

**ANALYSIS THE INFLUENCE OF PERCEIVED QUALITY,
PERCEIVED PRICE AND PERCEIVED VALUE ON CONSUMER
PURCHASE INTENTION IN TRADITIONAL FABRICS
(CASE STUDY KAENG MANADO)**

*ANALISA PENGARUH PERSEPSI KUALITAS, PERSEPSI HARGA DAN PERSEPSI
NILAI TERHADAP NIAT BELI KONSUMEN DALAM KAIN TRADISIONAL
(STUDI KASUS KAENG MANADO)*

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ABSTRACT

This research aims to analyze the influence of perceived quality, perceived price and perceived value on consumer purchase intention in traditional fabrics called Kaeng Manado. 100 customers of Kaeng Manado were randomly surveyed as respondents. The data were analyze by used multiple linear regression and processing of data usud SPSS statistical program. The results showst perceived quality (X_1), perceived price (X_2) proved significantly influences on the consumer purchase intention (Y), while perceived value (X_3) has not significant influence on consumer purchase intention (Y). This means that needs to be improved further details of the motive to be more unique and exclusive and suggested to manufacturers in order to create an official website contains all the information about Kaeng Manado, so that consumers can know more about Kaeng Manado seen from the quality of price and values.

Keywords: Perceived Quality, Perceived Price, Perceived Value, Purchase Intention

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisa pengaruh dari persepsi kualitas, persepsi harga dan persepsi nilai terhadap niat beli konsumen terhadap kain tradisional Kaeng Manado. Sampel dari penelitian ini adalah pelanggan dari Kaeng Manado sebanyak 100 responden yang memenuhi kriteria, yang diperoleh dengan menggunakan simple random sampling. Data tersebut dianalisa dengan menggunakan teknik analisis data regresi linier berganda dan pengolahan data menggunakan program statistik SPSS. Berdasarkan hasil tersebut, hasil penelitian menunjukkan bahwa persepsi kualitas (X_1), persepsi harga (X_2) terbukti secara signifikan mempengaruhi niat beli konsumen (Y) sedangkan persepsi nilai (X_3) berpengaruh tidak signifikan terhadap niat beli konsumen (Y). Ini berarti bahwa perlu ditingkatkan rincian lebih lanjut dari motif menjadi lebih unik dan eksklusif. Di sarankan kepada produsen untuk membuat sebuah website resmi berisi semua informasi tentang Kaeng Manado, sehingga konsumen dapat mengetahui lebih lanjut tentang Kaeng Manado dilihat dari kualitas harga dan nilai.

Kata kunci: Persepsi Kualitas, Persepsi Harga, Persepsi Nilai, Niat beli konsumen

1. INTRODUCTION

Research Background

Globalization brings an enormous impact on the people's lifestyle, especially in terms of fashion. These aspects are very inherent in human daily life and every nation has a characteristic in creating a fashion trend in the respective country. Therefore, every country has the fashion trend of its own and various perceptions in expressing their sense of fashion, which pretty much explains that fashion indeed has no boundaries. Indonesia is a country in the world that has a wide range of diversity regarding the enormous varieties of cultures, especially traditional fabrics. For instance, the Javanese: batik, the Southern Sumatran: *Songket*, and the Northern Sumatran: *Ulos*. Moreover, Manado city in North Celebes also has a traditional fabric called *Kaeng Manado*. *Kaeng Manado* is a fabric that has the correlation with the history of the province of *Sitou Timou Tumou Tou*. *Kaeng Manado* has now been expanded to the public, not merely for benefitting certain people, but rather on how to promote the culture of North Sulawesi in general and the city of Manado in particular. It is done by completing all the equipment, as well as the basic needs and requirements, and developing (training) the human resources on how to promote or to even create *Kaeng Manado*. To enhance the marketing techniques of *Kaeng Manado* so that it will run well, the craftspeople or producers of the fabric must acknowledge the consumers' pattern of behavior as a way to fulfill marketing targets. The consumers' behavior contributes in obtaining good information towards the right marketing decisions for the selling of *Kaeng Manado*, in which its existence must be well-preserved as it is one of the wonders in Manado. *Kaeng Manado* is no longer prepared to be used on formal occasions. Clothing made of batik has been popularized in daily activities, so it will not appear too formal. So as to provide a great advantage for the micro-economic sector, the biggest advantage of the increasing interest of the community to wear batik is actually obtained by the distributor not craftsmen. Has been a challenge for the craftsmen to continue develop creations that are relevant to the changing times, but still base on traditional motifs and will not lost in an increasingly modern market competition.

