

The Impact of Product Innovation and Branding on Sales of Woven Fabrics

Sri Erfanni ^{1*} Chairul Adhim ² Syafrudin Syafrudin ³

^{1*, 2, 3} Sekolah Tinggi Ilmu Ekonomi Yapis, Dompus, Indonesia

Email: srierfani@gmail.com

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ABSTRACT

Purpose: This study aims to determine the effect of product innovation and branding on sales of Muna Pa'a woven fabric in Ranggo Village, Pajo Subdistrict.

Research Method: This study employed a quantitative, explanatory design. The population consisted of 100 people, all of whom were included in the sample using saturation sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed using multiple linear regression in IBM SPSS.

Results and Discussion: The results indicate that, individually, both product innovation and branding have a positive and significant effect on sales of Muna Pa'a woven fabric. Collectively, these two variables also have a positive and significant combined effect on driving sales figures.

Implications: These findings suggest that artisans and local governments should integrate pattern/design innovation with a strong brand identity strategy to expand the market sustainably.

Originality: This study provides new contextual evidence that bridges the inconsistencies in previous literature, particularly regarding the dynamics of commercializing traditional textile crafts in rural areas.

Keywords: product innovation; branding; sales; woven fabric.

1. Introduction

Creative industries rooted in local culture are increasingly recognized as key catalysts for accelerating regional economic development, particularly in rural areas. The Indonesian government has designated the creative economy and local wisdom-based MSMEs as strategic priorities to improve community well-being and strengthen cultural identity (Sopanah *et al.*, 2020). Within this framework, traditional woven fabrics are not merely cultural artifacts but also economic commodities with high aesthetic, symbolic, and commercial value. In line with Siregar's (2024) research, analyzing the factors influencing the market performance of woven fabrics is crucial for aligning the preservation of cultural values with sustainable local economic growth. The current escalation of market competition demands that traditional craft industry stakeholders be more responsive to the dynamics of consumer preferences, technological advancements, and shifts in consumption patterns to ensure the sustainability of their businesses (Raysharie *et al.*, 2025). The tide of globalization and digital transformation has revolutionized the paradigms of production, marketing, and consumption of local products, making continuous innovation essential to maintain the relevance of traditional products. In this context, the



marketing performance of woven fabrics is determined not only by intrinsic quality but also by innovation strategies and brand management (branding) that enhance their appeal and market value in the eyes of contemporary consumers (Semuel *et al.*, 2022).

Sales of woven fabrics are crucial to the economic sustainability of local artisans and the weaving industry. Sales levels reflect a product's effectiveness in meeting market needs—whether through quality, design, pricing, or the philosophical values embedded within it (Aziz, 2025). According to the literature, the sales performance of handicraft products is significantly influenced by quality, design originality, competitive pricing, and the efficiency of marketing strategies (Park, 2020). In the context of woven textiles, commercial success is closely tied to a product's ability to maintain cultural authenticity while adapting to modern market trends. Product innovation is a key determinant in strengthening competitive advantage in the modern market (Lestari, 2019). The scope of this innovation includes modifications to motifs, the development of production techniques, the selection of raw materials, the use of dyes, and the diversification of derivative products such as clothing and accessories. In line with the views of Wahib & Susanto (2024), innovation in the weaving industry is not merely a physical change to the product but rather the implementation of new ideas or practices that provide significant added value for both artisans as producers and the public as consumers. The relationship between product innovation and woven fabric sales can be explained from a marketing management perspective, which emphasizes creating value for consumers by developing products that meet market needs. According to Park (2020), innovations such as updating patterns, improving material quality, and diversifying into derivative products are key strategies for creating differentiation and added value, as seen in the Karina Muna Pa'a artisan group. Branding plays a strategic role in shaping consumers' positive perceptions of local woven products. A comprehensive brand image strategy can enhance symbolic and emotional value, so that consumers view woven fabrics not merely as functional commodities, but as representations of cultural identity (Harinie, 2025). A strong brand contributes to consumer loyalty, market differentiation, and sustainable added value (Farida *et al.*, 2024). Therefore, developing the branding of Muna Pa'a woven fabrics is essential for expanding market reach and strengthening the competitive position of products from artisan groups such as Angre, Karina Muna Pa'a, and Madalantana in Muna Pa'a.

