The Development of Jumputan Cloth in Palembang: An Analysis of Consumer Characteristics

1st Dian Eka
Economic Faculty
Sriwijaya University
Palembang, Indonesia
dian1961@unsri.ac.id

2nd Yulia Hamdaini Putri
Economic Faculty
Sriwijaya University
Palembang, Indonesia
yuliahamdaini@unsri.ac.id

3rd Islahuddin Daud
Economic Faculty
Sriwijaya University
Palembang, Indonesia
islahuddindaud@fe.unsri.ac.id

Abstract— **Cultural products are an exciting element in supporting tourism. When tourists are visiting an area, tourists looking for local souvenirs is a habit that cannot be avoided. Jumputan cloth, including cultural products in Indonesia, especially South Sumatra. The aim of this research to understanding the influence of consumer behavior on purchasing intention Jumputan clothes. For data using linear regression analysis, to analyze the level of the significant impact of a variable using multiple linear regression analysis. Psychological factors have the most significant influence on purchase intention Jumputan cloth compared with other factors, while cultural factors do not significantly influence on purchase intention.**

Keywords: purchase intention, cultural product, consumer characteristics

I. INTRODUCTION

Cultural products are an exciting element in supporting tourism. When tourists are visiting an area, tourists looking for local souvenirs is a habit that cannot be avoided. As for those belonging to cultural products can be in the form of objects, food, drinks, medicines, cosmetics, household appliances, and so on, which have local cultural elements.

Jumputan cloth includes cultural products in Indonesia, especially South Sumatra. Unlike batik, Jumputan fabric in the manufacturing process uses a rope tied to the fabric to make a beautiful design. After that, This cloth is dried. Manufacturers coloring Jumputan fabric using chemicals, referred to as synthetic coloring, synthetic coloring is preferred because the production costs are cheaper and the coloring agents are more comfortable to obtain, so the selling price of synthetic dyed Jumputan fabric can be affordable.

In buying products, consumers have different tastes in purchasing decisions [3]. It's the same with choosing this type of Jumputan fabric. Apart from consumer income factors, it can also be caused by psychological conditions or the characteristics of the product itself. Confidence in choosing a product can produce a consequence of purchase intention [13]

Green Marketing is a marketing strategy that is currently popular for environmentally friendly products, including cloth jumping with this natural dye. Products made from natural ingredients can have a higher production value compared to products made from chemicals. So in marketing, it is necessary to consider the concept of environmentally friendly products, environmental awareness, and environmental benefits from purchasing natural-based products [3].

Consumer characteristics are the characteristics of an individual born of the individual himself created from the environment of residence, family, and friendship to bring out the personality and lifestyle of the individual so that it sticks and is difficult to change. Consumer characteristics significantly influence perception, alternative selection, and behavior after purchase [1]

The research looks at the influence of consumer behavior on purchasing decisions that have been done a lot. Previous studies include consumer characteristics seen from gender and educational background, and factors that influence consumer attitudes such as cultural, social and lifestyle factors [3], other studies suggest attitudes toward buying behavior of organic products have a positive effect interest in buying natural products [5]. However, there has been no research on consumer behavior towards synthetic fibers in Palembang. A marketer needs the right marketing strategy to market this product, so it is necessary to study the characteristics of consumers on purchase intention.

II. LITERATURE REVIEW

Schiffman and Kanuk define consumer behavior as the behavior that consumers exhibit in searching for, buying, using, evaluating, and depleting products and services that they hope will satisfy their needs [14]. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and place goods, services, ideas, or experiences to satisfy their wants and needs [12]. Another understanding of consumer behavior are actions taken by individuals, groups, or organizations related to the decision making the process in obtaining, using economic goods or services that can be influenced by the environment. Characteristics that usually affect consumers in purchasing decisions are cultural, social, personal and psychological characteristics [6].

Ajzen in [8] suggested that behavioral intentions are determined by attitudes toward behavior, subjective norms, and perceived control. Factors, including product information, product prices, product involvement, and word of mouth, have a positive impact on purchase intentions, while product quality has no useful Faktor Pribadi effect on willingness to buy [7]. Meanwhile, indicators of shopping interest are visiting intention, intention to spread, willingness to pay, willingness to pay a premium [8].

