

ANALYSIS OF PREFERENCES AND CONSUMER BEHAVIOR OF BATIK JAMBI

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Abstract

The purpose of this study is to (1) find out how consumer preferences affect the pattern of attribute batik Jambi based on the importance and benefits of the resulting products (2). Analyze how consumer preferences of batik Jambi in relation to consumer purchasing behavior. The attribute represents the elements of a product that is considered important by consumers and serves as the basis of decision-making. Activities in order to search for and examine attributes at the level of joy and the selection of the best products so that the end product is getting an actual value more than what was expected and desired continuously in this research 5 by order of the attribute that has the value of the relative importance of the largest among other color batiks, batik type of prices and the types of batik. This research population is consumers batik Jambi. Sample units are 100 people representing various respondents among groups of people. Further data will be processed and analyzed by means of a combination approach with the method of conjoint analysis with SPSS 24.

Keywords: preferences, attributes, consumer behavior

Introduction

Batik industry is one of the types of small and medium industries which focus on creating a product is the result of cultural development of the nation and has its own characteristics. Based on a proposal from the Government, UNESCO Batik Indonesia into Representative List because it meets the criteria, among others, rich with symbolism and philosophy of life of the people of Indonesia; contribute to the rights of intangible cultural heritage in the present and in the future. Since UNESCO gave the recognition of batik as Indonesia's cultural heritage, batik craft businesses growing and show increased production levels.

Batik Jambi is the superior original product from Jambi. In order to be able to compete in the market products batik Jambi need to understand the needs of the market. Moreover, batik Jambi development of native culture is thick with Malay shades. Currently, there are 14 ancient motive and 86 creation motive owned batik Jambi. The ancient motive among is Aksaro, Bungo, and Bungo Pauh. While the motif of creations is Duren pecah, Kajang Lako Encong, Kerinci, and Bungo Rayo. Each story describes the motif and characteristic of cultural symbols and subculture area of Jambi who not owned batik from other regions.

Preference is the attitude of an individual against one set of consumer objects, usually reflected in the decision-making process explicit. Creative industries must be prepared to identify and meet consumer preferences change resulting from changes in demographic characteristics, technological, social, legal, cultural or ethical industry (Erinda, Kumadji, and Sunarti, 2016). In order to meet the needs of consumers, batik Jambi's entrepreneur must know what important attributes to be considered by consumers in purchasing batik formed through an evaluation over a wide range of brands in different available options. One way of observing the consumers behavior is to understand how consumer preferences towards a product or service so that there are factors that can affect consumer behavior.

Consumer preference towards product emerged through the attributes of a product such as a shape, size, color, taste, consistency, package and more. Attributes are the elements of a product is viewed essentially by consumers and serve as the basis of decision-making (Tjiptono in Rosyidi et al., 2014). As for the attribute batik Jambi, it is including color, motive, material, the price offered and the types of batik. By recognizing what became favorites and rate the value of consumer preferences, the next step could be considered is how batik Jambi maintaining consistency in the market.

To achieve long-term balance in terms of adjusting the purchasing and consumer preference, what SME managers do is how to make an effort product development, the use of the functional benefits as well as create a number of interesting attributes products. Thus, activities in order to search for and examine attributes at the level of joy and the selection of the best products of this, as necessary to be known, where the activities in this important understanding is done, so that the end product produced against the value consumers get an actual value more than what was expected and desirable on an ongoing basis.

Related to this, then the research questions formulated are:

1. How the pattern of attribute affecting consumer preferences batik Jambi based on the importance and benefits of the resulting product?.

2. How is consumer preference of batik Jambi in relation to consumer behavior?.

Review of Literature

Consumer Preferences

Preference is a consumer attitude towards one's choice brand products are formed through an evaluation over a wide range of brands in a wide selection of available. Preferences are used to analyze the level of satisfaction for consumers, with the use of the product, choose alternatives to achieve optimal value to (Muzdalifah in Trianto, 2016). According to Voicu (2017) consumer preferences, is the result of a long-term relationship between the brand with consumers. Theoretically, limiting preferences have a tendency as the concept of choice even though the options and preferences have a different meaning. Preferences can be either the substance of the material of an object (shape, size, taste, color, and consistency), element names, labels and instructions in product and warranty for use of the product.

Consumer behavior

Consumer behavior is the study of how individuals, groups and organizations are choosing, buying, using, and how the goods, services, ideas or experiences satisfying their needs and desires. Marketers can understand in full the theory and reality of consumer behavior (Kotler and Keller, 2009). Kalaiyarasi (2014) stated consumer behavior can be defined as the decision making process and activities involving physical processes have, use, and evaluate products and services. The process starts with the minds of consumers to look for alternatives among the weaknesses and strengths of the product.