Previous studies confirm that product innovation and branding significantly impact sales performance in the handicraft industry. A study conducted by Ariastini *et al.*, (2024) showed that product innovation has a positive and significant impact on sales volume for weaving SMEs. A study by Neissya *et al.*, (2022) found that branding has a positive and significant effect on sales and helps maintain a strong reputation relative to competitors. Meanwhile, a study by Agustin *et al.*, (2023) stated that branding has a negative but statistically insignificant effect on sales. Meanwhile, a study by Megawati *et al.*, (2024) emphasizes that product innovation does not influence purchasing decisions for woven fabrics. Additionally, a study by (Miradji *et al.*, 2025) highlights that product innovation and branding have a positive and significant effect on sales growth.

The urgency of this research stems from the need for evidence-based development strategies to strengthen the competitiveness and well-being of weavers. Theoretically, product innovation and branding are recognized as key pillars for increasing sales in the handicraft industry. This is supported by the findings of Ariastini *et al.*, (2024) and Neissya *et al.*, (2022), who both confirm that product innovation and branding positively affect sales. Furthermore, Miradji *et al.*, (2025) reinforce evidence that product innovation and branding have a positive and significant impact on sales. However, discrepancies

in the results have created a research gap. A study by Agustin *et al.*, (2023) actually showed that branding has a negative and insignificant effect on sales, while Megawati *et al.*, (2024) found that product innovation does not affect sales. This inconsistency in empirical findings calls for a more in-depth study. Therefore, research into the influence of product innovation and branding on Muna Pa'a woven fabric in Ranggo Village is crucial for providing more context-specific evidence and serving as the foundation for effective marketing strategies for local woven products.

Based on preliminary observations in Ranggo Village, Pajo Subdistrict, Muna Pa'a woven fabric is a cultural heritage still actively produced by five artisan groups: the Flamboyan Group, led by Umi Harja with 20 members in Supu Hamlet and a monthly sales revenue of approximately Rp5,000,000; the Karina Muna Pa'a group, led by Karmatul Hasanah with 15 members and a monthly revenue ranging from Rp2,000,000 to Rp5,000,000; the Angre group, led by Suliati with 20 members in Ladore Hamlet and a monthly revenue of approximately Rp40,000,000; the Madalantana group, led by Rubianti, with 20 members and a monthly turnover of approximately Rp25,000,000; and the Sama Laona group, led by Nurwahida, with 25 members and a monthly turnover of approximately Rp3,000,000. These data indicate a fairly significant difference in sales performance among the artisan groups, reflecting variations in production capacity, product quality, and the marketing strategies implemented by each group.

Some groups have leveraged digital marketing through platforms such as Facebook, WhatsApp, Instagram, and TikTok—even using dedicated account identities like “Karina Muna Pa’a” and “Lia Kanza”—but their branding strategies have not yet been professionally integrated. This is indicated by the use of simple plastic packaging and the minimal use of brand labels or strong visual identities, with logos appearing on only a small portion of products in the small and medium-sized enterprises (SMEs) sector. Efforts to diversify into bags, wallets, and ready-to-wear clothing have indeed been initiated, but not all groups have succeeded in developing clear brand differentiation or targeted market segmentation. This phenomenon confirms a gap between production capacity and the richness of motifs on one hand, and the optimization of product innovation and strengthening of branding on the other; therefore, a more systematic and structured marketing strategy is needed to boost competitiveness while maintaining the stability of Muna Pa'a woven fabric sales in Ranggo Village.

