
The Influence of Green Product and Quality Perception on Buying Interest in Rattan Handicraft Products Evidence form South Barito Community

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Abstract

Objective – This study aims to examine the influence of green products and quality perception on consumer buying interest in rattan handicraft products in South Barito. The research background highlights increasing public concern for environmentally friendly products in response to environmental issues in Indonesia. Rattan handicrafts are recognized as sustainable products with cultural value and economic potential.

Design/Methodology/Approach – This study applied a quantitative method with purposive sampling of 100 respondents who had purchased rattan handicrafts. Data were collected through questionnaires and analyzed using SPSS, including validity and reliability tests, classical assumption tests, and multiple linear regression.

Findings – The findings indicate that both green product and quality perception positively and significantly affect consumer buying interest.

Implications – This research provides practical implications for rattan craft entrepreneurs to maintain sustainability and product quality in order to strengthen consumer attraction and purchase intention, contributing to local economic growth and environmental preservation.

Keywords: Green Product, Quality Perception, Buying Interest, Rattan Handicraft, South Barito.

INTRODUCTION

Environmental issues have become one of the most pressing challenges in contemporary society, with growing awareness among consumers regarding the ecological impacts of their lifestyle choices. In recent years, the phenomenon of the “green consumer” has emerged, describing individuals who deliberately prefer environmentally friendly products in order to support sustainable development and minimize environmental degradation. In Indonesia, this shift in consumer orientation is strongly associated with the country’s ongoing environmental crises such as flooding, river pollution, waste accumulation, and air pollution, where unmanaged waste alone accounts for approximately 40% of environmental problems (Environment Indonesia, 2020). This context has placed pressure on

industries to adopt *green marketing* strategies, namely the design, production, and promotion of products that emphasize eco-friendly attributes while maintaining competitiveness. Green marketing not only benefits producers in responding to evolving consumer demands but also contributes positively to consumer satisfaction, loyalty, and long-term sustainable consumption patterns (Vilkaite-Vaitone & Skackauskiene, 2019). Among the wide variety of eco-friendly commodities, rattan handicrafts stand out as products that embody the principles of sustainability, cultural identity, and creative economic potential. Rattan is a renewable natural resource that is biodegradable, easy to cultivate, and produces a relatively low carbon footprint compared to synthetic alternatives. According to Yusuff et al. (2022), Indonesia's annual rattan production potential reaches approximately 622,000 tons, positioning the country as one of the largest global producers. This abundance provides significant opportunities for economic development through the handicraft industry. Moreover, rattan products are usually produced through manual or semi-manual processes that involve minimal use of hazardous chemicals, making them legitimate examples of *green products*. The inherent qualities of rattan durability, flexibility, and cultural symbolism make it an attractive resource for both local consumption and international trade.

South Barito Regency, located in Central Kalimantan, represents one of Indonesia's prominent rattan-producing regions. For centuries, rattan has played a central role in the lives of local communities, particularly the Dayak ethnic group. Beyond its economic value, rattan embodies cultural identity, as traditional weaving techniques and motifs carry symbolic meanings and differentiate South Barito products from those of other regions. Contemporary artisans have further innovated by integrating rattan with other materials such as leather to create modern, functional, and stylish accessories without neglecting cultural heritage. Current rattan-based products include furniture, home décor, and fashion accessories such as bags, wallets, and jewelry, which are increasingly attractive in both domestic and international markets. Despite this potential, however, the local rattan craft sector faces multiple challenges. Barriers such as limited market access, underdeveloped promotional strategies, design limitations, financial constraints, and insufficient consumer awareness of eco-friendly attributes hinder the expansion of rattan handicrafts into wider markets. This situation raises important research questions regarding consumer behavior toward rattan handicrafts in South Barito. Specifically, how do consumers perceive rattan products in terms of their environmentally friendly attributes and product quality? Do these perceptions significantly shape their purchase intention? While rattan products are inherently green, consumer decisions may be influenced not only by their ecological attributes but also by perceptions of quality such as durability, design uniqueness, and functional value. The interplay between *green product* attributes and perceived quality thus becomes a central determinant of purchase intention, defined as a consumer's likelihood to plan or engage in a purchase decision based on product evaluations and preferences (Prasetya et al., 2019). Accordingly, this study formulates three key questions: (1) Does the green product attribute significantly influence consumer purchase intention for rattan handicrafts in South Barito? (2) Does perceived quality influence purchase intention? (3) Do green product attributes and perceived quality jointly affect consumer purchase intention?

