



The Influence of Cultural Perceived Value on Consumer Purchase Intention at Tabut Event Bengkulu

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Abstract

The Tabut event in Bengkulu is a rich cultural tradition and has high social value, attracting the attention of many visitors. This study aims to analyze the influence of perceived cultural values on consumer purchase intentions within the context of the event. The method used is Structural Equation Modeling (SEM) to test the relationships between variables. The research population consisted of 171 people, and the sample was determined using Slovin's formula with a 5% margin of error (0.05), resulting in a sample of 120 people selected through purposive sampling. The study results show that perceived cultural values have a significant positive influence on consumer purchase intentions. A strong cultural identity encourages consumers to buy products that are perceived to represent their cultural values. Additionally, high social value plays an important role in encouraging consumers to participate in the tradition and support local business actors. Positive emotional experiences during the event also increase consumers' desire to make purchases, where social interactions and involvement in cultural activities strengthen the emotional connection with the product. This study provides valuable insights for marketers and business actors in designing more effective strategies to attract consumers during cultural events such as Tabut.

Keywords: Purchase Decision, Functional Value, Social Value, Emotional Value, Conditional Value.

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INTRODUCTION

Indonesia is a country rich in culture, characterized by its diversity of ethnicities, traditions, languages, and arts, making it unique. With over 300 ethnic groups and thousands of islands, each region has its own distinct cultural identity, ranging from traditional dances and music to culinary heritage. Additionally, diverse religious practices, such as Islam, Christianity, Hinduism, and local beliefs, further enrich Indonesia's cultural wealth. Unique festivals and rituals like Lebaran (Eid), Nyepi (Balinese Day of Silence), and traditional ceremonies strengthen social bonds and community identity. This cultural richness is not only a source of national pride but also attracts international attention, boosting tourism and the preservation of valuable cultural heritage (Song et al., 2020; Zhang et al., 2020).

In the context of cultural preservation and local economic development, cultural MSMEs (Micro, Small, and Medium Enterprises) in Indonesia play a crucial role. These MSMEs, numbering over 60 million, serve as hubs for various traditional crafts, arts, and culinary products. Their offerings not only reflect Indonesia's cultural diversity but also appeal to domestic and international markets (El Saady, 2011). Cultural MSMEs also contribute to the tourism sector by attracting visitors interested in experiencing local culture firsthand. Therefore, leveraging the potential of cultural MSMEs is essential in preserving and celebrating Indonesia's unique cultural identity in the era of globalization (Hasan et al., 2024) (Gumulya et al., 2023).

One example of a unique cultural tradition is the Tabut Festival in Bengkulu, an annual event blending religious and performing arts elements. This festival commemorates Islamic New Year by honoring Islamic heroes, featuring the creation of replica tombs and processions accompanied by music and dance. The active participation of the local community reflects strong cultural identity and solidarity. The Tabut Festival also attracts domestic and international tourists, potentially boosting the local economy through cultural tourism. Local government data indicates that visitor numbers can reach thousands during peak celebrations (Aviandy et al., 2025) (Octaviani et al., 2023).

MSMEs participating in the Tabut Festival in Bengkulu seize this opportunity to showcase and sell traditional products such as handicrafts, local food, and souvenirs. Their involvement contributes to local economic growth, aiding business recovery and expansion. Moreover, the event serves as a platform to promote entrepreneurial potential while preserving Bengkulu's cultural identity. MSME participation not only increases the visibility of local products but also provides opportunities for direct interaction with domestic and international visitors (Heny & Dewi, 2024).

However, challenges exist regarding cultural values influencing purchasing decisions for MSME products at the Tabut Festival. Although the festival aims to preserve culture, consumers often prioritize modernity and market trends over traditional products. Consequently, culturally significant items receive less attention compared to contemporary goods. A lack of awareness about the meaning and value of local cultural products also hinders appreciation for their uniqueness and quality (Zainal Arifen et al., 2024). Additionally, the relatively higher prices of MSME products compared to mass-produced goods and ineffective promotion further reduce their competitiveness (Jung & Shegai, 2023).