Field data indicate that transaction patterns remain centered on direct purchases and orders placed via social media or small and medium-sized industry (SME) networks, with flexible purchase volumes available in both sheet and meter units. The high pricing for the songket category and specific patterns indicates that the current market segment is selective (exclusive), with consumers placing significant emphasis on quality, the aesthetic appeal of the patterns, and symbolic value before making a purchase decision. However, the absence of segmented promotional strategies and a weak brand image have resulted in a broader market potential—particularly in markets outside the region—remaining underutilized. Consequently, a study of consumer preferences is essential to align product innovation and branding strategies with the needs and expectations of an ever-evolving market.

This study aims to determine the influence of product innovation and branding on the sales of Muna Pa'a woven fabric in Ranggo Village, Pajo Subdistrict. Specifically, this study seeks to identify the extent to which these two variables can improve sales performance and to formulate practical recommendations for artisans and relevant stakeholders to strengthen the local weaving industry.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 presents Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Grand Theory

This study adopts Marketing Management as its primary Grand Theory, synthesizing Park's (2020) ideas regarding the dimensions of value, satisfaction, and consumer behavior, as well as Brand Management as discussed by Sudirman *et al.*, (2024). Sales performance effectiveness is viewed as a derivative of a company's ability to create superior customer value through distinctive product quality and originality attributes. The strategic integration of marketing management—focused on value creation through continuous innovation—and brand management—oriented toward strengthening brand image—is projected to stimulate sustainable competitive advantage for the weaving industry in Ranggo Village. Empirically, both marketing management and brand management are expected to create sustainable competitive advantage for the weaving industry in Ranggo Village, ultimately reflected in improved sales performance.

2.2 Sales of Woven Fabrics

Sales performance in the weaving industry is the result of a complex synergy between the intrinsic quality of the product, the preservation of noble cultural values, and the effectiveness of artisans' marketing skills in responding to market dynamics (Rianti & Syam, 2025). Theoretically, sales are the output of a series of marketing processes that reflect the level of consumer acceptance of a commodity (Park, 2020). Thus, the effectiveness of woven fabric sales depends heavily on consumers' perception of the product as a high-value commodity, both economically and culturally. Sales performance in the traditional handicraft industry is significantly influenced by product quality, pricing policies, design uniqueness, and the efficiency of promotional strategies (Darsana *et al.*, 2023). In the woven fabric industry, factors such as affordability, inventory availability, and optimized distribution channels are key to increasing sales volume. The digital marketing ecosystem and expanded market penetration have been identified as key determinants in strengthening the commercial performance of woven fabrics in the contemporary era (Rianti & Syam, 2025). To measure the sales performance of Muna Pa'a woven fabrics, this study adopts the indicators proposed by Park (2020), namely: 1) sales volume, 2) purchase frequency, 3) monetary value of transactions, and 4) market reach. These indicators are relevant because they provide a comprehensive snapshot of both marketing effectiveness and the market's capacity to absorb Muna Pa'a woven fabrics.

2.3 Product Innovation

Product innovation in the weaving industry represents the process of transforming commodities to align product attributes with market preferences without compromising fundamental characteristics (Widyastuti *et al.*, 2024). Drawing on the work of Asari *et al.*, (2023), innovation is conceptualized as an idea, practice, or object considered new by individuals or groups, with the primary aim of enhancing the product's utility. In the context of the creative industries, this requires artisans to continuously adapt to

create added value that aligns with market needs. Product innovation serves as a strategic differentiation tool to strengthen competitive advantage amid increasingly volatile and competitive market conditions (Raysharie *et al.*, 2025). According to Schumpeter & Swedberg (2021), innovation is the primary catalyst for economic growth through the creation of new value. In the context of Muna Pa'a woven fabric, this means that innovation must generate higher economic value for the local community. Product innovation in this study was measured using indicators adapted from Widyastuti *et al.*, (2024), namely: 1) design updates, 2) pattern variability, 3) material quality, and 4) product diversification. Collectively, these indicators reflect the degree to which artisans can adapt to the dynamics of the modern market while preserving their cultural heritage.

