

ANALYSIS OF CONSUMER PREFERENCES ON THE COMBINATION OF BATIK PRODUCT

Lorenzo Yauwerissa¹, Damelina Basauli Tambunan²

Universitas Ciputra Surabaya
INDONESIA

Email: ¹enzo82@ymail.com , ²damelina@ciputra.ac.id

ABSTRACT

This study aims to determine batik consumer preferences by foreigners in Indonesia as a souvenir. The variables taken are motifs, manufacturing techniques, and fabric. Motif (X_1) has 2 types are classic and modern. There are two manufacturing techniques (X_2), namely, handwritten dan stamped with iron. Fabrics as the basic material for making batik (X_3) are classified into 2 kinds of cotton and silk. This study uses conjoint analysis via SPSS 23 program as the media of analyzing the data. The population in this study are foreign people who are doing something in Indonesia. The sample consists of 30 foreign in Surabaya and 30-person foreign persons in Yogyakarta. The results show that the foreign people in Indonesia prefer to have a traditional motive batik with handwritten technique and silk as their basic material of batik.

Keywords: batik, motifs, techniques, textiles, fabrics, consumer preferences, foreign people.

INTRODUCTION

Batik is the famous thing in Indonesia until become the part of UNESCO as Indonesian heritage beside keris (Javanese traditional weapon) and wayang kulit (Javanese puppet). It has many kinds of motives, manufacturing technique, and fabrics for instance, classic design that we can find in Central Java and Yogyakarta province and modern motive that it had been modified by people owing to era development. For example, Dutch batik and Pekalongan batik style; there are 2 ways for making batik such as handwritten that the batik crafters make it by their hand and stamped that they make it by iron/wood stamp. The batik makers usually use 2 kinds of fabric as batik's basic material like cotton and silk.

However, most of foreign people in Indonesia has a good impression about Indonesia, especially for buying Indonesian batik. Unfortunately, there are many types of it until the writer get confused to make it based on their preferences because the writer is trying to making and selling batiks for them since 2018. Besides, some of them have been cheated by batik traders until they disappointed. For example, the trader says that he/she sells handwritten batik whereas they sell printed batik to the consumers. Nevertheless, the writer is trying to find the batik's consumer preferences by doing this research since February 2019 until April 2019.

RESEARCH METHODS

This problem of this research is "What is the combination of batik product attributes as souvenirs that are the preferences of foreign consumers in Indonesia?". In this research, the writer uses quantitative descriptive; to find the answer of problem and conclusion, the writer gives the questionnaires about batik's consumer preferences as souvenir to 30 foreign people in Surabaya and 30 foreign persons in Yogyakarta without see their purposes in Indonesia. After that, result of the filled questionnaires will be process by using SPSS 23 application with conjoint analysis.

Besides, this research uses consumer preferences and level of product theories from Kotler and Ketler (2010 and 2016). Finally, the writer matches between the results of SPSS 23 according to the answers

of foreign persons and the theories and the writer makes conclusions based on the result of research.

RESULTS

Table 1 the number of respondents based on their citizenship

No	Citizenship	Respondent in Surabaya	Respondent in Yogyakarta
1	British	8	-
2	Australian	6	1
3	USA	3	-
4	Singaporean	2	3
5	New Zealand	3	-
6	Chinese (PRC)	2	-
7	Canadian	4	3
8	Latvia	1	-
9	Turkey	1	-
10	Dutch	-	5
11	Taiwanese (ROC)	-	1
12	Pakistan	-	2
13	Japan	-	1
14	France	-	4
15	Azerbaijan	-	1
16	Gambia	-	2
17	Zimbabwe	-	1
18	Russia	-	1
19	Spanish	-	1
20	Brunei Darussalam	-	1
21	Belgian	-	2
22	Czech Republic	-	1
Total		30	30

According to the answered questionnaires, there are 60 filled questionnaires from various countries (citizens) as respondent; the details of them is on the table 1. Basically, the writer only takes the sample from the last question of the questionnaires; the question is to give the rank of their batik preferences based on batik's combination attributes such as: motif (X_1), technique (X_2), and basic material (X_3) from 1 (the most the respondent like) to 8 (the most the respondent dislike).

As the result of this research, the writer takes the samples from the questionnaires and analyze it with conjoint method in SPSS 23 application by means of squeezing approach. According to the results from SPSS 23 application, the respondents like the classic motive batik with handwritten technique and silk as the basic material of batik. The overall results are on the table 2.