From a theoretical perspective, perceived cultural values play a crucial role in consumer purchasing decisions. Culture shapes how individuals perceive and value products, influencing preferences and consumption behavior. Consumers in tradition-oriented societies tend to choose local and traditional products that represent their cultural identity. Conversely, in

modern and individualistic cultures, consumers are more drawn to innovative and international brands. Social values such as sustainability and social responsibility also increasingly influence purchasing choices, with consumers favoring eco-friendly and ethical products (Jung & Shegai, 2023).

Furthermore, cultural values can be categorized into four types that affect purchasing decisions: functional value, emotional value, conditional value, and social value. Functional value relates to product utility, where consumers prioritize how well a product meets their needs. Emotional value involves personal attachment, influencing decisions based on sentimental connections. Conditional value arises from specific situations, such as promotions or seasons, affecting consumer behavior. Meanwhile, social value reflects the desire for social acceptance, making prestigious or trendy products more appealing. Understanding these four values is vital for businesses in designing effective marketing strategies and enhancing customer satisfaction (Rütelioné & Bhutto, 2024).

Although the annual Tabut Festival in Bengkulu has strong cultural appeal, the influence of functional, emotional, conditional, and social values on consumer purchasing decisions remains understudied. A deeper understanding of these cultural values could help businesses develop more effective marketing strategies, enhance product appeal, and encourage consumer engagement. Functional value explains practical considerations, emotional value reflects attachment to tradition-rooted products, conditional value highlights situational factors, and social value demonstrates community influence on product choices. This research is expected to provide valuable insights for businesses and stakeholders in understanding purchasing dynamics and crafting strategies to boost sales while preserving cultural heritage.

RESEARCH METHODS

This study was conducted in Bengkulu Province, renowned for its Tabut culture, with the research area deliberately selected in tourism zones as the center of local cultural and economic activities. The research population comprised 171 individuals, with the sample size determined using Slovin's formula to obtain a representative number of samples with an acceptable margin of error (set at 5% or 0.05). Based on this calculation, a sample of 120 respondents was selected through purposive sampling. Primary data collection was carried out through direct observation of consumer purchasing behavior, distributed questionnaires to gather quantitative data on purchasing decision factors, and in-depth interviews with selected respondents to obtain more detailed qualitative information regarding purchase motivations and decision-making considerations. The variables analyzed in this study are presented in Table 1.

Table 1. Variables Observed in the Study

Variabel	Code	Description
Fungsional Value	FV 1	Experience
	FV 2	Delivered quality
	FV 3	Material quality
	FV 4	Unique product
	FV 5	Product information
	FV 6	Culture and tradition
	FV 7	Local community
Sosial Value	SV 1	Social value
	SV 2	Social value
	SV 3	Accessibility
	SV 4	Affordability

Emotional Value	SV 5	Social experience
	EV 1	Pride in local culture
	EV 2	Satisfaction
	EV 3	Happiness
	EV 4	Appreciation for artisans
Conditional Value	EV 5	Pride in cultural heritage
	CV 1	Ease of purchasing product
	CV 2	Ease of finding product
	CV 3	Theme-appropriate product
	CV 4	Affordable price
	CV 5	Unique and creative product
	CV 6	Good quality
Purchase Decision	CV 7	Low price
	KP 1	Product brand
	KP 2	Seller service
	KP 3	Experience
	KP 4	Meets quality standards
	KP 5	Supports local MSMEs

The collected data was then analyzed using Structural Equation Modeling (SEM) with SmartPLS software version 3.0. The test steps include: testing the validity and reliability of the instrument, analysis of the measurement model to ensure the construct of variables is in accordance with the data, testing of structural models to test the causal relationships between variables, and evaluation of the goodness-of-fit model to ensure the suitability of the model with empirical data (Hair et al., 2022). Thus, this SEM analysis allows the mapping of factors that influence consumer decisions in making purchases in the Bengkulu tourism area with high validity and reliability. The Structural Equation Modeling (SEM) model diagram illustrates the relationship between the variables Conditional Value, Emotional Value, Functional Value, Social Value as independent variables that affect Purchasing Decision as dependent variables.

