlation value with other constructs. Thus, all latent variables already have better discriminant validity than the indicators in other blocks.

Composite Reliability

Composite Reliability with a construct is declared reliable if it has a value > 0.7. The SmartPLS output results can be seen in the table:

Table 4 Composite Reliability Values

	Composite Reliability
Brand Reputation	0.902
Purchase Decision	0.939
Consumer Perception	0.907

From the SmartPLS output results in Table 4, it shows that for all constructs with values > 0.7. So that the results have good reliability and meet the requirements.

Structural Model Testing (Inner Model)

This model is evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value of the path coefficient test. The higher the r-square value, the better the prediction model of the proposed research model. The level of significance in hypothesis testing is the path coefficient value. After running the PLS-SEM algorithm, an estimate of the structural model relationship is obtained, namely the path coefficient value that can be seen in the original sample value representing the hypothesized relationship between the constructs. The path coefficient has a standard value of approximately between -1 and +1. The estimated path coefficient approaching +1 indicates a strong positive relationship (and vice versa for negative values) which is usually statistically significant (Hair, 2016). The closer the estimated coefficient is to 0, the weaker the relationship. Very low values approaching 0 are usually not significantly different from zero.

In addition to looking at the path coefficient value, it is necessary to carry out a hypothesis testing procedure by carrying out the bootstrapping process. The procedure in hypothesis testing is by comparing the T-count or T-statistic value with the T-table in the Path Coefficient table. A hypothesis is said to be accepted if the T-count value is greater (>) than the T-table. To determine the degree of freedom (df) value, the researcher uses the aggregate formula (n-k) where n = number of observations while k = number of variables (free and bound) so that n-k = 100-3 = 93, so that the T-table value is 1.64 at a significance level of 5% (0.05). This T-table value will then be compared with the T-statistic value in the Path Coefficient table after the bootstrapping process is carried out. To clarify the hypothesis testing process, the following are the values of this research hypothesis testing which can be seen in tables 5 and 6.

Table 5 Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
Brand Reputation -> Purchase Decision	0.424	0.421	0.064	6.636
Consumer Perception -> Purchase Decision	0.540	0.544	0.062	8.716

Discussion

The first hypothesis, tests whether Brand reputation has a positive and significant effect on the Purchase Decision of woven fabrics. The test results show the beta coefficient value of Brand reputation on the Purchase Decision of Typical Buton woven fabrics is 0.424 and the t-statistic is 6.636. From these results, the t-statistic is significant, because it is >1.64 so that the first hypothesis is accepted. This proves that Brand reputation has a positive effect on the Purchase Decision of woven fabrics. Furthermore, to find out the magnitude of the influence of the brand reputation variable on purchasing decisions, it can be seen from the path coefficient value (Table 5) where the path value of the brand reputation variable on purchasing decisions is 0.424. According to Hair et al., (2017), the estimated path coefficient is closer to 0, the weaker the relationship. Table 5 shows that the path coefficient value is only 0.424 even though the path influence is positive and significant. This value means that the Brand reputation variable has a moderate path influence on purchasing decisions.

Table 6 Hypothesis Testing Results

	Hypothesis	Results	Information
H1	Brand reputation has a positive and significant influence on purchasing decisions for Buton woven fabrics	Beta Coeff. = 0.424 T-Statistics = 6.636	Accepted
H2	Consumer perception has a positive and significant influence on purchasing decisions for Buton woven fabrics	Beta Coeff. = 0.540 T-Statistics = 8.716	Accepted

Although brand reputation plays an important role, the market in Mawasangka District is relatively smaller and segmented. Most consumers in this area may prioritize cultural values and product authenticity, rather than just focusing on brand reputation. This is because Buton woven fabric is not just a textile product, but also part of a cultural heritage that is attached to social life and community traditions. In the context of the local market, consumers tend to buy products based on historical value and cultural ties rather than just big brand reputation. In other words, although brand reputation has an influence, cultural factors and local identity are often stronger in determining purchasing decisions.

The acceptance of the first hypothesis in this study confirms previous studies such as research conducted by Shiratina & Afiatun, (2017); I. Tampubolon & Sofia, (2024); Mariska

et al., (2019) also stated that one of the factors that influences purchasing to make a decision is consumer perception because it can provide references and opinions about a product. Consumer perception is also understood to have a very influential role in providing suggestions for a purchasing decision. Buton woven fabric is not just a textile product, but also a symbol of local culture and identity. Therefore, brand reputation in the context of Buton woven fabric is highly dependent on the relationship between the product and the cultural values contained therein. Brands with a good reputation are usually seen as guardians of cultural heritage, offering authenticity and quality that are in accordance with local traditions. Consumers, both local and outside the region, are more likely to buy Buton woven fabrics that are considered to represent the cultural values they respect, and show quality that is in accordance with their expectations.