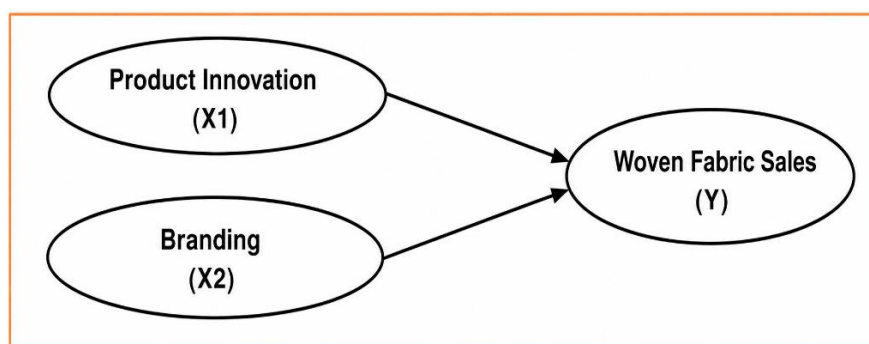
2.4 Branding

Branding in the contemporary era is conceptualized as the process of constructing a product's identity and image in consumers' minds through the integration of nomenclature, symbolism, design, and the narrative of values associated with that product (Rosnaini Daga, 2024). According to Siyamto *et al.*, (2022), from a global strategic management perspective, a fundamental brand must be able to build brand equity, which encompasses the dimensions of brand awareness, perceived quality, brand associations, and consumer loyalty. Within the context of traditional woven fabrics, branding strategies play a crucial role in differentiating these products from mass-produced textiles while simultaneously elevating their emotional and symbolic value for consumers. Effective branding not only enhances visual appeal but also broadens market penetration and strengthens a product's competitive position in a global market (Darsana *et al.*, 2023). According to Park (2020), a brand's consistency and authenticity are key determinants in building sustainable consumer trust and preference. Therefore, accelerating the branding of Muna Pa'a woven fabrics through narratives grounded in cultural philosophy, representative visual aesthetics, and integrated promotional strategies is an essential step to drive sales growth. Branding in this study is measured through four main aspects adapted from the work of Rosnaini Daga (2024), namely: 1) brand awareness, 2) brand image, 3) brand association, and 4) brand loyalty. These four indicators evaluate the brand's effectiveness in enhancing the appeal and competitiveness of woven fabrics in the contemporary market.

2.5 Conceptual Framework

The conceptual framework in this study illustrates the causal relationship between product innovation and branding and the sales of Muna Pa'a woven fabric in Ranggo Village, Pajo Subdistrict.

Figure 1. Conceptual Framework Diagram



2.6 Research Hypothesis

H1: *Product innovation has a positive and significant effect on sales of Muna Pa'a woven fabric in Ranggo Village*

H2: *Branding has a positive and significant effect on sales of Muna Pa'a woven fabric in Ranggo Village*

H3: *Product innovation and branding simultaneously have a positive and significant effect on sales of Muna Pa'a woven fabric in Ranggo Village.*

3. Research Method

This study employs a quantitative explanatory design to test and analyze the effects of product innovation and branding on sales of Muna Pa'a woven fabric in Ranggo Village, Pajo Subdistrict. The population for this study consists of all 100 members of the Muna Pa'a woven fabric artisans' group. The sample was determined using the census (exhaustive sampling) technique, in which all 100 members of the population served as research respondents. Data were collected using a structured questionnaire on a five-point Likert scale, distributed directly to respondents in the field to capture actual consumer perceptions (Sugiyono, 2023). Data analysis in this study employed multiple linear regression using IBM SPSS Statistics software to determine the effects of product innovation (X1) and branding (X2) on the sales of Muna Pa'a woven fabric (Y) in Ranggo Village, Pajo Subdistrict. Prior to hypothesis testing, the researcher conducted data quality checks through validity testing using bivariate correlation with the criterion of calculated $r > \text{table } r$ at a significance level of 0.05. Meanwhile, reliability was measured using Cronbach's alpha, with a minimum acceptable value of 0.60 as an indicator of the research instrument's consistency (Ghozali, 2021).