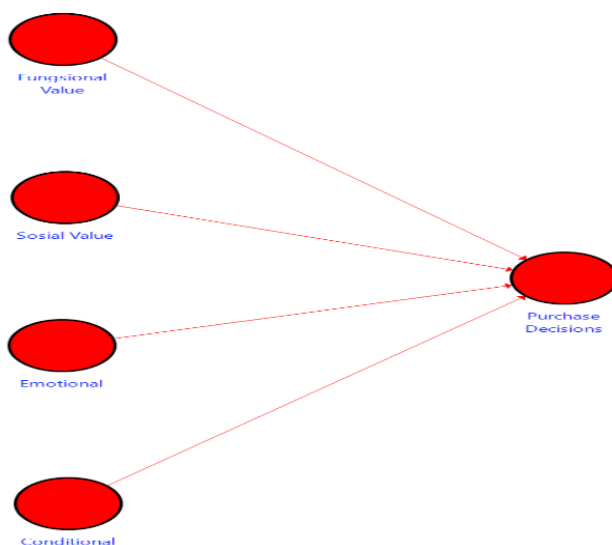


Figure 1. Purchase Decision Model Diagram

RESULTS AND DISCUSSION

RESULTS

Evaluation of Measurement Instruments (Outer Model)

To construct a robust model for analyzing consumer purchasing decisions regarding Micro, Small, and Medium Enterprise (MSME) products, we employed Structural Equation Modeling (SEM). This analysis focuses on multidimensional variables, including women's land rights, coffee cultivation, and agricultural income. Using outer loading factors, we developed the measurement model based on relevant exogenous factors (Su et al., 2023).

To assess the reliability and validity of the measurement instruments, we applied two key metrics: Cronbach's alpha and composite reliability (CR). A Cronbach's alpha value exceeding 0.7 indicates strong reliability, while CR provides a more conservative estimate. Convergent validity was assessed using the average variance extracted (AVE), with a threshold of 0.5 indicating adequate convergence. This methodological approach ensures that the measurement instruments used in this study are both reliable and valid, thereby providing accurate insights into consumer decision-making when purchasing MSME products.

Structural Model Analysis

The validity and reliability results confirm the model's construct suitability, with Cronbach's alpha values exceeding 0.7 - indicating strong internal consistency for all endogenous variables (Functional Value, Social Value, Emotional Value, and Conditional Value) (Bujang et al., 2018). All average variance extracted (AVE) values surpassed the 0.5 threshold, demonstrating adequate convergent validity (Tables 2 and 3). These robust measurements confirm the appropriateness of the indicators for model development. Furthermore, path coefficient analysis revealed statistically significant relationships between Functional Value, Social Value, Emotional Value, Conditional Value, and Purchase Decisions (Table 4), validating the hypothesized structural relationships in the proposed model.

Table 2. Construct reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Condisional Value	0.890	0.891	0.914	0.603
Emosional Value	0.809	0.810	0.867	0.567
Fungsional Value	0.851	0.853	0.889	0.572
Purchasing Decision	0.839	0.841	0.886	0.610
Sosial Value	0.824	0.826	0.877	0.587

Source: Data processing results with SmartPLS 3.0 Software

Table 3. Discriminant validity based on the Fornell-Larcker criterion

	Condisional Value	Emosional Value	Fungsional Value	Purchasing Decision	Sosial Value
Condisional Value	0.777				
Emosional Value	0.837	0.753			
Fungsional Value	0.834	0.821	0.757		
Purchasing Decision	0.850	0.830	0.828	0.781	
Sosial Value	0.871	0.845	0.821	0.858	0.766

Source: Data processing results with SmartPLS 3.0 Software

Relationships Between Variables Based on Path Coefficients

The path coefficient analysis (Figure 2 and Table 4) reveals statistically significant relationships between various values conditional, emotional, functional, and social - with purchase decisions. Each value demonstrates a positive influence on consumer decision making, providing valuable insights for marketing strategies. Within this context, it is essential to understand how each value contributes to purchasing behavior.

