

CONSUMER'S PREFERENCE ON BATIK PATTERN AND QUALITY IN INCREASING THE PURCHASE DECISION OF JEMBER BATIK PRODUCT

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Abstract. Jember batik has its own characteristics than any other batik. The charm of Jember batik is its color harmony which differentiates Jember batik from the other batik. Consumer's purchase decision in purchasing a product and the production result of a company are inseparable. Consumer's purchase decision is the decision in purchasing the most desirable brand than any other available alternatives, however there are two factors between the purchase intention and purchase decision. The first factor is other person's attitude and the second is situational factor. This study aims to determine the influence of batik pattern and quality on consumer preference to increase the purchase decision of Jember batik product. This study used the Chi Square analysis method. The result showed that the value of Asymp. Sig. (2-sided) in the Pearson test of Chi Square was 0,001 and 0,000. Those were less than 0,05 which means batik pattern and quality influence the consumer's preference and are able to increase the batik product purchase decision. It can be used as the basis to determine the strategy of Jember batik product development.

1. INTRODUCTION

Indonesian's economy has met the globalization era. The free trade creates an opportunity to an open competition among companies. To face the tight competition, the company shall pay attention to the effectiveness and efficiency in utilizing the owned resources. To achieve the goal, the company shall have an accurate and reliable strategy as well as implement the marketing effectively.

Batik of Jember Regency has its own characteristics than batik from other region. The charm of Jember batik is its color harmony which differentiates Jember batik from the other batik. Jember batik has courage to fuse brighter colors. Various pattern develops Jember batik to serve not only local market but also international.

The increase on society's life will also increase the needs of goods. It influences their behavior in choosing the goods to buy or they think the most suitable and are able to fulfill their needs and wants. The excellent batik product with competitive price is the main key in providing higher satisfaction to the consumer.

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purchase decision. The first factor is other person's attitude and the second is situational factor. Therefore, preference and purchase intention do not always turn out the actual purchase. [3]

Consumer has a greater and more various value demands when facing the various choices of goods or services to buy. A smart company will try to understand and fulfill what they wants through consumer decision making, in selecting, and even in using the product.

A standardized quality is needed to make the desired product quality meet the consumer's desire and interest. This meant to maintain the product to meet the standard set that the customer will not lose their trust to the related product. Any marketer who does not pay attention to the offered product quality will bear the consumer disloyalty that the product sale will tend to decrease. If the marketer pays attention to the quality, even supported by the advertisement and fair price then the consumer will not take a long time to purchase the product [3]. Therefore, maintaining the consistency of the product to meet the desired and required quality of the consumer is important.

Preference is someone's choice or interest in choosing a product, either goods or service [8]. In English, preference has the similar meaning with choice. [2] said that preference is someone's desire to choose something which can be measured by a necessity scale of the desired product bundle, which means each consumer has the right to evaluate the good or service they want to buy by determining the product ranking. The purchase decision occurs also in the batik business. Each batik producer has their own special quality and characteristics that the consumer faces various choices.

Model [3] showed that the consumer's decision is influenced by two factors, the external and internal factors. This model explained that someone's characteristics and any influence surround the consumer are able to affect the consumer in giving response as well as determining the product choice. [3] divided the external factors into two, the marketing stimuli (product, price, distribution, and communication) and macro environment (economy, technology, politics, and culture), while the internal factor covers culture, social, personal, and psychology. Consumer's purchase decision are also influenced by individual factors, the environment, and marketing stimuli which ultimately lead to post-purchase consumer responses to the products they consume and also provide input for producers on the consumer response to the relevance of marketing strategies [1].

The complexity of the influential factors which affect the consumer's preference in deciding the purchase on Jember batik product requires a preparation such as several choices of attributes to attract and satisfy the consumer. Besides, Jember batik business unit shall be able to understand and analyze the attribute which becomes the consumer's consideration.

2. RESEARCH METHODS

This study used the descriptive quantitative method. Descriptive method is a research method aims to describe a/an object, condition, idea, or phenomenon which occurs in the present time [6]. While the qualitative method is a research method aims to understand a phenomenon or social symptoms which focused on the complete description of the reviewed phenomenon.

This study was conducted purposively in Jember with the batik consumer in Jember as the population. The sampling technique used was the purposive sampling. According to [7], purposive sampling is a technique to determine a research sample with several considerations to obtain the more representative data by using criteria selected by the researcher in determining sample which will be focused on a certain purpose. The determined criteria were any consumer who had purchased the Jember batik product. The numbers of sample used in this study were 100 respondents (Jember batik product consumer) with 5% of trustworthiness level.

The data analysis method used in this study was Chi Square analysis. Chi Square analysis tool is an analysis used to determine the probability of the different perception among respondents on the factors influenced the consumer's preference. Chi Square test is a non-parametric statistics method to test if there is a relationship between two or more variables with nominal scale. To ease the data analysis process, windows-based SPSS (Statistical Package for Social Science) software was used to analyze data by performing statistics calculation for the parametric or non-parametric. Here is the formula used in the Chi Square analysis [8]:

$$\chi^2 = \sum_{i=1}^k \left[\frac{(f_o - f_e)^2}{f_e} \right]$$

Description:

χ^2 : Chi Square

f_o : observed frequency in the study

f_e : expected frequency in the study

i...k: category of factor influenced the consumer preferences

Hypothesis of this study was H_0 : batik pattern and quality do not influence the consumer's preference in purchasing Jember batik product. H_a : batik pattern and quality influence the consumer's preference in purchasing Jember batik product.