Research Objective

Based on the research problem above, research objective is concluding as follows: To find out the significant analysis the influence of perceived quality, perceived price and perceived value on consumer purchase intention in traditional fabrics (case study *Kaeng Manado*).

2. LITERATURE REVIEW

Marketing

Kotler (2006) marketing is a societal process by individuals and groups Obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Stanton, Etzel and Walker (2004) Marketing is a total system of business activities signed to plan, price, promote, and distribute, want-satisfying products to the target markets in order to achieve organizational objectives.

Consumer Lifestyle

According Lawson and Todd (2002) the consumer lifestyles is a social stratification perspective. Based on consumer research and marketing would benefit from conceptualizing lifestyles in terms of social stratification as opposed to a form of psychological segmentation. In that context

it appears to be a more relevant tool for market analysis than social class, as well as avoiding the debate that surrounds the operationalization and measurement of that concept. Lifestyle deals with the choices people make and the outputs of individuals. This is opposed to class which, while commonly measured on the basis of occupation, deals with some of the inputs to economic and social power.

Consumer Behavior

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers.

Consumer Purchase Intention

Mowen and Minor (2001) maintain that consumer decision making are a series of processing results from perceiving problems, searching for solutions, evaluating alternatives, and making decisions. Unplanned buying means that consumers make all decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase intention.

Perceived Quality

Kan (2002) points out that objective quality is that consumers will use their experience and knowledge to evaluate overall product benefit, function, durability, technology and reliability when consumers purchase a product. Though consumers have enough information, they may be insufficient in time and motivation to do a further judgment, and in the end they can only select little important information and make an evaluation on quality (Wan, 2006). In sum, perceived quality is a consumer subjective judgment on product quality, and he or she will evaluate product quality from their previous experiences and feelings.

Perceived Value

Perceived value is a multidimensional concept and has a dynamic structure. In the light of this information, perceived value can be summarized as the value of a product that is determined by customer's opinion about its value. A recent empirical study found that the quality of web site is positively associated with customers' perceived value (Bauer, et al., 2006; Parasuraman etc., 2005; Wolfenbarger and Gilly, 2003). Marimon et al. (2009) find that, of the four, two dimensions, system availability and fulfilment, significantly and positively affect customer's perceived quality. Blasco et al. (2010) identify five dimensions of e-service quality, such as efficiency system availability and fulfillment, security and responsiveness; they further reveal that all five dimensions, except fulfilment, positively influence customer's perceived value. As we agreed with previous researches, our study focused e-service quality.

Perceived Price

Price as an element of the marketing mix receives a unique meaning in service marketing, with discussion centering on perceived price. Perceived value increases when price increases,

suggesting that the perceived sacrifice component became stronger in relation to perceived quality at higher prices. In conceptual argument, as price increases from a low priced model to a higher priced model, buyers' perceptions of value will increase and then decrease. Consumers' value perceptions are enhanced with increasing levels of quality they perceive and lowered with increasing levels of sacrifice they feel. Oh (2000) stated that when consumers perceive high levels of value from a pending purchase, they tend to express high levels of willingness to buy eventually and low levels of willingness to look for alternative purchases.

Previous Researches

Lawson, R, Todd, S, (2002), said a link between lifestyles and social class has long been acknowledged, marketers have more closely identified lifestyles with psychographics and therefore with psychological segmentation. Their proposed that the origins of lifestyle are more correctly reflected in Weber's approach to status and that it can be viewed more appropriately as the most relevant form of social stratification for a contemporary society. Evidence from an ongoing national study of consumer lifestyles is used to demonstrate how consumer lifestyle segmentation can be used to reflect structural inequalities within society.

Vantamay, S. (2008). This article gives a review of the comprehensive concept of perceived product quality: definitions, impacts, factors affecting perceived product quality determinants and consequences of perceived product quality, its dimensions. In this article, perceived product quality is defined as the consumer's perception of overall components of the product -- both the tangible and intangible characteristics. It is so different from actual quality that it can powerfully affect the profit margins, brand power and market share, brand equity, perceived value, returns on investment (ROI) and profitability. Factors affecting perceived product quality have two cues the intrinsic cues and the extrinsic cues. The perceived product quality also has various dimensions such as performance, features, conformance, reliability, durability, serviceability, and "fit and finish".