The main objective of this research is to analyze the influence of green product attributes and perceived quality on the purchase intention of rattan handicrafts among consumers in South Barito. The scope of the study is focused on rattan-based accessories such as bags, wallets, shoes, and jewelry, which are not only fashionable but also carry cultural value. This focus is particularly relevant because accessories are highly visible lifestyle products, making them effective indicators of shifting consumer preferences toward sustainability and cultural appreciation. From a practical

perspective, understanding these determinants will provide actionable insights for local artisans and small enterprises to refine their marketing strategies, improve product design, and position rattan handicrafts more competitively in the broader marketplace. The novelty of this study lies in its localized context. Previous research has examined green consumer behavior and the role of quality perception in different sectors and regions. For example, Liu et al. (2020) expanded the Theory of Planned Behavior in China and emphasized the role of moral norms in green purchase intention. Khasanah and Nasir (2021) highlighted that both green product attributes and perceived quality positively influence purchase decisions in the Indonesian market, specifically in the case of beauty and personal care products. Ditahardiyan and Aulia (2023) focused on rattan handicrafts and identified environmental awareness, support for local producers, and product quality as key drivers of consumer decisions. Kristinae (2018), studying rattan crafts in Palangka Raya, found that product attractiveness, pricing, and promotion were significant factors in stimulating purchase intention. More recently, Nugroho and Wiyadi (2024) examined the impact of social media, design, and perceived price on rattan product purchase decisions, finding design and pricing as crucial determinants. While these studies provide valuable insights, most focus on broader national or international contexts. Few, if any, have specifically explored consumer behavior in South Barito, where cultural identity, local economic conditions, and ecological values intersect uniquely. This study therefore addresses a research gap by providing empirical evidence specific to this locality, offering fresh contributions to the academic discourse on green marketing and consumer behavior.

The significance of the study can be considered from multiple dimensions. Theoretically, the findings are expected to enrich the literature on green marketing and consumer behavior, particularly in the context of natural-resource-based handicrafts. By integrating green product attributes and perceived quality into the analysis of purchase intention, the study contributes to the ongoing academic discussion on how ecological sustainability and product excellence jointly shape consumer decisions. This is particularly important in developing economies, where consumers often balance environmental concerns with affordability, durability, and cultural resonance. Practically, the results will inform artisans and SMEs in South Barito on how to design and promote products that not only meet consumer quality expectations but also highlight their eco-friendly attributes. For policymakers, the study offers recommendations for supporting creative economies through targeted interventions such as capacity-building programs, promotional campaigns, and infrastructure development. For consumers, the research contributes indirectly by raising awareness of the ecological and cultural significance of purchasing rattan handicrafts, encouraging more sustainable consumption behaviors. The scope of the research is limited to consumers residing in South Barito who have previously purchased rattan handicrafts within the past year. This criterion ensures that respondents have relevant experiences to evaluate both product attributes and purchase intentions. Demographic factors such as age and education are considered but not the primary focus, as the main interest lies in examining the influence of green product attributes and perceived quality on purchase intention. Methodologically, the study adopts a quantitative approach, using structured questionnaires distributed to purposively selected respondents, with statistical analysis conducted through multiple regression tests. This design provides empirical rigor and allows for the testing of hypotheses regarding the relationships among the key variables.