Classical assumption tests were conducted to assess the validity of the regression model, beginning with a normality test using the Kolmogorov-Smirnov method, with a significance level > 0.05 indicating that the residuals are normally distributed. Next, to detect signs of multicollinearity between the product innovation and branding variables, the Tolerance value > 0.10 and the Variance Inflation Factor (VIF) < 10 were used to ensure the model's accuracy. Finally, a heteroscedasticity test was conducted using the Glejser test with a significance level criterion of > 0.05 , confirming the absence of unequal residual variances; thus, the research model was deemed suitable for further analysis.

Data analysis employed a multiple linear regression model with the equation $Y = a + \beta_1 X_1 + \beta_2 X_2 + e$, designed to measure the direction and magnitude of the effects of product innovation (X1) and branding (X2) on sales of Muna Pa'a woven fabric (Y) (Ghozali, 2021). Hypothesis testing was conducted partially using the t-test to examine the effect of each variable individually, and simultaneously using the F-test at a significance level of < 0.05 to evaluate the combined effect of the independent variables. Additionally, the model's strength was measured using the coefficient of determination (Adjusted R-Square) to assess the ability of the independent variables to explain variation in sales, where a value approaching 100% indicates a dominant contribution of innovation and brand identity to the dependent variable (Ghozali, 2021).

Table 1. Indicators and Measurements

Variable	Indicators	Source
Sales of Woven Fabrics (Y)	Sales volume	Park (2020)
	Purchase frequency	
	Monetary value of transactions	
	Market reach	
Product Innovation (X1)	Design updates	Widyastuti <i>et al.</i> , (2024)
	Pattern variability	
	Material quality	
	Product diversification	
Branding (X2)	Brand awareness	Rosnaini Daga (2024)
	Brand image	
	Brand association	
	Brand loyalty	

4. Results and Discussion

4.1 Analysis Results

This study focuses on Muna Pa'a woven fabric from Ranggo Village, Pajo Subdistrict, which is a cultural heritage and is actively produced by five artisan groups (Flamboyant, Karina Muna Pa'a, Angre, Madalantana, and Sama Laona) with varying levels of revenue, production capacity, and marketing strategies. Meanwhile, the study's sample comprised 100 respondents selected via census sampling (saturated sampling).

Table 2. Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Product Innovation	100	24	40	33.72	3.787
Branding	100	24	40	33.51	3.805
Sales of Woven Fabrics	100	23	40	33.73	4.173
Valid N (by list)	100				

Source: SPSS (2026)

Based on a descriptive analysis of 100 respondents, overall ratings for the three research variables were high and positive, with a relatively homogeneous distribution of responses. The Product Innovation and Branding variables both had a value range of 24 to 40, with product innovation receiving an average score of 33.72 (standard deviation 3.787), indicating a high rating. In contrast, Branding recorded an average of 33.51 (standard deviation 3.805), reflecting a very positive response to Muna Pa'a woven fabrics. In line with these two independent variables, the Woven Fabric Sales variable also falls into the "very good" category, with a range of 23 to 40, an average of 33.73, and a standard deviation of 4.173, confirming that respondents' perceptions of overall sales performance are highly satisfactory.

Table 3. Validity Test

Variable	Item	r- Calculate	r-Table	Description
Product Innovation (X1)	X1.1	0.537	> 0.1966	Valid
	X1.2	0.634	> 0.1966	Valid
	X1.3	0.770	> 0.1966	Valid
	X1.4	0.669	> 0.1966	Valid
	X1.5	0.749	> 0.1966	Valid
	X1.6	0.725	> 0.1966	Valid
	X1.7	0.710	> 0.1966	Valid
	X1.8	0.625	> 0.1966	Valid
Branding (X2)	X2.1	0.654	> 0.1966	Valid
	X2.2	0.696	> 0.1966	Valid
	X2.3	0.549	> 0.1966	Valid
	X2.4	0.717	> 0.1966	Valid
	X2.5	0.667	> 0.1966	Valid
	X2.6	0.701	> 0.1966	Valid
	X2.7	0.699	> 0.1966	Valid
	X2.8	0.689	> 0.1966	Valid
Sales of Woven Fabrics (Y)	Y1.1	0.791	> 0.1966	Valid
	Y1.2	0.806	> 0.1966	Valid
	Y1.3	0.749	> 0.1966	Valid
	Y1.4	0.726	> 0.1966	Valid
	Y1.5	0.745	> 0.1966	Valid
	Y1.6	0.745	> 0.1966	Valid
	Y1.7	0.746	> 0.1966	Valid
	Y1.8	0.644	> 0.1966	Valid