Chi, H.K, et al. (2009). Recently, the rising of consumer consciousness has made consumers choose to purchase their familiar and favorable brand. Therefore, if businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. Macdonald and Sharp (2000) mention that even though consumers familiarize and are willing to purchase a product, brand awareness is still an important factor to influence purchase decision. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness.

Zehira, C. et al (2014) is about E-S-Quality Perceived Value and Loyalty Intentions Relationships in Internet Retailers In order to be competitive in a changing market, companies must improve their quality and innovativeness (Zehir and Sadikoğlu, 2012). Combined with the developments related to internet, emerging internet retailing has started to change shopping habits of individuals. Following these developments, academicians have started to study the concepts of electronic retail services and their quality. The purpose of this study is to identify the mediating effect of Perceived Value on the relationship between Eservices Quality, and the Loyalty Intentions considering the customers of 10 most popular Internet stores in Turkey. This study revealed the causes of changes in the Perceived Value considering the effects of E-Services Quality and Loyalty Intention.

Jaafar, S.N, et al. Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia. This research focused on factors that may influence consumers' intention to purchase private label food product in a state in Malaysia. Factors examined are extrinsic factors which include 'perceived price', 'packaging', 'advertisement' and 'store image'; intrinsic factors (i.e. 'perceived quality', 'perceived risk' and 'perceived

value’) and consumers’ attitudes (in terms of trust, familiarity and perceived economic situation). Result shows that ‘perceived value’ becomes prominent in consumers’ purchasing of private label brand food product, followed by other factors. Almost all independent variables are associated with purchase intention towards private label brand food products. The most significant factor that influencing consumers’ purchase intention towards private label food products are ‘consumers’ attitude’ and ‘perceived price’. Consumers’ past purchasing experience with the private label food products may also influence their perception towards price, packaging, store image and trust of those products.

3. RESEARCH METHOD

Types of Research

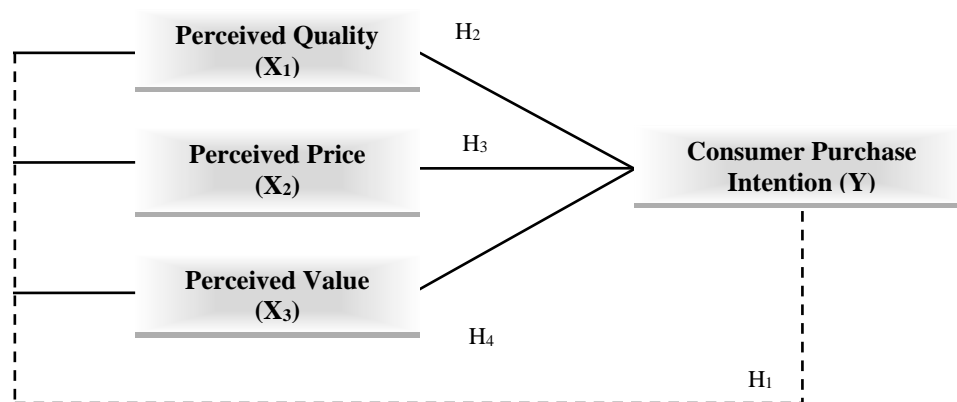
This research usecausal type of research analysis the influence of perceived quality, perceived price and perceived value on consumer purchase intention in traditional fabrics.

Place and Time of Research

This research is conducted in Manado from September - October 2016.

Conceptual Framework

The figures below show the correlation between perceived quality, perceived price and perceived value on consumer purchase intention in conceptual framework.



Picture 1. Research Procedure

Source: Data Processed, 2016

Population and Sample

Sugiyono (2011), the population can be defined as a generalization region consisting of the object or subject that have a certain quantity and characteristics defined by researchers to learn and then draw conclusions. Population in this research will be the consumer of *Kaeng* Manado in Manado. A sample is a subset of a population selected to participate in the study, it is a fraction of the whole, selected to participate in the research project (Polit and Hungler, 1999).The sample of this research is using a simple random sampling. Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). The sample of this research is 100 respondents who have bought and wearing *Kaeng* Manado.