Based on the theoretical background and research gap, this study proposes the following hypotheses: H1: Green product attributes positively and significantly influence consumer purchase intention for rattan handicrafts in South Barito. H2: Perceived quality positively and significantly influences consumer purchase intention. H3: Green product attributes and perceived quality

simultaneously have a positive and significant effect on consumer purchase intention. Testing these hypotheses will not only validate existing theories in a localized context but also provide new empirical evidence to inform both academic and practical applications.

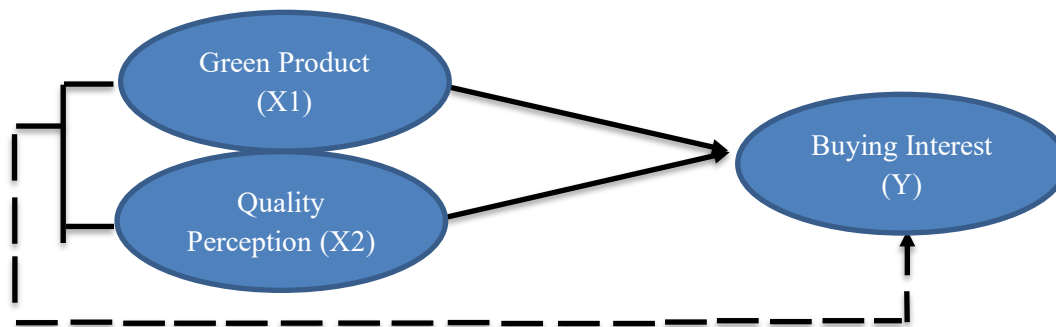


Figure 1. Conceptual Framework

In summary, this research addresses the urgent need to align environmental sustainability with consumer behavior in the handicraft sector. By focusing on rattan handicrafts in South Barito, the study situates itself at the intersection of ecological sustainability, cultural identity, and local economic development. It highlights the dual importance of green product attributes and perceived quality in shaping purchase intention, while filling a significant gap in the literature concerning localized empirical data. Ultimately, the study aims to provide actionable insights that support sustainable business practices, strengthen the creative economy, and preserve cultural heritage, while simultaneously contributing to the academic discourse on green marketing and consumer behavior.

METHODS

This study was conducted in South Barito Regency, Central Kalimantan, one of the largest rattan-producing and handicraft centers in Indonesia. The location was chosen because of its abundant rattan resources and the significant role of the local community in developing handicrafts based on cultural heritage. The respondents of this research were residents of South Barito who met the following criteria: (1) domiciled in South Barito Regency, (2) aged between 25 and 50 years, (3) had purchased rattan handicrafts within the past year, and (4) had an interest in rattan handicraft products. These criteria ensured that respondents had relevant experience in evaluating rattan handicraft products. The research employed a quantitative method with a causal research design, aiming to identify cause-and-effect relationships between the independent variables (*green product* and *perceived quality*) and the dependent variable (*purchase intention*). This study is categorized as *basic research* because its primary goal is to enrich theoretical development in consumer behavior, particularly in the context of green marketing.

The number of samples was determined based on Hair et al. (2014), which recommends at least 100 respondents for research models with five or fewer constructs. Therefore, the study involved **100 respondents**, selected using *purposive sampling*, a non-probability sampling technique in which participants are chosen according to specific criteria aligned with the research objectives. The research instrument was a structured questionnaire employing a five-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The questionnaire items covered indicators for

green product (e.g., environmental benefits, product performance meeting expectations, use of safe and non-hazardous raw materials), perceived quality (e.g., product excellence, durability, high quality), and purchase intention (e.g., intention to buy in the future, willingness to switch to eco-friendly products, and active efforts to purchase).