Product Attributes

Simamora (2014) stated that the product attributes are related product factors that expected to be purchaser consideration of taking decisions, such as the quality, features, design and after-sales service. Develop products and services involves the granting of a definition that will be offered. Individual consumers have the attitude, as well as evaluation of their choice in selecting and determining the purchase of certain products and brands. Preferences emerge consumer evaluation of attitudes over time of a range of brands in a variety of options available, often determined by the existence of a wide range of component attributes attached to the product and the brand, with consistently towards the purchase of the products they choose.

Purchasing Decisions

The culture's very determine one's attitude in taking the decision of buying services or products desired (Kirana, 2010). The situation is the same or different for everyone who has a different perception. This is because in the five senses everyone can grasp an object that stimulation of they feel. The person's behavior arising from experience during his life in theory generated through encouragement, stimulation, cue, responses and statements and this entry in the scope of learning. Sumarwan (2014) stated that one of the most important factors that affect the purchasing process is the selection and the situation around consumer decisions, based on the actions of their purchase on a situation that is inherent in their actions.

Method

Design Research

This research is a descriptive quantitative and qualitative research with a sample survey approached. The approach of the survey used to measure symptoms and help to compare with predetermined criteria.

Data Source

Primary data needed is characteristic of the respondent, the respondent's perception of color attributes, pricing, motives, and cultural elements and preference products batik Jambi. Secondary data obtained by reviewing information data from various studies and relevant research literature related description about the attributes, cultural elements, and preference products of batik Jambi

Populations and Samples

The population in this study is consumers of Batik Jambi. As for the total population is not known through secondary data published, the basic sampling using opinion research sample taken at least as much as four to five times as many as 100 people for respondent.

Research Instrument

This research instrument is using the Likert scale through consumers interview personally to collect data or measure the value of attributes in the combination of tiers product attributes that would researched. To test the validity of the questionnaire in research, the data generated by the scale score, then the validity and reliability of known stages in the evaluation of the goodness of fit.

Data analysis

The tools to formulate the profile attributes and to combine issue is Conjoin analysis. researchers identify attributes and grades used in the concepts of stimuli. The selected attribute must be important in affecting consumer preferences. Creation of stimuli product attributes through the procedure of combination on attributes defined above, can be done with a multiplication of each sub-attribute, namely in the form of 5 attributes color, motif, material, type of batik and price of batik. After you create a design of orthogonal, then create a profile for products rated by subject. In this case, the variable is bound is usually a preference or attention to buying. In order to become an output value at the level of interest and benefit then step next use the help of SPSS 24 syntax conjoin application.

Research Finding

Descriptive Analysis Of Respondents

From 100 respondents research, 26% of respondents is 26 years old, 22% is in a range of 32-36 years. Age can describe the level of emotional maturity of the individual to develop his thinking, especially in strategic decision making. Next, the user of batik Jambi 60 % dominated women and 40% of men. Women tend to have feelings like to try and have what they see. Most other States that opinion to the hormonal cycle female gender can influence the selection of products, more likely to use them in detail, checking carefully to face message and make decisions based on extensive product attributes (Hoyer, MacInnis, and Pieters, 2013).

Education undertook to affect one's mindset and education level also determine the decisions of someone visiting a place based on the background of educational 53% of respondents have an equivalent education level S1/D3 and 33% set educational S2/S3. Regarding employment, amount to 34% of the respondents has a job varies as lecturer, honorary employee/contract, and 26% of the respondents had jobs as civil servant/officials of state-owned enterprises/local. In line with this, 36% of respondents have income Rp 1.500.000 – Rp 2,500,000/month and as much as 21% have an income less than Rp 1.500.000. The reason a person or a group of people buying an item or service is very diversified and some are fixed. 47% of respondents are buying batik Jambi for use as clothing Office or working uniforms. Then, batik uses for formal events by 30% of respondents.

Based on data, 69 % of respondents in frequency purchase of batik Jambi is about 1-2 times per year while 47% of respondents buy batik Jambi because of their interest. Then, 65% of respondents buy batik Jambi in special batik outlets and 18% buy-in batik Jambi studio. Consumers choose to buy batik Jambi in special outlet because batik is sold not only in the basic form but rather directly in the form of clothing so that consumers have plenty of choices. If consumers buy batik Jambi in certain batik Jambi's studio, the price usually cheaper than in mall but it sold only in limited forms.