Table 2 the total of utilities based on the batik's attributes combination

Batik's Attributes Combination				Utility			Total
1	Traditional	handwritten	Cotton	0.975	0.904	-0.046	1,833
2	Traditional	handwritten	Silk	0.975	0.904	0.046	1,925
3	Traditional	Stamped	Cotton	0.975	-0.904	-0.046	0,025
4	Traditional	Stamped	Silk	0.975	-0.904	0.046	0,117
5	Modern	handwritten	Cotton	-0.975	0.904	-0.046	-0,117
6	Modern	handwritten	Silk	-0.975	0.904	0.046	-0,025
7	Modern	Stamped	Cotton	-0.975	-0.904	-0.046	-1,925
8	Modern	Stamped	Silk	-0.975	-0.904	0.046	-1,833

DISCUSSION

Supporting previous research about batik and Kotler and Ketler's theory (2016:179), writer has found the similarity for the results even though it has different sample between this research and the previous one. Preference occurs if there is awareness of the need for a product. The foreign tourists are aware that they need gifts for their family or personal as a moment or souvenir if the tourists return to their homeland. The knowledge of tourists arises with the curiosity of tourists about Indonesian culture that is diverse and not owned by the country of origin of tourists and awareness of the importance of respecting a work of art. After that, the tourists began to like batik products because there was a meaning behind a motive that led to a purchase transaction after the concerned person chose the best batik.

If we see the results, the writer can make some conclusion that batik is the most popular souvenir for the foreigners in Indonesia is the batik and the foreign people's batik preference with this combination: classic motif, (X₁) handwritten for the technique of making batik (X₂), and silk as the basic material (X₃). However, there are some advices for this research. For instance, the next researcher can make more specific about the motive in the questionnaire and it can make with French, German, and Japanese language due to respondent's language limitation (not all of them can speak and understand English like the Germans). The batik crafters must learn more about classic motive because each of them has own philosophy and history. Additionally, the crafters should pay attention to the technique of making batik because it is a decisive thing for making a price of batik.

REFERENCES

Books:

- Anderson, Kym.(1992). *New Silk Roads*. Cambridge: Cambridge Univeristy Press.
- BPIK.(1978). *Batik Bercorak Khusus (Batik Pikaso)*. Jakarta: Departemen Perindustrian.
- Dharma,dkk.(2015). *Consumerology: mitos riset pasar, kebenaran tentang konsumen, dan psikologi berbelanja*, Jakarta: PT Elex Media Komputindo
- Elliott, Inger McCabe.(2016). *Batik, Traditional Textiles of Indonesia*, Hong Kong: Tuttle Publishing.
- Fabeil, Noor F. (2012). *Entrepreneurship in Rural Malaysia: An Investigation of Handicraft Producers in Sabah Region*. Edinburgh: University of Edinburgh.
- Fatoni,Siti Nur.(2014). *Pengantar Ilmu Ekonomi*, Bandung:CV Pustaka Setia
- Gay, L.R. dan Diehl, P.L. (1992), *Research Methods for Business and Management*, MacMillan Publishing Company, New York
- Gustafsson, Anders dkk (2007), *Conjoint Measurement Methods and Application*. New York: Springer
- Hartanto dkk (2005), *Psikologi Ekonomi dan Konsumen*, Depok: UI Press.
- Honggopuro, Kalinggo. (2002), *Bathik dalam Tatanan dan Tuntutan*. Solo: Yayasan Peduli Keraton Surakarta Hadiningrat
- Kotler, dan Keller.(2012). *Manajemen Pemasaran. Edisi 12*. Jakarta: Erlangga Kotler dan Ketler.
- (2016). *A Framework for Marketing Management*. USA: Pearson.
- Kotler, Philip & Armstrong, Gary.(2010). *Prinsip-prinsip Manajemen. Edisi 14, Jilid 1*. Jakarta: Erlangga.
- Pusat Bahasa.(2015).*Kamus Besar Bahasa Indonesia*, Jakarta: Gramedia Pustaka Oxford.(2012). *Oxford English Dictionary*. UK: Oxford Unversiry Press.
- Samsi, Sri Soedewi.(2011). *Teknik dan Ragam Hias Batik Yogya & Solo*, Jakarta: Titian Foundation
- Sekaran, Uma (2006). *Metode Penelitian Bisnis*. Jakarta: Salemba Empat.
- Smend, Rudolf dkk (2015). *Batik: Traditional Textiles of Indonesia*, Hong Kong: Tuttle Publishing
- Sugiyono.(2012). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*, Bandung: Alfabeta
- Yayasan Budi Penyayang Malaysia.(2011). *Malaysian Batik: reinventing a tradition*, Hong Kong:Tuttle Publishing.
- Yudhoyono, Ani. (2010). *Batik Pengabdian Cinta tak Berkata*, Jakarta: PT Gramedia Pustaka Utama.

The 6th International Conference on Entrepreneurship
Veldhuisen, Harmen C.(1993). *Batik Belanda 1840-1940*, Jakarta: PT.Gaya Favorit Press.

Journal articles:

C.Chichi, dkk (Vol.04-2016) “*Assessment of Consumer Preference in the Use of African Wax Prints in Ghana*”, *International Journal for Innovation Education and Research*, p.1-10

Graceane Sabijono (Desember 2013) “*Analysis of Manado Consumer Preference in Buying Batik Apparel Product*”, *Jurnal EMBA*, p.414-421