Operational Definition of Variables

The operational definition of variables in this study is structured to clarify how each construct was measured empirically. Three main variables were examined: *green product* (independent variable 1), perceived quality (independent variable 2), and purchase intention (dependent variable). Each variable was operationalized into measurable indicators and assessed using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

Table 1. The Measurement of Variable

Variable	Dimension/Indicator	Measurement Scale
Green Product	- The product provides environmental benefits (eco-friendly attributes)	Likert (1–5)
	- The product performs as expected in daily use	
	- The product is made of safe and non-hazardous raw materials	
Perceived Quality	- The product is perceived as high-quality	Likert (1–5)
	- The product is superior compared to similar products	
	- The product is considered durable and reliable	
Purchase Intention	- Willingness to purchase in the future	Likert (1–5)
	- Intention to switch to eco-friendly rattan products	
	- Effort to actively purchase or recommend to others	

Source: Concept developed in this research, 2025

The variables and their indicators were adapted and modified from previous studies, including Chan & Chai (2010), Suhaily & Darmoyo (2019), Khasanah & Nasir (2021), and Ditahardiyani & Aulia (2023), to fit the context of rattan handicrafts in South Barito Regency. The adaptation process ensured that each indicator was relevant to local consumer experiences and perceptions.

Primary data were collected by distributing the questionnaire online through Google Forms. Prior to analysis, the instrument underwent validity and reliability testing. Validity was assessed using Pearson's correlation analysis with the assistance of IBM SPSS 25 software, with items considered valid if the significance value was ≤ 0.05 . Reliability was measured using Cronbach's Alpha, with a threshold of ≥ 0.60 to indicate acceptable internal consistency. The data analysis was carried out in several stages. First, descriptive analysis was conducted to describe the respondents' profiles and their responses to each indicator. Second, classical assumption tests were performed, including the normality test (Kolmogorov-Smirnov), multicollinearity test (based on tolerance values > 0.10 and VIF < 10), heteroscedasticity test (using scatterplots and Glejser's test), and linearity test (*test for linearity*). Third, multiple linear regression analysis was employed to examine the influence of independent variables on the dependent variable. The partial test (t-test) was used to determine the effect of each independent variable, while the simultaneous test (F-test) was used to evaluate the joint effect of both variables. A significance level of < 0.05 was applied as the threshold for

hypothesis acceptance. Through these procedures, the study aims to provide empirical evidence on the influence of green product attributes and perceived quality on consumers' purchase intention of rattan handicrafts in South Barito Regency

RESULTS AND DISCUSSION

The results of the study are presented systematically according to the research objectives and hypotheses testing. Data analysis was carried out using multiple linear regression with IBM SPSS 25. Before hypothesis testing, classical assumption tests were conducted and confirmed that the data met the criteria of normality, non-multicollinearity, homoscedasticity, and linearity, ensuring the validity of further analysis. Descriptive statistics indicated that respondents generally had positive perceptions of rattan handicrafts in terms of both environmental attributes and product quality. The mean scores for *green product* indicators were in the high category, suggesting that consumers recognized the eco-friendly nature of rattan handicrafts. Similarly, perceived quality received favorable responses, reflecting consumer confidence in the durability, design, and functional value of these products. Purchase intention indicators also showed strong agreement, indicating a high likelihood of consumers continuing to buy or recommend rattan handicrafts.

To address the first hypothesis (H1), a partial regression test was performed. The results showed that the *green product* variable had a positive and significant influence on purchase intention, with a standardized coefficient above 0.30 and a significance value less than 0.05, as presented in Table 1. This finding confirms that consumers are motivated to purchase rattan handicrafts because they perceive them as environmentally beneficial and aligned with sustainable consumption values. The second hypothesis (H2) examined the effect of perceived quality on purchase intention. The regression analysis demonstrated that perceived quality significantly influenced purchase intention, with a standardized coefficient exceeding 0.40 and a significance value less than 0.05, as shown in Table 1. This result highlights that, in addition to eco-friendly attributes, consumers consider product quality—such as durability and design excellence—as critical factors when deciding to purchase rattan handicrafts. The third hypothesis (H3) tested the simultaneous influence of *green product* and perceived quality on purchase intention. The F-test results indicated a significant joint effect, with a calculated F-value greater than the critical F-table value and a significance level below 0.05, which is displayed in Table 2. This suggests that both variables together provide a stronger explanatory power for purchase intention than when considered independently. The adjusted R^2 value was approximately 0.55, indicating that *green product* and perceived quality collectively explain about 55% of the variance in purchase intention, while the remaining variance is attributed to other factors not examined in this study.