With regard to perception, 29% of respondents regard that batik Jambi culture as a symbol that should be conserved, 20% of respondents have the perception that batik Jambi is pride products as community, 19% respondent have the perception that batik Jambi has uniqueness than other batik and 17% of respondents want to buy batik Jambi as a media to introduce the culture. The community has a lot of perceptions about batik Jambi but the overall perception that still leads to batik Jambi cultural heritage that should be preserved.

The Description Attribute Combination Of Batik Jambi

After forming plan card as the plan of drafting questions questionnaire toward the respondents, it will note the results of the determination of the questionnaire in the perception, the views, and interest of the consumer against the attribute of a product, in the form of the actual value of his favorite present. Full completely is shown in the following table:

Table 1. The Attributes Combination Of Batik Jambi

Stimuli Number	Attribute Combination		Score Min	Score Max	Mean	Std deviation
5	Color	Bright				
	Motif	Interesting				
	Type	Tulis	1	5	3.93	0,868
	Material	Cotton				
	Price	< Rp 150.000				
12	Color	Neutral				
	Motif	Interesting				
	Type	Tulis	2	5	3.85	0,869
	Material	Silk				
	Price	Rp 150.000 – Rp 200.000				
16	Color	Bright				
	Motif	Having characteristic				
	Type	Tulis	2	5	3.85	0,857
	Material	Silk				
	Price	> Rp 200.000				
10	Color	Neutral				
	Motif	Unique				
	Type	Tulis	1	5	3.83	0,865
	Material	Cotton				
	Price	< Rp 150.000				
6	Color	Bright				
	Motif	Interesting				
	Type	Cap	2	5	3.66	0.901
	Material	Silk				
	Price	< Rp 150.000				

Based on the research results obtained, from five attributes, the highest score is the stimuli number 5 which has a 3.93 average score as well as the score of the standard deviation 0,868 less than 1. Consumers prefer the batik Jambi with a combination of bright color attributes, interesting motif, type of batik tulis, made of cotton with a price of below Rp 150.000. Furthermore, from a total of 100 respondents, 39 percent of respondents stated that they like the combination of the attributes and 39 percent of respondents stated that it is very fancy. This shows the combination of attributes is the most ideal combination among the 16 combinations of attribute batik Jambi on this research.

The combination of attributes at the second-highest score is stimuli number 12 with a 3.85 average score and standard deviation score of 0.869. The combination of the attributes is neutral batik, interesting motif, silk materials and at a price range from Rp150,000 to Rp200,000. Then, 35 percent of the respondents expressed their preferences in this combination and 34 percent express neutral. The next big stimuli combination in on plan card number 16. The average score is 3.85 and standard deviation score is 0.857. It consists of the combination of the attributes of color bright batik with motif characteristic of Jambi, batik tulis, silk materials and prices above Rp 200,000. The percentage of respondents who stated like to this combination of the attributes is 43 percent, amounting to 27 percent of respondents stated neutral and 24 percent of the respondents stated it is very like with the combination of these attributes.

The next highest score stimuli number 10 which has an average score of 3.83 and standard deviation score is 0.865. As for the combination of attributes batik Jambi are a neutral color, unique batik motif, tulis types of batik, cotton material with price less than Rp150,000. Amounting to 40 percent of the respondents prefer this combination while other 32 percent stated neutrally to the attributes. The five highest average scores is a combination of bright colors, interesting motif, cap batik, silk material with a price of less than Rp 150.000. This stimulus has an average score of 66,3 with a standard deviation of 0.901. Based on the results of output, as much as 44 percent of the respondents prefer the combination.

Reliability Test

Reliability Test showed the value of the Cronbach's Alpha e of the whole attributes batik Jambi is 0.836. it is above a standard score of 0.06. All variable is said to be reliability if Cronbach's Alpha value above 0.06.

The Pattern of Consumer Preference

Batik Jambi competitive emphasizes capability areas creating value added to achieve high and sustainable prosperity by staying open to domestic and international competition. The power products of batik Jambi are interesting and unique motif as well as the characteristic of Jambi that reflect the culture of the Jambi region. Product attributes are related factors that are expected to be the consideration the purchaser at the time of making a decision,

In the study attributes, the motif of the most preferred batik Jambi is interesting and unique. The various motif of batik Jambi largely taken from the form of flora and fauna, but the differences and uniqueness of batik Jambi lie in the simplicity of the forms of the motif, namely the form of the stand-alone motif, has a name of its own and combined between the motif and motif staple stuffing. Another uniqueness is the name on the motif of batik Jambi given on each form the main motif, such as Angso Duo, Duren Pecah, Kuwau Berhias, Perahu Sanggat, Batanghari etc. Although the name was given to any form of motif consisting of one form but not in its application consists of a form of motif alone.

