

ABSTRACT

The batik industry has drawn particular attention from the Ministry of Industry due to its cultural significance and significant contribution to the expansion of the national economy. Batik is capable enough of competing on a global scale. Each region in Indonesia has unique characteristics of batik and there are many different batik patterns spread all over Indonesia. One of these is the Banyumasan batik motif, which is a batik pattern from the Banyumas region. There are quite a few batik businesses in Banyumas, Batik House of Anto Djamil is one of them that is currently growing and extremely well known. Anto Djamil Batik House has been able to uphold its brand image and has survived to this day. Obviously, brand perception has an impact on consumer behavior.

The quantitative method and descriptive research type are used to structure this study. A sample of 100 respondents was selected using non-probability sampling technique of accidental sampling type.

According to the findings of the descriptive analysis, the overall influence of brand image and purchasing behavior is in the “good” category. This means that they both have a significant impact on how consumers choose to purchase Batik Anto Djamil products.

Keywords: brand image, purchasing decisions, consumers' preference