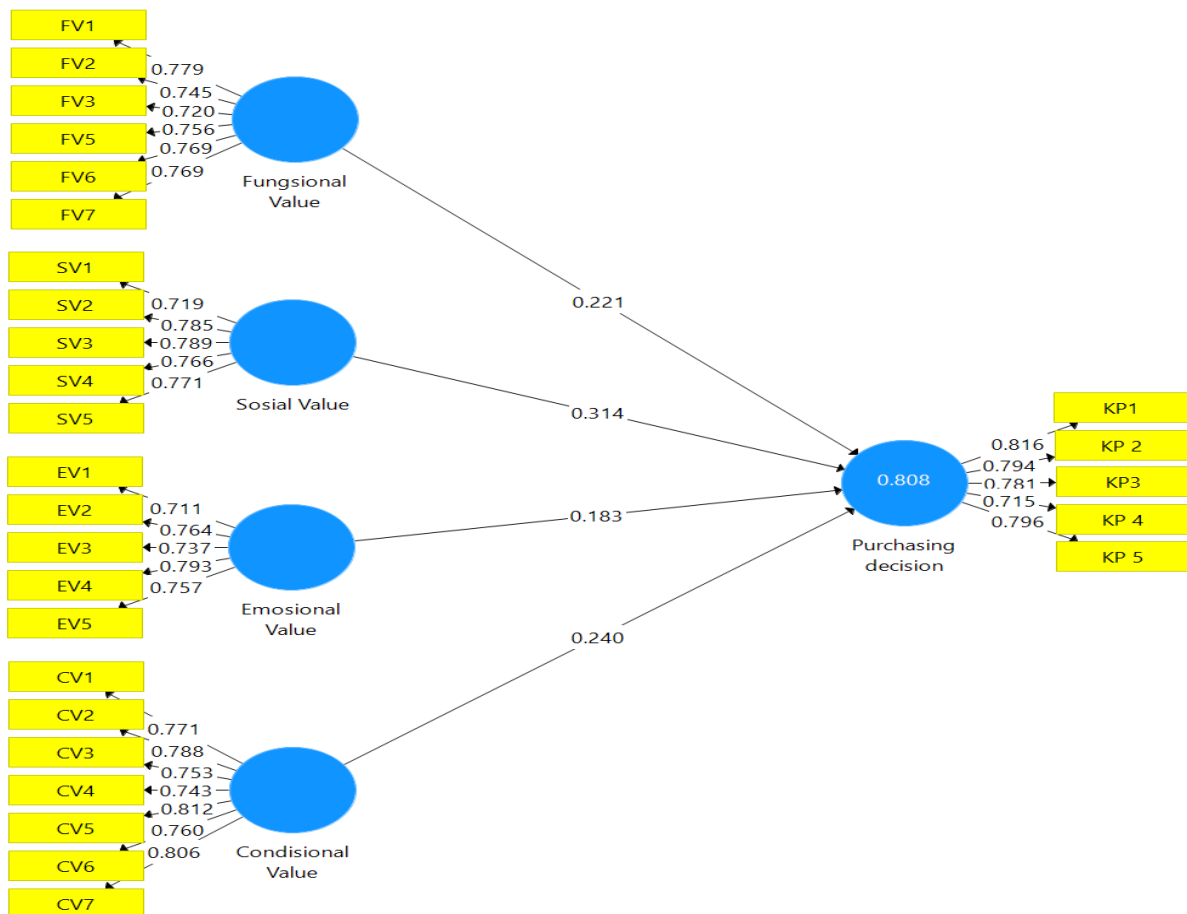


Figure 2. Load factors, path coefficients, dan R-squared values of constructs

Table 4. Path coefficient relationships between endogenous variables

	O	(M)	SD	T-Statistics (O/STDEV)	P-Values
Condisional Value -> Purchasing Decision	0.240	0.242	0.106	2.260	0.024
Emosional Value -> Purchasing Decision	0.183	0.172	0.086	2.126	0.034
Fungsional Value -> Purchasing Decision	0.221	0.224	0.096	2.307	0.021
Sosial Value -> Purchasing Decision	0.314	0.316	0.082	3.805	0.000