Data Collection Method

Primary Data

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran, 2009). Primary data is originated by the researcher specifically to address the research problem. This primary data generated by distributing the questionnaire with the relevant person in charge that becomes the point of interest for the research. In order to generate more accurate data, in this research the questionnaire distributed to the consumer of *Kaeng Manado*.

Secondary Data

The secondary data refers to information gathered by someone other than researcher conducting the current study (Sekaran, 2009). Secondary data in this research is gathered from some related books, journals, and literatures from the library. Secondary data use to support the research in order to develop the fundamental analysis and adding information regarding to the research.

Data Analysis Method

Validity Test

Sekaran (2009) assumes that validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. A content validity test checks that there are enough relevant questions covering all aspects being studied and that irrelevant questions are no asked (Parahoo, 2006).

Reliability Test

Reliability is a test of how consistently a measurement instrument measures whatever concept it is measuring (Sekaran, 2009). Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. The questionnaire is reliable if the value of Cronbach's Alpha more than 0.6.

Testing of classical Assumption

Assumption of classical test statistics are requirements that must be met in multiple linear regression analysis based on ordinary least squares (OLS).

Heteroscedasticity

Heteroscedasticity refers to the condition that occurs when the error variance produced by a regression model are not constant (Blank 2007). When the phenomenon is present, the least square is not the most efficient procedure for estimating the coefficients of the regression model.

Multicollinearity

Multicollinearity is statistical phenomenon in which two or more independent variables in multiple regression models are highly correlated (Sekaran and Bougie, 2009). R^2 's near 1 violate the assumption of no perfect collinearity, while high R^2 increases the standard error of beta coefficient and makes assessment of the unique role of each independent difficult or impossible. To assess multicollinearity, researchers can use tolerance or VIF, which build in the regressing of each independent on all the others.

Normality

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and the model predicted values of the dependent variable. The residual for a given product is the observed value of the error term or that product.

Multiple Regression Analysis model

Multiple regression analysis is the process of calculating a coefficient of multiple determination and regression equation using two or more independent variables and one dependent variable. For data collected from a sample, there is also a need to calculate the probability of the regression coefficient having occurred by chance alone (Sekaran, 2009).The equation model of multiple regression analysis use in this research can be formulated as shown below:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Where:

- Y : Consumer Purchase Intention (Dependent Variable)
- α : The Constant, when all the independent variable equal to 0
- $\beta_1, \beta_2, \beta_3$: The regression coefficient of each variable
- X₁ : Perceived Quality (Independent Variable)
- X₂ : Perceived Price (Independent Variable)
- X₃ : Perceived Value (Independent Variable); e : error

Hypothesis Testing

In order to test the hypothesis a statistical analysis such as Ftest and Ttest need to be calculated. The Ftest and Ttest will be useful in a situation when the researchers need to find out the relationship between dependent and independent variables. When the Ftest and Ttest are given and compared to the Ftable and Ttable, the Hypothesis could be examined.

Ftest

An F-Test is the statistical test intended to determine whether the independent variables simultaneously influence the dependent variable (Malhotra 2007).

Ttest

A T-Test is the statistical test intended to determine whether the independent variables partially influence the dependent variable or not.

4. RESULTS AND DISCUSSION

Validity Test

Table 1. Pearson Correlation Coefficient Variable X₁ (Perceived Quality)

Indicators	Pearson Correlation
X1.1	.671**
X1.2	.684**
X1.3	.704**
X1.4	.560**
X1.5	.720**
X1.6	.545**

Source: Data Processed, 2016

The table shows all the total values for each indicator for perceived quality (X_1) are above 0.3. It means all the indicators are valid.

Table 2. Pearson Correlation Coefficient Variable X_2 (Perceived Price)

Indicators	Pearson Correlation
X2.1	.578**
X2.2	.645**
X2.3	.636**
X2.4	.611**
X2.5	.665**
X2.6	.658**

Source: Data Processed, 2016

The table shows all the total values for each indicator for perceived price (X_2) are above 0.3. It means all the indicators are valid.

Table 3. Pearson Correlation Coefficient Variable X_3 (Perceived Value)

Indicators	Pearson Correlation
X3.1	.736**
X3.2	.478**
X3.3	.515**
X3.4	.532**
X3.5	.670**
X3.6	.512**

Source: Data Processed, 2016

The table shows all the total values for each indicator for perceived value (X_3) are above 0.3. It means all the indicators are valid.