Hanifawaty et al. research on the characteristics of consumers towards purchases using the Seemingly Unrelated Regression (SUR) test. The results of the study stated that simultaneously the characteristics of consumers significantly

influence perceptions, choices, and behavior after purchase [4]. The other research consumer characteristics of purchase intention used qualitative methods. The results showed that the climate factors of a region and government policies (in this case included in the group of social factors) could also affect changes in the purchase intention of a product [11]. There is other research on consumer characteristics with qualitative methods. The results of this study suggest that ethnic marketing communication strategies are becoming more prevalent in major markets where there are consumers with diverse ethnic backgrounds [2]. Previous research also stated that companies/ marketers need to create communication messages that are following the characteristics of consumer opinion leads [15]. The variable that has the most positive relationship is consumer characteristics regarding the level of education with the price attribute [9].

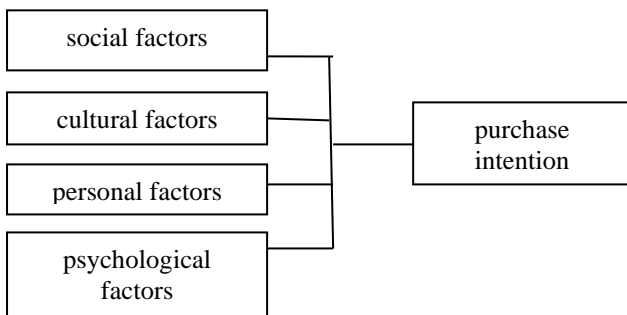H1: There is an effect characteristics consumer on purchase intention

Fig. 1 Research Model

III. RESEARCH METHOD

A. Participant

The research design used is following the condition of the field data balanced with the depth and breadth of the research to be carried out. The study was conducted with a causality survey to observe data and events in the field by exploring and explaining from the data collected, then analyzed by quantitative methods that test hypotheses based on the data collected and the theories/opinions used. The population is the city of Palembang people who are male and female aged 15-69 years. Sampling from the people, in this study, used sampling with the Slovin method. Thus the sample total of 403.

B. Method of collecting data

Each member does not have the same opportunity as a sample. We use purposive sampling because we look for respondents who have the ability to fill the questionnaires. From the distribution of questionnaires online, there were 403 respondents.

C. Method of Analysis Data

In this study, using a standardized test that is validity testing, reliability testing, and testing classic assumptions. For data using linear regression analysis, to analyze the level of the significant influence of a variable using multiple linear regression analysis. The multiple linear regression equation models as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e \ldots\ldots.(1)$$
Information :

The dependent variable in this study
a = Constant b = Number of regression directions
Y = purchase intention
The independent variable in this study is
X1 = social factors
X2 = cultural factors
X3 = personal factors
X4 = psychological factors

TABLE 1. OPERATIONAL VARIABLES OF THE RESEARCH

Variables	Concept	Sub variables	Measures
Consumer Characteristic	consumer characteristic	1.Cultural Factor 2.Social Factor 3. Personal Factor 4.Phsycological factor	Ordinal
Purchase Intentions	The desire to buy a product	1. Visit the intention 2. Tips for spreading word-of-mouth 3. Willingness to pay 4. Willingness to pay a premium (pay more)	Ordinal

IV. RESULT

The results of the description stated 403 respondents, 30.8 percent men, and 69.2 percent women. 28.2 percent of respondents consider the level of income does not affect the decision to make a purchase; 71 percent consider the level of income affects the decision to make a purchase. Twenty-six percent of men consider the level of income does not affect the decision to make a purchase, while 74 percent of men consider the level of income to influence the decision to make a purchase. 29 percent of women consider the level of income does not affect the decision to make a purchase; 71 percent of women consider the level of income to influence the decision to make a purchase. You can see table 2 :

TABLE 2.CROSSTABULATION BETWEEN GENDERS AND INCOME LEVEL ASSUMPTIONS AFFECT PURCHASING BEHAVIOUR

Gender	The level of income of the respondent influences purchasing behavior	
	Do not agree	Agree
Men	33	91
Women	81	198
	114	289

Primary data processed (2019)

After that, 7 percent of respondents consider job/education statues influenced respondents to purchase, 93 percent think job/education statue influenced respondents to purchase. Eleven percent of men believe job/education statue influenced respondents to purchase, while 89 percent of men consider job/education statues influenced respondents to purchase. Seven percent of women believe job/education statues influenced respondents to purchase; 93 percent of women believe job/education statue influenced respondents to purchase. In table 3, we can see more explanation :