Source: Data processing results with SmartPLS 3.0 Software

The analytical results demonstrate that all investigated variables - conditional value, emotional value, functional value, and social value - exhibit statistically significant positive effects on consumer purchase decisions. This finding confirms that these four factors substantially influence how consumers make purchasing decisions regarding tourism products and services in Bengkulu. The statistical evidence strongly supports these conclusions, with all p-values falling below the standard significance threshold of 0.05, indicating that the observed relationships are not coincidental but statistically valid. Among these factors, conditional value plays a particularly notable role. This dimension, which relates to special circumstances such as promotional offers or discounts, shows that consumers are more motivated to purchase when they perceive additional benefits from situational factors. This suggests that implementing well-timed marketing promotions could effectively stimulate purchase interest in the tourism market.

The analysis also highlights the substantial impact of emotional value on consumer behavior. The feelings and experiences associated with product interactions significantly shape purchase decisions, implying that establishing emotional connections through compelling narratives or memorable experiences can enhance customer loyalty and purchase confidence. Functional value maintains its importance as expected, with consumers consistently evaluating products based on their practical utility and ability to meet specific needs. However, the most striking finding concerns social value, which emerges as the dominant factor influencing purchase decisions. The recognition and social status derived from product usage prove particularly influential in Bengkulu's cultural context, where communal values and social bonds are deeply rooted. These findings collectively indicate that consumer purchase decisions in Bengkulu's tourism sector result from a complex interplay of multiple value dimensions, with social value constituting the primary driver. Consequently, tourism businesses should adopt a comprehensive strategy that moves beyond conventional focus on product quality and pricing. Instead, they should emphasize creating strong social and emotional value propositions to more effectively engage consumers and foster sustainable customer loyalty in this culturally distinctive market.

DISCUSSION

Functional Value in Purchase Decisions

Consumer purchase decisions in Bengkulu's tourism sector are influenced not only by conventional factors like price and product quality but also significantly by conditional value formed through experiential dimensions and situational contexts (Sorakunnas, 2024). Statistical analysis reveals a positive and significant effect of conditional value on purchase decisions (Hanaysha, 2018) with a path coefficient of 0.221 ($p = 0.021$), indicating that value perceptions shaped by environmental and specific experiential factors play crucial roles in

consumer decision-making processes. These findings support the theory that in MSME and creative economy product marketing, product value is not absolute but rather depends fundamentally on how consumers contextualize products (Yang et al., 2024).

Consumer experience emerges as a critical component in shaping conditional value. Direct interactions with Bengkulu's cultural products - such as participation in Tabut traditions or hands-on engagement with traditional crafts create emotional memories and attachments that enhance value perception (Lin et al., 2022). These multidimensional experiences encompass physical (tactile product interaction), emotional (personal engagement), and cultural (understanding symbolic meanings) aspects. When consumers perceive experiences as authentic and meaningful, they demonstrate higher value appreciation and greater purchase likelihood, even at premium prices. This phenomenon is particularly evident in locally-rooted cultural products where direct experience differentiates them from mere shelf merchandise.

Product uniqueness constitutes another critical variable in conditional value formation. Distinctive Bengkulu products like Malay silver filigree crafts or traditional cuisine possess exclusivity that creates psychological monopoly. Consumers recognize these products' irreproducibility elsewhere, thus increasing willingness-to-pay. This uniqueness extends beyond physical attributes to encompass cultural narratives a Bengkulu silver bracelet represents not just an accessory but generations of craftsmanship and cultural identity. Such exclusivity perceptions justify premium pricing for rare, story rich products.