Table 4. Pearson Correlation Coefficient Variable Y (Consumer Purchase Intention)

Indicators	Pearson Correlation
Y.1	.742**
Y.2	.674**
Y.3	.678**
Y.4	.713**
Y.5	.679**
Y.6	.773**

Source: Data Processed, 2016

The table shows all the total values for each indicator for consumer purchase intention (Y) are above 0.3. It means all the indicators are valid.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	N of Items
Perceived Quality (X_1)	.724	6
Perceived Price (X_2)	.700	6
Perceived Value (X_3)	.603	6
Consumer Purchase Intention (Y)	.802	6

Source: Data Processed, 2016

Based on the given at table 2, it is shown that a value of Alpha Cronbach is 0.724, 0.700, 0.603, 0.802 which is above the acceptance limit of 0.6. Therefore, the research instrument for relationships among the variables indicates good consistency and the data is reliable.

Multiple Linear Regression Analysis

Table 5. The Multiple Linear Regression Analysis Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.913	.449		2.035	.045
	Perceived Quality (X ₁)	.260	.103	.263	2.526	.013
	Perceived Price (X ₂)	.434	.120	.365	3.605	.000
	Perceived Value (X ₃)	.143	.113	.122	1.259	.211

a. Dependent Variable: consumer purchase intention (Y)

Source: Data Processed, 2016

Recall that the Multiple Linear Regression model is used to determine the effect of independent variables on a dependent variable. The calculation is conducted by using the SPSS software. The computerized calculation ensures the accuracy of the analysis. From the result in table 5, the multiple linear regressions can be:

$$Y = 0.913 + 0.260X_1 + 0.434X_2 + 0.143X_3 + e$$

Where: Y = Costumer Purchase Intention (Dependent Variable)
 X₁ = Perceived Quality (independent variable)
 X₂ = Perceived Price (independent variable)
 X₃ = Perceived Value (independent variable) e = Error

Multiple regression coefficient of correlation (R)

Table 6. Coefficient of correlation and determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.411	.393	.34950

a. Predictors: (Constant), perceived value (X₃), perceived price (X₂), perceived quality (X₁)

b. Dependent Variable: consumer purchase intention (Y)

Source: Data Processed, 2016

The value of coefficient correlation (R) that is shown in table 6 means that there is significant relationship between the three independent variables and dependent variable. It is because the value of R is 0.641 which proves that the relationship among variable independents and dependent is strong.

Multicollinearity

Multicollinearity is the intercorrelation of independent variables. This test determines the Tolerance and VIF Value.

Table 7. Multicollinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Perceived Quality (X ₁)	.566	1.767
	Perceived Price (X ₂)	.599	1.671
	Perceived Value (X ₃)	.654	1.528

a. Dependent Variable: consumer purchase intention (Y)

Source: Data Processed, 2016

Table 7 shows that the Tolerance of perceived quality is 0.566; perceived price 0.599; perceived value are 0.654, meaning the tolerance value of each variable is more than 0.2. The VIF value of perceived quality is 1.767, perceived price is 1.671, perceived value is 1.528, meaning the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.2 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

F-Test Result

Table 8. F-Test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.188	3	2.729	22.343	.000 ^b
	Residual	11.726	96	.122		
	Total	19.914	99			

a. Dependent Variable: consumer purchase intention (Y)

b. Predictors: (Constant), perceived value (X₃), perceived price (X₂), perceived quality (X₁)

Source: Data Processed, 2016

With the level of significant of 0.05 and degree of freedom (df) of 3; 100, the F_{table} from F distribution table is $F_{3; 100; 0.05} = 2.70$, while F_{count} from Table 4.9 is 22.343 then the result is $F_{count} > F_{table} : 7.021 > 2.70$. Since the F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted. It means that the independent variables significantly affect the dependent variables simultaneously.

T-Test

T-Test is the statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y). If $T_{count} > T_{table}$ as confidence level of 95% ($\alpha=0.05$), (H_1) is accepted and (H_0) is rejected. It means that the independent variable has a significant effect on the dependent variable. If $T_{count} < T_{table}$ as confidence level of 95% ($\alpha=0.05$), (H_1) is rejected and (H_0) is accepted. It means that the independent variable does not have a significant effect on the dependent variable.