Source: SPSS (2026)

Based on the validity test results in Table 3, all items in this questionnaire were found to be valid. This was confirmed by comparing the calculated r-value with the table r-value of 0.1966, obtained from $df = 2$, $n = 2 - 100 = 98$, at a 5% significance level (Ghozali, 2021). The calculated r-values for the product innovation variable (X1) range from 0.537 for item X1.1 to 0.625 for item X1.8, and for the branding variable (X2) range from 0.654 for item X2. 1 ranging from 0.654 to item X2.8 at 0.688, as well as the woven fabric sales variable (Y) ranging from item Y1.1 at 0.791 to item Y1.8 at 0.644. Thus, all of these data collection instruments meet the validity criteria and can be analyzed in the next stage.

Table 4. Reliability Test

Variable	N of Items	Cronbach's Alpha	Std. Minimum	Description
Product Innovation (X1)	8	0.833	> 60	Reliable
Branding (X2)	8	0.826	> 60	Reliable
Sales of Woven Fabrics (Y)	8	0.885	> 60	Reliable

Source: SPSS (2026)

Based on the reliability test in Table 4, the results indicate the instrument's reliability in assessing the measurement tool's consistency, with the criterion met if the Cronbach's alpha value is greater than



0.60 (Ghozali, 2021). The calculation results show that the Cronbach's alpha value for the product innovation variable (X1) is 0.833, for the branding variable (X2) is 0.826, and for the woven fabric sales variable (Y) is 0.885—all of which are greater than the minimum standard of 0.60, therefore, it can be concluded that this questionnaire instrument is proven to be reliable and robust for use in subsequent stages of analysis.

Table 5. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.1078922
	Std. Deviation	2.22996437
Most Extreme Differences	Absolute	.080
	Positive	.074
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.112 ^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS (2026)

Based on the normality test in Table 5, the distribution of the residual data in the regression model, as indicated by the one-sample Kolmogorov-Smirnov test, indicates that if the significance standard asymp. sig. (2-tailed) > 0.05, the data are considered normally distributed (Ghozali, 2021). The results of the analysis show that the asymp. sig. (2-tailed) The value is 0.112, which is greater than 0.05; therefore, the residuals of this regression model are normally distributed and can be analyzed in the next stage.

Table 6. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.085	2.188		-.039	.969		
1 Product Innovation	.470	.084	.427	5.597	.000	.507	1.971
Branding	.536	.084	.489	6.406	.000	.507	1.971

a. Dependent Variable: Sales of Woven Fabrics

Source: SPSS (2026)

Based on the multicollinearity test in Table 6, which was conducted to evaluate the regression model, correlations were found among the independent variables; the model is considered acceptable if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10 (Ghozali, 2021). The analysis results show that both the product innovation (X1) and branding (X2) variables have tolerance values of 0.507—greater than 0.10—and VIFs of 1.971—less than 10. Therefore, it can be concluded that the regression model in this study is free from multicollinearity and can proceed to the next stage of analysis.

Table 7. Heteroscedasticity Test (Glesjer)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.265	2.181		-.121	.904
1 Product Innovation	.052	.084	.088	.619	.538
Branding	-.041	.083	-.070	-.492	.624

a. Dependent Variable: Unstandardized Residual

Source: SPSS (2026)

Based on the Glazer test in the heteroscedasticity analysis in Table 7, which was used to detect whether the residual variance varies from one observation to another, the test was considered passed if the significance value was > 0.05 (Ghozali, 2021). The analysis results show that the product innovation variable (X1) has a significance value of 0.538, which is greater than 0.05. The branding variable (X2) has a value of 0.624, which is greater than 0.05; therefore, it can be concluded that this estimation model shows no signs of heteroscedasticity and is valid for predicting the woven fabric sales variable (Y), and that we can proceed to the next stage of analysis.