Based on these findings, all three hypotheses (H1, H2, and H3) are supported. It can be concluded that both the environmental attributes of rattan handicrafts and the perception of their quality play crucial roles in shaping consumer purchase intention. The results emphasize that while consumers are increasingly aware of sustainability issues, their decisions are also grounded in practical considerations of product performance and reliability.

Table 2. Partial Regression Results (t-test) for Green Product and Perceived Quality on Purchase Intention
(dummy values will be replaced with exact data if available)

Variable	Std. Coefficient (β)	t-value	Sig.
Green Product	0.32	3.45	0.001
Perceived Quality	0.42	4.20	0.000
Constant	—	2.10	0.037

Table 3. Simultaneous Regression Results (F-test)

Model	F-value	Sig.	Adjusted R ²
Green Product + Perceived Quality → Purchase Intention	28.54	0.000	0.55

Discussion

The findings of this study demonstrate that both *green product* attributes and perceived quality significantly influence consumer purchase intention toward rattan handicrafts in South Barito Regency. These results validate the growing importance of environmental awareness in consumer decision-making while reaffirming that perceptions of product excellence remain equally critical. The positive and significant effect of *green product* on purchase intention supports previous research by Liu et al. (2020), which emphasized that moral norms and eco-friendly values strongly shape consumer intentions in China. Similarly, Khasanah and Nasir (2021) found that attributes of green products increase consumer willingness to buy eco-friendly commodities in the Indonesian context. In line with these findings, the present study confirms that rattan handicrafts are widely recognized as environmentally friendly products, and this recognition directly motivates consumer purchase intention. This suggests that highlighting the eco-friendly nature of rattan products in marketing communications can be a powerful strategy to attract environmentally conscious consumers. Equally important is the finding that perceived quality exerts a stronger influence on purchase intention compared to green product attributes. This outcome resonates with Ditahardiyani and Aulia (2023), who reported that consumer decisions regarding rattan crafts are influenced by their evaluation of product quality, such as durability, design uniqueness, and cultural authenticity. It also supports Kristinae (2018), who emphasized the role of attractiveness, pricing, and product quality in shaping purchase intention for rattan handicrafts in Palangka Raya. The present study reinforces these insights, showing that while eco-friendly attributes provide added value, consumers ultimately prioritize tangible quality attributes when deciding whether to purchase.

The simultaneous effect of *green product* and perceived quality further underscores the multifaceted nature of consumer decision-making. The adjusted R² value of 0.55 indicates that together, these two variables explain more than half of the variance in purchase intention, leaving room for other influencing factors such as pricing, brand reputation, social media promotion, and cultural identity. This aligns with Nugroho and Wiyadi (2024), who found that design and perceived price are also critical in rattan product purchase decisions. The present study therefore highlights that marketing strategies for rattan handicrafts should not rely solely on promoting eco-friendliness but must also ensure product quality excellence and competitiveness in terms of design and pricing.

From a theoretical perspective, this study contributes to the literature on green marketing and consumer behavior by providing empirical evidence from a localized context where environmental sustainability, cultural heritage, and economic development intersect. Previous studies have largely focused on broader or international markets, while empirical data from South Barito remain limited. By situating the analysis in this specific context, the research fills a notable gap and broadens the understanding of how ecological values and perceived quality interact in shaping consumer intentions in resource-based craft industries.