These findings align with research demonstrating how Indonesia's unique cultural diversity serves as fundamental capital for developing culturally-rooted creative products, simultaneously enhancing economic value and strengthening cultural identity (Didik Bambang Wahyudi, 2020). Furthermore, developing distinctive local cultural products plays vital roles in cultural advancement strategies, positioning them as mediums for socio-cultural innovation while increasing product exclusivity (Didik Bambang Wahyudi, 2020). Products embedding cultural heritage narratives strengthen exclusivity perceptions that drive consumer willingness to pay.

Comprehensive and effectively communicated information significantly contributes to conditional value formation. Modern consumers increasingly demand transparent information about product origins, production processes, and embedded cultural values. In Bengkulu, products accompanied by detailed explanations about woven motif philosophies or Tabut ritual histories receive higher value appreciation. Such educational information bridges products with consumer understanding while building trust. When consumers learn that certain woven textiles require weeks of manual traditional craftsmanship, they better appreciate relatively higher prices compared to mass-produced alternatives. Here, information functions not as supplementary data but as an active value-shaping component (Apriansyah et al., 2022).

Local cultural traditions form the most robust foundation for building conditional value in Bengkulu's products. The intangible cultural heritage of Tabut not only attracts tourism but adds value to related merchandise. A miniature Tabut tower souvenir transcends ordinary keepsakes by embodying centuries-old traditions. Consumers with emotional connections to Bengkulu's culture or interest in Indonesian heritage perceive these products as possessing values far exceeding functional utility. Frequently, cultural value becomes the primary selling point overriding rational considerations like price or practicality. Culturally-rich products are often purchased not for utility but as connections to traditions or identity symbols (Ratna Wulan Sari & Agus Susilo, 2024). The dynamic interplay among these factors holistically shapes

conditional value. No element operates in isolation - consumer experiences gain meaning when supported by adequate information, product uniqueness acquires value through cultural contextualization, and product quality is best appreciated alongside interactive experiences. In Bengkulu, these component synergies create a unique value ecosystem where local products are marketed not as mere commodities but as embodiments of rich, authentic cultural life (Sari et al., 2025)(Apriansyah et al., 2022).

Practical implications are particularly relevant for Bengkulu's tourism and creative economy development. Businesses should shift paradigms from selling physical products to offering comprehensive cultural experiences and values. Marketing strategies should highlight cultural narratives, provide accessible information channels, and facilitate direct consumer engagement with creative processes. Local government can support through culturally-rooted tourism infrastructure, product storytelling training for entrepreneurs, and communal intellectual property protection. By integrating local cultural strengths with deep consumer psychology understanding, Bengkulu's products can achieve economic competitiveness while serving as high-value cultural heritage preservation media (Sari et al., 2025)(Apriansyah et al., 2022).

The Influence of Social Value on Purchase Decisions

This study reveals a highly significant positive effect of social value on purchasing decisions, with a path coefficient of 0.314 ($p = 0.000$). The t-statistic value of 3.805 far exceeding the critical value of 1.96 strengthens the validity of these findings at a 99% confidence level. These results clearly demonstrate that social considerations are a primary determinant in consumer decision-making processes, particularly in Bengkulu's tourism sector, which is characterized by unique cultural and social interactions. To comprehensively understand this mechanism, an in-depth exploration of various social value indicators is necessary, including social relationships, perceived social value, accessibility, affordability, and social experiences (Nazlı et al., 2024).

Within Bengkulu's collective cultural context, social relationships play a fundamental role in shaping product value from the consumer's perspective. Products integrated with local social and cultural activities such as Tabut ritual equipment or traditional attire for communal events serve not only as ordinary consumer goods but also as mediums for strengthening social cohesion. Consumers tend to choose products that represent collective identity and reinforce their social connections within the community. This phenomenon indicates that a product's utility value is often assessed based on its ability to facilitate and enrich social interactions (Gallego et al., 2022).