Table 8. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.085	2.188		-.039	.969
1 Product Innovation	.470	.084	.427	5.597	.000
Branding	.536	.084	.489	6.406	.000

a. Dependent Variable: Sales of Woven Fabrics

Source: SPSS (2026)

$$Y = -0.085 + 0.470X1 + 0.536X2 + e$$

Based on the results of the multiple linear regression analysis in Table 8, the following regression equation was obtained:

- If the constant term is -0.085 with a negative sign, this means that if the product innovation (X1) and branding (X2) variables are equal to 0, then the sales of woven fabric (Y) have a constant value of -0.085. This indicates that the product innovation variable makes no contribution, and the branding variable remains at a baseline level of -0.085 units.
- If the product innovation variable has a coefficient of 0.470—a positive value—this indicates a positive relationship between product innovation and woven fabric sales. This means that every 1-unit increase in product innovation will increase woven fabric sales by 0.470 units, assuming all other variables remain constant.
- If the branding variable has a positive coefficient of 0.536, then there is a positive relationship with woven fabric sales. This means that every 1-unit increase in branding will increase woven fabric sales by 0.536 units.

Table 9. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.085	2.188		-.039	.969
1 Product Innovation	.470	.084	.427	5.597	.000
Branding	.536	.084	.489	6.406	.000

a. Dependent Variable: Sales of Woven Fabrics

Source: SPSS (2026)

Based on the results of the t-test in Table 9, the partial effects of the independent variables are as follows:

- Product innovation (X1) has a t-statistic value of 5.597 > the critical t-value of 1.661, calculated from $df = 2, n = 2 - 100 = 98$, and a significance level of $0.000 < 0.05$. Thus, it can be concluded that the product innovation variable has a positive and significant effect on sales of Muna Pa'a woven fabric.
- Branding (X2) has a t-statistic value of 6.406 > the critical t-value of 1.661, calculated using $df = 2, n = 100 - 2 = 98$, and a p-value of $0.000 < 0.05$. Thus, it can be concluded that the branding variable has a positive and significant effect on the sales of Muna Pa'a woven fabric.

Table 10. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1230.245	2	615.122	120.914	.000 ^b
1 Residual	493.465	97	5.087		
Total	1723.710	99			

a. Dependent Variable: Sales of Woven Fabrics

b. Predictors: (Constant), Branding, Product Innovation

Source: SPSS (2026)

Based on the results of the F-test in Table 10, which show the simultaneous effect of the independent variables on the dependent variable, the F-statistic value is 120.914 > the critical F-value of 2.698 (calculated from $df_2 = n - k - 1 = 100 - 2 - 1 = 97$), and the significance level is $0.000 < 0.05$, it can therefore be concluded that the variables of product innovation and branding together have a positive and significant effect on the sales of Muna Pa'a woven fabric.

Table 11. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.708	2.255

a. Predictors: (Constant), Branding, Product Innovation

Source: SPSS (2026)

Based on the coefficient of determination results in Table 11, the adjusted R-squared is 0.708, indicating that 70.8% of the variation in the woven fabric sales variable (Y) is explained by product innovation (X1) and branding (X2). Meanwhile, the remaining 29.2% of the 100% variation in woven

fabric sales (Y) is explained by other factors outside the scope of this study that were not included in the estimation, such as pricing strategy, service quality, sales location, and distribution channels. This value, which is close to 1, indicates that the developed regression model has strong predictive power and fits well for predicting the woven fabric sales phenomenon under study.