3. RESULT AND DISCUSSION

This study used primary data is a questionnaire filled out by Jember batik consumers. Analysis of the data used the Chi Square analysis which is one of the non-parametric analyses. There were relatively many factors influenced the consumer's preference. In this study, there were two observed factors; the batik pattern and batik quality. The crosstab result of batik pattern and consumer's preference can be seen on table 1.

Table 1. The Crosstab Result of Batik Pattern and Consumer's Preference

Influencing Factor	Consumer Preference	
	Repurchase	Not Repurchase
Like the Batik Pattern	62	13
Dislike the Batik Pattern	12	13

The result of crosstab on table 1 batik pattern and consumer preference showed that from 100 respondents, 62 repurchased the product because they like the Jember batik pattern, 13 did not repurchase although they like Jember batik pattern, 12 repurchased the product but disliked the pattern, and 13 did not repurchase nor liked the Jember batik pattern. Consumers who repurchased the product and liked the pattern were the patrons who said that they desired the Jember batik pattern. However, the consumer who repurchased the product but disliked the pattern has other factors which influenced the purchase such as the batik quality. The crosstab result of batik quality and consumer's preference can be seen on table 2.

Table 2. The Crosstab result of Batik Quality and Consumer's Preference

Influencing Factor	Consumer Preference	
	Repurchase	Not Repurchase
Like the Batik Quality	70	8
Dislike the Batik Quality	4	18

The result of crosstab on table 2 batik quality and consumer preference showed that from 100 respondents, 70 repurchased the product because they liked the Jember batik quality, 8 did not repurchase although they liked Jember batik quality, 4 repurchased the product but disliked the quality, and 18 did not repurchase nor liked the Jember batik quality. Consumers who repurchased the product and liked the quality were the patrons who said that they desired the Jember batik quality. While the consumer who repurchased the product but disliked the pattern has other factors which influenced the purchase such as the batik pattern. Any factors influenced the consumer preference in repurchasing Jember batik products beside the pattern and quality, were price, prestige, and others which were not included in this study. The Chi Square analysis results related to the influence of pattern on consumer's preference were stated in table 3.

Table 3. The Chi Square Analysis Result of Batik Pattern and Consumer's Preference

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exct Sig (1-sided)
Pearson Chi-Square	11.712 ^a	1	.001		
Continuity Correction	9.979	1	.002		
Likelihood Ratio	10.824	1	.001		
Fisher's Exct Test				.001	.001
Linear by-Linear Association	11.595	1	.001		
N of Valid Cases	100				

^a 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.50

Based on table 3, the value of Asymp. Sig. (2-sided) on the Pearson Chi Square test was 0,001. It was less than 0,05 which stated that Ho was rejected and Ha was accepted. The result means that pattern influenced the consumer's preference in purchasing Jember batik product. While the Chi Square count value based on table 1 was 11,712 which was more than the chi square table value for df = 1 on the 5% significance (a) or 0,05 on the Chi Square statistic table value distribution of 3,841. On table 1, the Likelihood Ratio value was 10,824 on Asymp. Sig. (2-sided) of 0,001 < 0,05. Based on the comparison, it can be concluded that Ho was rejected and Ha was accepted.

Table 4. The Chi Square Analysis Result of Batik Quality on Consumer's Preference

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exct Sig (1- sided)
Pearson Chi-Square	45.675 ^a	1	.000		
Continuity Correction	42.031	1	.000		
Likelihood Ratio	42.163	1	.000		
Fisher's Exct Test				.000	.000
Linear by-Linear Association	45.218	1	.000		
N of Valid Cases	100				

^a 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.72

Based on table 4, the value of Asymp. Sig. (2-sided) on the Pearson Chi Square test was 0,000. It was less than 0,05 which stated that Ho was rejected and Ha was accepted. The result means that quality influenced the consumer's preference in purchasing Jember batik product. While the Chi Square count value based on table 2 was 45,675 which was more than the chi square table value for df = 1 on the 5% significance (a) or 0,05 on the Chi Square statistic table value distribution of 3,841. On table 2, the Likelihood Ratio value was 10,824 on Asymp. Sig. (2-sided) of 0,001 < 0,05. Based on the comparison, it can be concluded that Ho was rejected and Ha was accepted.

Based on the analysis result value which was less than 0,05 showed that Ho was rejected and Ha was accepted, which means batik pattern and quality influenced the consumer's preference in purchasing Jember batik product. This result is in accordance with [5] which shows the results of the analysis of the p-value of 0.001 by using alpha of 0.05, the p-value of <0.05 so that Ha is accepted and Ho is rejected. Jember batik pattern characteristics were dominated by tobacco leaves pattern and bright colors which became one of factors in purchasing Jember batik product. Beside the pattern, the batik quality also influenced the consumer's preference on batik product purchase.

4. CONCLUSIONS

Based on the analysis result on Jember batik consumer, that the crosstab result between batik pattern and consumer's preference showed that from 100 respondents, 62 repurchased the product because they like the Jember batik pattern, 13 did not repurchase although they like Jember batik pattern, 12 repurchased the product but disliked the pattern, and 13 did not repurchase nor liked the Jember batik pattern. While the crosstab result between batik quality and consumer's preference showed that 70 repurchased the product because they liked the Jember batik quality, 8 did not repurchase although they liked Jember batik quality.

The Chi Square analysis result of batik pattern on consumer's preference showed that the value of Asymp. Sig. (2-sided) on the Pearson Chi Square test was 0,001. It was less than 0,05. Meanwhile, the Chi Square analysis result of batik quality on consumer's preference showed that the value of Asymp. Sig. (2-sided) on the Pearson Chi Square test was 0,000. It was less than 0,05. Based on the result, it can be concluded that H_0 was rejected and H_a was accepted. It means that batik pattern and quality influenced the consumer's preference that it can increase the batik product purchase decision.

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