The perceived social value attached to a product also significantly influences purchase decisions. This value encompasses dimensions such as enhanced social status, recognition from one's social environment, and a sense of belonging. Social value in consumer behavior refers to the perceived benefits of social acceptance and group approval, including aspects such as social identity enhancement, recognition, status, and self-esteem (Santosa et al., 2025). A sense of belonging defined as feeling valued, accepted, and part of a group plays a crucial role in identity formation and motivation for community participation (Ariesca Riana, 2020).

In Bengkulu, locally rooted cultural products such as Besurek woven fabrics or traditional silver crafts are often associated with prestige and communal pride. For example, Besurek fabric has become an icon of Bengkulu's cultural pride and is recognized as an Intangible Cultural Heritage of Indonesia. Historically, its use was restricted to traditional ceremonies and worn by important figures such as community leaders and royalty, symbolizing high social

status and communal pride (Khalish & Solihat, 2023). Over time, Besurek has also been incorporated into modern fashion and souvenirs, further reinforcing its association with local identity and pride. When consumers use these products, they are not merely purchasing goods but also expressing cultural identity and gaining social validation from their environment a phenomenon consistent with the concept that consuming local cultural products serves as a means of identity expression and social recognition within communities (Soni et al., 2024).

Product accessibility also contributes to the formation of perceived social value. Ease of access whether through physical distribution channels or digital e-commerce platforms increases the likelihood of product adoption among broader populations. Research in Bengkulu indicates that accessibility significantly influences trust and product adoption, including in the context of culturally rooted goods and services (Safas et al., 2024)(Marlina & Rusdi, 2024). In tourism contexts, strategic product placement in locations such as visitor centers or airports enhances product visibility and appeal. Improved accessibility fosters the perception that products are intended for widespread enjoyment across diverse socioeconomic groups.

Affordability plays a critical role in determining the extent to which a product's social value is accessible to various market segments. Importantly, affordability does not simply mean low cost but rather reflects an appropriate balance between price and the value offered both economically and psychologically. Bengkulu's handicrafts, priced reasonably while maintaining high cultural value, tend to achieve greater market acceptance than similar products with higher prices but minimal cultural significance. This aligns with findings that competitive pricing without compromising quality or cultural value expands market reach and strengthens consumer purchase intent (Marlina & Rusdi, 2024).

Social experiences generated through product use are pivotal in fostering consumer loyalty. Activities such as batik workshops or traditional culinary festivals not only provide consumable goods but also create meaningful spaces for social interaction. These collective experiences often leave lasting impressions, encouraging repeat purchases. In Bengkulu's tradition-rich society, culturally embedded social experiences can become a unique selling point that mass-produced commercial products cannot replicate (Ulfa & Jalili, 2024)(Annisa et al., 2023).

Emotional Value and Purchase Decisions

Statistical analysis reveals a significant positive relationship between emotional value and purchase decisions ($\beta=0.183$, $t=2.126$, $p=0.034$), confirming its crucial role in consumer behavior at a 95% confidence level (Khairiyah & Yunita, 2018). Emotional value refers to the affective bonds consumers form with products or brands, often triggering spontaneous purchases through positive feelings such as joy, pride, and cultural attachment (Wardah et al., 2023). Previous research indicates that emotions influence up to 90% of purchase decisions, frequently overriding rational considerations (Putu Angga Agusta Bimartha, 2019).

These findings hold particular relevance for Bengkulu's Tabut festival an annual 10 day Muharram tradition honoring the legacy of Al Husain through religious rituals, processions, and cultural competitions. The festival fosters deep emotional connections through historical reverence, local pride, and communal bonds. These emotional values significantly influence participants' purchasing behavior, making them more inclined to buy Tabut-related products as a form of cultural preservation (Syafitri et al., 2023)(Yulianti, 2016).