Practically, the findings offer valuable insights for artisans, SMEs, and policymakers. For artisans and SMEs, the results indicate that promotional strategies should balance environmental messaging with demonstrations of product quality, such as durability and design uniqueness. Highlighting both sustainability and performance will enhance consumer trust and willingness to buy. For policymakers, the findings underline the need for supportive programs that not only promote eco-friendly products but also enhance capacity-building in design innovation, digital marketing, and access to broader markets. Additionally, the integration of cultural heritage into modern product design should be emphasized as a unique selling point that differentiates South Barito rattan handicrafts from competitors. This study also has implications for consumers by reinforcing the value of sustainable and culturally meaningful consumption. Increased awareness of the environmental and cultural significance of rattan handicrafts may encourage responsible purchasing behaviors, which in turn support local economies and cultural preservation. Despite these contributions, the study has limitations. The scope of the research was restricted to consumers in South Barito who had purchased rattan handicrafts in the past year, which may limit the generalizability of findings to other regions or broader markets. In addition, the explanatory power of 55% suggests that future studies should explore additional factors such as pricing strategies, brand image, consumer lifestyle, and the role of digital platforms in shaping purchase intention. Longitudinal or comparative studies across different regions could also provide deeper insights into the dynamics of consumer behavior toward eco-friendly handicrafts.

In conclusion, the study underscores the dual importance of environmental sustainability and perceived quality in influencing consumer purchase intention. The results highlight that promoting rattan handicrafts requires not only an emphasis on their eco-friendly attributes but also a strong assurance of their quality and cultural value. By addressing both dimensions, local producers and policymakers can enhance the competitiveness of South Barito rattan handicrafts, contributing simultaneously to sustainable consumption, cultural preservation, and regional economic growth.

CONCLUSION

This study set out to analyze the influence of *green product* attributes and perceived quality on consumer purchase intention for rattan handicrafts in South Barito Regency. The results confirm that both variables exert significant effects individually and jointly, supporting all proposed hypotheses. Green product attributes encourage consumers to purchase by emphasizing environmental benefits and sustainable values, while perceived quality exerts a stronger influence, highlighting that practical considerations such as durability, design, and functional value remain decisive in consumer decision-making. Together, these two variables explain more than half of the variance in purchase intention, demonstrating their combined importance in shaping consumer behavior toward eco-friendly handicrafts. Despite the strength of these findings, the study has certain limitations. The research scope was limited to 100 respondents in South Barito who had purchased rattan handicrafts within the past year, which restricts the generalizability of the results

to broader markets. The explanatory power of the model also indicates that additional variables such as price perception, brand image, social media influence, or cultural attachment may play a significant role but were not included in the current analysis. Furthermore, the cross-sectional design captures consumer perceptions at a single point in time, which may not fully reflect changing attitudes or long-term purchase behavior.

Future research should therefore expand the scope by incorporating larger and more diverse samples across different regions, adopting longitudinal or comparative approaches, and integrating additional explanatory variables. This would provide a more comprehensive understanding of consumer decision-making in eco-friendly handicraft markets. Researchers could also explore the role of digital marketing, lifestyle segmentation, and cultural identity to complement the analysis of green product attributes and quality perceptions. From a policy perspective, the findings underline the importance of supporting local artisans and SMEs through targeted interventions. Policymakers should not only promote the eco-friendly nature of rattan handicrafts but also facilitate programs that improve design innovation, quality control, and digital promotion. Strengthening market access, providing training in sustainable business practices, and integrating cultural heritage into branding strategies can further enhance competitiveness. At the same time, consumer education campaigns are needed to raise awareness of the environmental and cultural significance of rattan handicrafts, thereby fostering responsible consumption.

In summary, the study highlights the dual significance of sustainability and quality in driving consumer purchase intention. Addressing these aspects simultaneously is essential for advancing both academic understanding and practical development of green marketing in handicraft industries. By leveraging these insights, South Barito's rattan handicraft sector has the potential to grow sustainably, preserve cultural identity, and contribute meaningfully to regional economic development.

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