TABLE 3.CROSSTABULATION BETWEEN GENDERS AND JOB/EDUCATION STATUE INFLUENCED RESPONDENTS FOR PURCHASING

Gender	job/education statue influenced respondents for purchasing	
	Do not agree	Agree
Men	14	110
Women	19	260
	33	370

Primary data processed (2019)

Ninety percent of respondents say they purchase synthetic Jumputan cloth because the price is low. Although some coloring is not so good because it's easy to wear off. You can see the table 3:

TABLE 4. CROSSTABULATION BETWEEN SALARY AND RESPONDENTS BOUGHT SYNTHETIC JUMPUTAN BECAUSE OF INEXPENSIVE

Salary	respondents bought synthetic Jumputan because of inexpensive	
	Do not agree	Agree
<= 2.000.000/month	34	308
2000001-5000000/month	3	44
5000001 – 10000000	1	8
> 10000000	0	5
	38	365

Primary data processed (2019)

TABLE 5. CROSSTABULATION BETWEEN GENDER AND STATEMENT WEARING JUMPUTAN CLOTH LOOKS ELEGANT

Gender	Statement Wearing Jumputan Cloth looks elegant	
	Do not agree	Agree
Men	29	95
Women	88	191
	117	286

Primary data processed (2019)

We use multiple linear regression analysis of backward methods to analyze. In the first method, all independent variables are entered, thus producing an adjusted R Square value of 0.580 with a constant predictor of 0.764. Then the Model 2 cultural factor variables were excluded so that the adjusted R Square value increased by 0.581.

TABLE 6. MODEL SUMMARY SUMMARY AND
ENTERED / REMOVE VARIABLES

Model	Variables Independent Entered	Adjusted R Square	R
1	Social factors, culture factors, psychological factors, personal factors	0,580	0,764
2	Social factors, psychological factors, personal factors	0,581	0,764

Variabel dependent : purchase intention
Primary data processed (2019)

In the ANOVA table, we know that both Model 1 and Model 2 have a significant value of 0,000, meaning that psychological factors, social factors, cultural factors, and personal factors together have a substantial effect on the interest in buying Jumputan cloth. It means that whether or not there are cultural factors that can still influence buying interest, it's just that the mean value of the first model is higher than the second model (1,248,443-936,480 = 311,963). For a complete look at the table below:

TABLE 7. ANOVA

Model	Mean Square	Sig
1	1.248,443	0,000
2	936,480	0,000

Primary data processed (2019)

Separately, in the first model, psychological factors (0.439) had the most significant value of influence compared to personal factors (0.202), cultural factors (0.014), and social factors (0.194). Psychological factors have the most impact compared to other factors because of they like Palembang's designing and coloring, wearing Jumputan has an elegant impression in various events. The community is also not too concerned about the coloring of chemicals, because of the lack of public awareness of greening the environment. The factor that has the least significant influence is the cultural factor, which is the fabric of Jumputan is a patterned fabric of Palembang, the people wearing Jumputan are not a habit of the Palembang people, this is because of the majority of respondents aged 16-35 years, who use Jumputan at official events.

In the second model, cultural factors are excluded, resulting in a higher value of psychological factors (0.444), then personal factors (0.204) and social factors (0.198) which are also higher than the first model, while the lowest value in the second model after cultural factors excluded were social factors (0.198). Family, friends, and the environment are not important factors in purchase intention. It becomes natural if there are independent factors that have a small number of values issued will increase the number of other factors. In its implementation, personal and psychological factors have a relation to purchasing behavior intentions, because they connect with the hearts and minds of individuals in the decision-making process.

V. DISCUSSION

Consumer characteristics consist of cultural factors, social factors, personal factors, and psychological factors. Overall the characteristics of consumers affect purchase intention. It is following previous research [4]. As in this study, cultural factors did not significantly influence the purchase intention Jumputan cloth, and this is different from previous research on cultural factors with various objects [3] [10].

Social factors significantly influence on purchase intention. Parents or one of the family members play an important role in shaping other family members when wearing Jumputan, as well as friends or work/campus environment. Even some regulations require that on certain days using Jumputan. This is by previous research [3] [4] [9] [10].

Personal factors significantly influence on purchase intention. This type of synthetic Jumputan fabric can be bought cheaply, can be used by all ages; there is a sense of pride using this unique fabric. It is by previous research [3] [4] [9] [10].

Psychological factors significantly influence on purchase intention. Psychological factors have the most influence compared to other factors because they like Palembang's designing and coloring, wearing Jumputan has an elegant impression in various events. The community is also not too concerned about the coloring of chemicals, because of the lack of public awareness of greening the environment. This study is by previous studies [3] [9] [10].