Table 9. T-Test Result

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.913	.449		2.035	.045
	Perceived Quality (X ₁)	.260	.103	.263	2.526	.013
	Perceived Price (X ₂)	.434	.120	.365	3.605	.000
	Perceived Value (X ₃)	.143	.113	.122	1.259	.211

a. Dependent Variable: Consumer Purchase Intention (Y)

Source: Data Processed, 2016

Discussion

In this research, data was collected from 100 respondents that were categorized by gender, age, education and occupation. The data was taken from the consumers purchase intention in Manado city, North Sulawesi. With the multiple regression analysis method, the regression procedure has divided the variables into two variables that are dependent variable and independent variables. The researcher analyzed how perceived quality (X₁), perceived price (X₂), perceived value (X₃), influence on consumer purchase intention (Y) in Manado city.

Perceived Quality (X₁) on Consumer Purchase Intention (Y)

Researcher found that the perceived quality is one variable influences on consumer purchase intention. It is obtained from the results of statistical regression test with T_{table} of 2.526 with value significance of 0.013 less than 0.05 ($0.013 < 0.05$), and the coefficients regression has a positive value of 0.260; the first hypothesis in this study proved that perceived quality (X₁) influential positively to consumer purchase intention (Y) of *Kaeng* Manado. Perceived quality becomes one of determining whether consumers will buy a product. In choosing a product quality will be taken into consideration when the consumer will decide choice whether it is appropriate and meets what consumers need or not, so today has been a lot of businesses are started develop products with better quality than with other similar products to create perceived quality Good customer to the product. The results of this research prove a previous study conducted by Yaseen et al., (2011) in which the perception of quality has the greatest influence of all the variables research. This is in accordance with the opinion of Aaker (1996) in Setiawan (2010) which says that the perceived quality in the eyes of consumers will increasing purchase intention because it provides a strong rationale minds of the consumer to choose the brand. Perceived quality is construed as the belief in the overall "goodness" of what all is received i.e. product or service. Simamora (2003) States that perceived quality is the consumer perception of the quality or the benefits of a product or service in terms of their functions relative to other products.

Perceived Price (X₂) on Consumer Purchase Intention (Y)

Based Statistical test results, showed perceived price as the dominant influence compare with the other variables that influence consumer purchase intention. It is obtained from the results of statistical regression test with T_{table} of 3.605 with value significance of 0.000 less than 0.05 ($0.000 < 0.05$), and the coefficients regression has a positive value of 0.220; the first hypothesis in this study proved that perceived price (X₂) influential positively to Consumer purchase intention (Y) of *Kaeng* Manado. Particularly in North Sulawesi there are various kinds of batik cloth were seeded in each district / city, but this does not affect the consumer in buying *Kaeng* Manado for a given quality commensurate with the price released by the consumer.

Perceived Value (X₃) on Consumer Purchase Intention (Y)

Researcher found that the perceived value do not have any influence on consumer purchase intentions. It is obtained from the results of statistical regression test with T_{table} of 1.259 with value significance of 0.211 greater than 0.05 ($0.211 > 0.05$), and the coefficients regression has a positive value of 0.143; Some studies have produced conflicting results, suggesting a negative effect of high price on perceived value.

CONCLUSIONS

The researcher found that two the independent variables (perceived quality and perceived price) in this research influence consumer purchase intention significantly and one independent variable does not significantly influence consumer purchase intention, which is Perceived Value. The researcher finally arrived at some conclusion in this research:

1. Perceived quality, perceived price, perceived value are significant influences on consumer purchase intention of *Kaeng* Manado, simultaneously.
2. Perceived quality and perceived price have significant influence on consumer purchase intention. While perceived value has not a significant influence to consumer purchase intention. Therefore, this analysis answered the research objectives 4 that perceived value does not influence to consumer purchase intention of *Kaeng* Manado partially.

Recommendation

1. Making batik "Kaeng Manado" according to its primary purpose, namely to preserve local culture, especially in the Manado city. Therefore needs to be improved further details of the motive to be more unique and exclusive. Dealing with limited information about Kaeng Manado, suggested to manufacturers in order to create an official website contains all the information about Kaeng Manado so that consumers can know more about Kaeng Manado seen from the quality of price and values that will influence of consumer purchase intention.
2. Students must be examined again about the things that affect Purchase Intention because value of the coefficient of determination (R^2) is 0.411 which means that 41% of factor contribution on consumer purchase intention comes from these three variables and have rest 59% is explained by other factors that not discussed in this research, these three proponents must be a good reference in order to realize that purpose.

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