Key products include miniature Tabut replicas, traditional crafts, festival-exclusive foods, and cultural attire. Purchases are driven more by symbolic emotional value than functional

needs serving as expressions of identity and community support (Marhayati, 2019). This emotional engagement also cultivates sustained brand loyalty, as consumers view their purchases as active contributions to safeguarding cultural heritage (Syafitri et al., 2023).

The study highlights strategic opportunities for marketers: (1) product storytelling emphasizing Tabut's cultural narratives, (2) experiential marketing to strengthen emotional engagement, and (3) digital campaigns showcasing testimonials of cultural impact. Such approaches can enhance consumer involvement while promoting Bengkulu's cultural economy sustainably, demonstrating how emotional value transcends commercial transactions to become a vehicle for heritage preservation (Twenty Mariza Syafitri et al., 2023)(Yulianti, 2016)

Conditional Value in Purchase Decisions

Conditional value significantly contributes to influencing consumer purchase decisions for specific products or services. Conceptually, conditional value refers to consumers' perceptions of benefits obtained within particular situational contexts, such as a product's relevance to specific needs or current circumstances. This value emerges when consumers perceive that offered products or services can precisely meet their needs or desires at an appropriate time and condition. For instance, in certain situations, consumers may require products that provide quick, efficient, or environmentally suitable solutions, making conditional value a determining factor in purchase decisions (Mason et al., 2023)(Ramayah et al., 2018).

Within the context of Bengkulu's Tabut Culture, conditional value demonstrates strong relevance. The Tabut Festival, an annual ten-day Muharram tradition rich in religious and cultural significance, serves not only as a historical and spiritual commemoration but also as a gathering that creates specific cultural preservation and community identity needs. In this context, Tabut-related products and services - including distinctive souvenirs, traditional foods, and event support services - hold high conditional value for participants and visitors. These products are considered relevant and beneficial as they address the emotional, social, and cultural needs emerging during the festival (Ulfa & Jalili, 2024).

From a business perspective, understanding consumers' situational needs during the festival becomes crucial. Offering context-specific products, such as festival-exclusive foods or Tabut-themed handicrafts, enhances perceived conditional value. These products not only fulfill functional needs but also provide culturally and temporally appropriate experiences, making conditional value a key driver of purchase decisions as consumers perceive these offerings as situationally relevant and valuable (Ulfa & Jalili, 2024).

Furthermore, conditional value contributes to building consumer loyalty toward Tabut-related products and brands. Consumers who perceive purchased products as situationally appropriate demonstrate higher satisfaction and repurchase intention. This creates opportunities for local businesses to develop marketing strategies emphasizing product-context relevance, including product adaptation, festival-specific benefit promotion, and convenient service accessibility. More broadly, leveraging conditional value supports Tabut Culture's preservation and development. By aligning products with festival-specific needs, businesses and cultural organizers create mutually beneficial synergies that strengthen community engagement with cultural traditions while driving purchase decisions (Twenty Mariza Syafitri et al., 2023).

Strategic applications include developing digital marketing campaigns highlighting product-festival relevance, showcasing consumer testimonials, and educating audiences about culturally significant local products. Such approaches enhance consumer awareness

while strengthening the market position of Bengkulu's cultural products and supporting local economic development (Twenty Mariza Syafitri et al., 2023).

CONCLUSION

This study confirms that perceived cultural values significantly influence consumer purchase intentions during the Tabut event in Bengkulu. Cultural identity, social value, and emotional experience are key factors driving purchasing decisions, with emotionally connected consumers more likely to buy culturally resonant products. Strong cultural identity motivates participation in traditions and support for local businesses, while social value fosters a sense of responsibility toward cultural preservation and community economics. Positive emotional experiences, such as social interactions and cultural engagement, further enhance purchase intent. Practical Implications: Marketers and businesses should develop culturally focused strategies that emphasize emotional and social values to create more appealing offerings. Future research should explore the culture-consumer behavior relationship to enrich marketing and cultural studies, enabling more effective and sustainable strategies.

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