4.2 Discussion

4.2.1 The Impact of Product Innovation on Sales of Woven Fabrics

Based on the research findings, the product innovation variable has a positive and significant effect on sales of Muna Pa'a woven fabric in Ranggo Village. This indicates that continuous improvements or updates to product aspects—such as pattern diversification, attractive color combinations, and the fabric's practical value—will tangibly increase sales volume in the market. Thus, the findings of this study align with the research by Ariastini *et al.*, (2024), which demonstrated that product innovation has a positive and significant impact on sales volume among weaving SMEs. In Park's (2020) theory of Marketing Management, it is explained that a product gains a competitive edge through new creations to remain in demand amid an ever-changing market. Innovation is not merely a transformation of a product's form but a marketing strategy. In the case of Muna Pa'a woven fabrics, the successful blending of traditional heritage with contemporary fashion trends has effectively attracted consumer interest, thereby significantly improving overall sales performance.

4.2.2 The Impact of Branding on Sales of Woven Fabrics

Based on the research findings, the branding variable had a positive and significant effect on sales of Muna Pa'a woven fabrics in Ranggo Village. This indicates that the stronger, more recognizable, and more positive the brand image (branding) established for Muna Pa'a woven fabrics, the higher the sales levels achieved. Thus, the results of this study do not align with those of Agustin *et al.*, (2023), which state that branding has a negative and non-significant partial effect on sales. In the theory of Brand Management by Sudirman *et al.*, (2024), effective branding is stated to be the primary differentiator in the market and a tool for building brand equity and long-term consumer trust. In the context of Muna Pa'a woven fabrics, a branding strategy involves more than simply attaching a name or logo; it conveys the cultural story, a guarantee of quality, and the exclusivity of the weave. Today's consumers do not merely purchase a physical product; they also buy into the brand's identity and reputation. Therefore, branding has proven to be a very powerful driver of consumer purchasing decisions.

4.2.3 The Impact of Product Innovation and Branding on Sales of Woven Fabrics

The research findings indicate that product innovation and branding collectively have a positive and significant effect on sales of Muna Pa'a woven fabric in Ranggo Village. This is reinforced by the coefficient of determination, which indicates that these two independent variables together can significantly explain fluctuations in woven fabric sales. Thus, these findings align with the study by Miradji *et al.*, (2025), which emphasizes that product innovation and branding have a positive and significant effect on sales growth. According to the theories of Marketing Management by Park (2020) and Brand Management by Sudirman *et al.*, (2024), product innovation plays a role in providing aesthetic quality and tangible uniqueness (the tangibles), while brand management serves to highlight these strengths and foster an emotional connection with customers (the intangibles). Muna Pa'a woven fabric

manufacturers consistently produce attractive pattern designs accompanied by aggressive brand promotion strategies; these two elements form a complementary marketing force. This comprehensive synergy is the primary driver in capturing a broader market share while securing the long-term growth trend in Muna Pa'a woven fabric sales revenue.

5. Concluding Remarks and Recommendation

This study examines the impact of product innovation and branding on the sales performance of Muna Pa'a woven fabrics as a response to challenges in the modern market. Using an explanatory quantitative approach with 100 respondents, the results demonstrate that physical innovations (refreshing patterns and colors) and brand identity (branding) have a positive and significant effect—both individually and collectively—on revenue dynamics. The practical and policy implications of these findings encourage artisans to consistently update designs without losing the essence of tradition, intensify digital promotion based on storytelling, and expedite the registration of Intellectual Property Rights (IPR) to protect this communal cultural heritage asset.

Theoretically, this study offers an original approach to bridging the gap between tradition preservation and commercialization by integrating marketing theory and brand management in cultural heritage products. Although these findings are statistically robust, the research model has limitations because it measures only these two independent variables, leaving other factors unexplored. Therefore, future researchers are advised to expand the scope of the model by adding new variables that may influence sales levels, such as the effectiveness of pricing policies, the efficiency of distribution channels (particularly the use of e-commerce), service satisfaction levels, as well as the influence of reference groups and macro market trends.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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Corresponding author

Sri Erfanni can be contacted at: srierfani@gmail.com