Next, in each motif contained elements of a powerful philosophy in it. The motif of Tampuk Manggis illustrates the sincerity of heart. The motif of the Perahu Sanggat reminds the public that something must be done to complete until the end of ideal. Moreover, Duren Pecah means that something good must be constantly maintained in order not to be damaged. Angso Duo means illustrating the tenacity and patience in this endeavor as well as alignment with fellow living beings. The motif of Kuwau Berhias illustrates the necessity of knowing the strengths and weaknesses of yourself because human basically are not perfect. The motif depicts that philosophical of Batanghari is age, a journey of life, success and failure of everyone life is different but still on the holder of the power of God Almighty.

The strength of the batik Jambi is in coloring which is varied and interesting. For coloring, batik Jambi craftsmen often use bright colors such as red, orange, blue and green. But there are also neutral colors and dark that impressed unique and interesting natural colors such as describing land, wood, and bark of plants. Sixteen stimuli attribute combination batik Jambi in this study having the five highest stimuli to each attribute. Today, batik Jambi craftsmen using natural ingredients from plants that make the result look natural and describe the feel of nature. Sepang is kind of wood that produces golden yellow color while Ramelang wood produces a brownish red color, Lambat slowly produces a yellow color, Nilo wood produces blue, brownish yellow, Merbau wood for dark blue, and Ketepeng leaf to shades of gray. The availability of raw materials especially dyes often become obstacles to batik crafting men. Raw materials for staining of batik still imported from other regions. Although many natural dyes are used to produce the color of batik, a long process causes a lot of coloring so that it needs to purchase from other areas.

Furthermore, there are two namely kinds of batik Jambi based on the making process, there are tulis, cap and printing. The durability of batik Jambi stronger, especially for that type of batik, however, the use of technology in the making of batik is very low. Batik work is done traditionally, the number of labor is limited, use the manual production, production is still modest and there has been no production of the missal. If there are reservations in large quantities the resulting batik Jambi is usually a trivial printing, then work is done in Java.

Batik Jambi Preference and Consumer Behavior.

The cultural heritage of batik Jambi must be preserved. Current products typical of the area is highly sought after by tourists. Business opportunities are wide open when reinforced with marketing strategies, technology and intensive coaching from the Government. The other opportunity is to support the Government. Currently, the creative industry is a type of industry that received government support to develop. Many government programs created to support this industry can become opportunities for batik artisans to improve their sales. Another opportunity is the existence of free trade. In the era of free trade between countries, one of the industries which are expected to succeed in the creative industry. The uniqueness and local characteristics into something that can be offered to other countries. These opportunities can be exploited batik craftsmen with the Government's role as a mediator in promoting and partnership with other countries. Expansion of employment opportunities. Center for creative industries has been proclaimed by batik Jambi across the city of Jambi in the Gulf and Lake Pelayangan. The area around handicraft batik Jambi is empowered to get skilled workforce by means of recruiting young people, giving the Batik skills and orientation to be entrepreneurial.

In addition to the opportunities that are still wide open, then the threat is batik Jambi that comes from other areas. Cultural products Batik is Indonesia, so it's not just the province of Jambi that has this product. even in its development, batik Jambi impacted by Javanese batik. According to Octavia (2013), there is no difference between the public perception of batik Jambi and Javanese batik. The selling price of batik Jambi is more expensive than batik of Javanese, is one of the factors the causes of interest towards purchasing higher than Java batik Jambi. More diversified products batik of Java are available in the form of more diverse official clothing, dress daily, bags, souvenirs, pedestal tables and much more.

The process of formation of consumer behavior is done based on a process before and after the purchase. A buyer will do the assessment of a product which will affect the process of the taking of the decision upon the purchase of such goods or services. In making purchases consumers have some consideration. Things that underlying batik Jambi purchasing decisions. SME's and also businessmen in producing batik Jambi should make an innovation to a distinctive motif, pay attention to consumer tastes, choose colors that are favored by consumers, determine the price, and also pay attention to the subtlety of the batik cloth.

Conclusion

1. A consumer of batik Jambi prefers bright color, interesting, kind of motif batik cotton material as well as the price of under Rp 150,000 as the best stimuli combination of attributes.
2. Attribute affecting consumer preferences of batik Jambi based on the importance and benefits of the resulting product
3. A Grouping based on the attributes visible associated based on the same idea, for batik Jambi became a factor in consumer preference towards products batik Jambi.

Suggestion

1. The results of this grouping can be used to create a map of space products and also shows where each product or brand is placed on each factor.
2. The result of this research will give benefit for the SME's of Batik Jambi in order to understand consumer behavior based on the preference of attributes of batik Jambi.

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