VI. CONCLUSION AND RECOMMENDATION

At the end of the previous discussion, Characteristics of consumers consisting of cultural factors, psychological factors, cultural factors, and social factors, then psychological factors have the most significant influence on purchase intention Jumputan cloth compared with other factors, while cultural factors do not significantly influence on purchase intention. Cultural factors, psychological factors, and social factors together have a significant influence on purchase intention. Jumputan production must be able to adjust the design and coloring that keep up with the times. Further research is recommended to study the segmentation and positioning of Jumputan cloth.

REFERENCES

[1] Alamsyah, D. P., Syarifuddin, D., Alhadey, H., & Mohammed, A. (2018). Green Customer Behavior on Eco-Friendly Products: Innovation Approach Perilaku Konsumen pada Produk Ramah

Lingkungan : Pendekatan Inovasi. Jurnal Dinamika Manajemen, 9(36), 159–169. https://doi.org/10.15294/jdm.v9i2.15386

[2] Cristina, T., & Chi, C. (2019). Ethnic marketing to the global millennial consumers : Challenges and opportunities. Journal of Business Research, (xxxx), 1–14. https://doi.org/10.1016/j.jbusres.2019.01.052

[3] Dasipah, E., Budiyono, H., & Julaeni, M. (2010). Analisis Perilaku Konsumen dalam Pembelian Produk Sayuran di Pasar Modern Kota Bekasi. CEFARS: Jurnal Agribisnis Dan Pengembangan Wilayah, 1(2), 24–37.

[4] Hanifawati, T. (Universitas M. B., Suyantini, A. (Universitas G. M., & Mulyo, J. (2017). Pengaruh Atribut Kemasan Makanan dan Karakteristik Konsumen Terhadap Pembelian. Jurnal Sosial Ekonomi Dan Kebijakan Pertanian, 6(9), 72–85.

[5] Idaman, N., Yuliati, L., & Retnaningsih. (2012). Sikap Konsumen Terhadap Beras Organik. Jurnal Manajemen Dan Agribisnis, 9(2), 117–126.

[6] Kottler, P., & Amstrong, G. (2012). Prinsip-prinsip Pemasaran (12th ed.). Jakarta: Erlangga.

[7] Lee, W., Cheng, S., & Shih, Y. (2017). Asia Paci fi c Management Review Effects among product attributes , involvement , word-of-mouth , and purchase intention in online shopping. Asia Pacific Management Review, 22(4), 223–229. https://doi.org/10.1016/j.apmrv.2017.07.007

[8] Lisa, Y., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioural intentions for environment-friendly initiatives in hospitality research. International Journal of Hospitality Management, 54, 107–115. https://doi.org/10.1016/j.ijhm.2016.01.010

[9] Murwanti, S. (2009). Perilaku Konsumen dalam Memilih Perumahan Pada Perumahan Cipta Laras Bulusulur Wonogiri. Benefit, 13(Juni), 52–60.

[10] Nofiawaty, H., & Hamdaini, Y. (2015). Pengaruh Faktor Sosial, Budaya, Pribadi Terhadap Penentu Keputusan Pembelian Pempek Di Kota Palembang. In Proceeding Sriwijaya Economic and Business Conference 2015 (pp. 86–94).

[11] Ouyang, D., Zhang, Q., & Ou, X. (2018). Review of Market Surveys on Consumer Behavior of Purchasing and Using Electric Vehicle in China. Energy Procedia, 152, 612–617. https://doi.org/10.1016/j.egypro.2018.09.219

[12] Philip, K., & Keller, K. L. (2012). Manajemen Pemasaran (13th ed.). Jakarta: Erlangga.

[13] Sigit, M. (2006). Pengaruh Sikap dan Norma Subyektif Terhadap Nilai Beli Mahasiswa sebagai Konsumen Potensial Produk Pasta Gigi Close Up. Siasat Bisnis, 11(1), 81–91.

[14] Schiffman, L.G., & Kanuk, L.L. (2010). Consumer Behaviour (10th ed). New Jersey, Pearson Prentice Hall

[15] Wibowo, S. (2011). Karakteristik Konsumen Berwawasan Lingkungan dan Hubungannya dengan Keputusan Membeli Produk Ramah Lingkungan. EconoSains, IX(Agustus), 192–202.