The second hypothesis, tests whether consumer perception has a positive and significant effect on fabric purchasing decisions. The test results show that the beta coefficient value of consumer perception on fabric purchasing decisions is 0.540 and the t-statistic is 8.716. From these results, a significant t-statistic was obtained, because it is >1.64 so that the second hypothesis is accepted. This proves that consumer perception has a positive effect on fabric purchasing decisions. When viewed from the t-count or t-statistic value, which is 6.636, it is higher than the t-table value, which is 1.64, this shows that brand reputation has a strong and significant influence in influencing consumer decisions to buy Buton woven fabrics, so consumers are more likely to choose products with a good brand reputation because they are considered more trusted and of higher quality.

Furthermore, to find out the magnitude of the influence of the Brand reputation variable on purchasing decisions, it can be seen from the path coefficient value (Table 5) where the path value of the Brand reputation variable on purchasing decisions is 0.54. According to Hair et al., (2017), the estimated path coefficient approaching +1 represents a strong positive relationship. Table 5 shows that the path coefficient value is only 0.54. This value means that the Brand reputation variable has a strong path influence on purchasing decisions. The acceptance of the second hypothesis in this study confirms previous studies such as research conducted by Dewi Garnis (2020) some consumers are unconditional, if someone finds someone else who thinks that a product is good, then the consumer will believe in buying it and if on the contrary the reputation of a product is bad then the consumer can influence the decision to make a purchase. The results of this study are in line with research conducted by (Sardanto & Ratnanto, 2016); (M. R. Tampubolon et al., 2019) Shiratina & Afiatun, (2017), which show that brand reputation and consumer perceptions influence the decision to purchase Buton woven fabrics. So it can be concluded that brand reputation and consumer perceptions have a positive and significant effect on the decision to purchase Buton woven fabrics.

Buton woven fabrics are known for their unique manufacturing techniques and use of quality materials. If consumers feel that there is uniqueness and high quality in these products, then their perception will be positive. This is reinforced by brand communication that successfully conveys these values, either through authentic brand stories or through quality certifications that add credibility to the product. When consumers feel that the brand's reputation reflects high quality that is in accordance with local cultural values, and they obtain products through trusted distribution channels, then their desire to buy Buton woven fabrics

will be stronger. In other words, brand reputation is not only about big names, but also about how the brand creates emotional connections with consumers, strengthens their cultural identity, and provides products that they trust. By considering these factors, it can be seen that brand reputation and consumer perceptions of traditional products such as Buton woven fabrics are more complex and involve more dimensions of culture and local markets. This explains why brand reputation can have a significant impact on purchasing decisions, in addition to the quality factor of the product itself.

5. Conclusion

Based on the findings of this study, it can be concluded that both brand reputation and consumer perception have a significant effect on the purchase decision of Buton woven fabrics. However, the results of the analysis show that the average scores for both variables tend to be low, indicating that although brand reputation and consumer perception contribute positively to purchase decisions, their influence is not as strong as expected. The theoretical implication of this finding is that although both variables play an important role in purchase decisions, other factors may also play a role, such as product innovation or social influence. The decline in consumer interest in Buton woven fabrics, despite their good reputation, suggests that external factors such as fashion trends and design novelty should be a concern in traditional marketing studies.

Practically, for entrepreneurs or marketers of traditional products, the results of this study provide insight that improving brand reputation can strengthen the appeal of products in the market. However, to improve low average scores, marketing strategies must involve product innovation, for example by introducing new designs that are more relevant to current market preferences, as well as strengthening communication about the quality and superiority of products through various media channels. This can improve consumer perception, which in turn can increase purchase intention. Therefore, marketing that emphasizes empowering local communities and exploring the cultural values contained in traditional products can also provide additional appeal to consumers.

Based on the research that has been conducted, one of the most interesting and relevant recommendations for further research development is to examine the influence of creativity and product innovation on purchasing decisions for Buton woven fabrics. Although brand reputation and consumer perception have been proven to influence purchasing decisions, this study can provide new insights related to the importance of creativity and innovation in design and motif variations in increasing the appeal of traditional products. Products such as Buton woven fabrics, which have strong cultural roots, often face challenges in maintaining consumer interest, especially in limited local markets. Further research can explore how elements of innovation in design, such as the introduction of new motifs or the use of technology in fabric production, can strengthen the appeal of these products among young consumers who prioritize uniqueness and innovation. This will make a significant contribution to enriching the understanding of the dynamics of consumer behavior towards local cultural products and provide practical recommendations for producers to design more effective marketing strategies in increasing purchasing power for Buton woven fabrics.

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