

Study of Bukit Batu and Bengkalis Weaving Fabrics

(Product Quality and Competence Craftsman Perspective)

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Abstract—This study aims to determine the product quality and competence of the Bukit Batu and Bengkalis woven fabric craftsmen. This research was conducted using a descriptive qualitative method with data collection techniques through observation, interviews and documentation. From the research results, it is known that the product quality of Bengkalis woven fabric is better than Bukit Batu woven fabric because it can be seen from the woven fabric produced, Bengkalis woven cloth has a smoother fabric texture, with more varied colours, motifs, patterns and fabric designs, besides The Bengkalis woven cloth can produce additional products from woven fabrics in the form of wedding dresses, tablecloths, gallon covers and also tanjak. The competency of Bukit Batu woven craftsmen is not satisfactory compared to those of Bengkalis woven cloth craftsmen, craftsmen basically have the same knowledge about how to weave, patterns and motifs, however the Bengkalis woven fabric craftsmen are more courageous to develop their skills and skills such as daring to try different motifs and patterns. new and happy to make complex patterns, motifs and designs. This difference is due to differences in life patterns and educational backgrounds, the craftsmen of Bukit Batu weaving work as a side job, while the Bengkalis craftsmen consider weaving as a side job as well as a business opportunity so that the craftsmen try to improve their competence.

Keywords—quality product, competency, craftsmen

I. INTRODUCTION

The Bukit Batu and Bengkalis tenun fabrics have been known for a long time, the woven cloth that was developed in Bengkalis is a development that has been carried out by the Bukit Batu woven fabric. The Bukit Batu and Bengkalis woven fabrics have similarities in motifs and patterns, but based on the results of the initial survey conducted, it was found that there was a difference in the demand for these products. Woven products from Bengkalis District are more in demand compared to woven fabrics from Bukit Batu District. From the quotes of several sources, it is known that the woven fabrics from Bengkalis District are better and of better quality and have a more dynamic variety of patterns and motifs. These two things are basically related to product quality issues and also the competence of weavers or craftsmen. A product will get attention from the public if it has quality and the quality of a

product must be supported by the actors who produce the product, these two things will basically give satisfaction to customers or consumers.

Ling Chen Hoe conducted a research on how the quality of a product affects customer satisfaction and loyalty, in this study it was explained that the quality of a product greatly affects the satisfaction of a customer, which is in line with Ismail Razak who examined the quality of toothpaste products which explained that the function value of toothpaste products cannot be used as the main benchmark for deciding customers, precisely the quality of the toothpaste product itself which is in accordance with the production standards in advance [1].

La Sari Ade explains that product quality has a significant effect on people's purchasing power of Buton woven fabrics [1]. Rikani Utami has the same opinion but with a different product, namely Palembang songket woven fabric [2].

Lenny Hasan analyses how the competence of Minang silaman craftsmen and it is known that the knowledge of Minang embroidery craftsmen has a positive impact on competence [3]. Meanwhile Anton Nurcahyo further explains that besides skills, it turns out that self-concept / value, personal character and motives have a positive impact. and significant to the performance of the craftsmen.

From some of the above studies, product quality and competence are examined separately, but in this study product quality and competence will be seen in the same perspective and discussed according to the dimensions of the two variables.

This study aims to determine the product quality and competence of Bukit Batu and Bengkalis woven cloth craftsmen.

II. LITERATURE REVIEW

A. Previous Research

La Sari Ade with a study entitled "Effect of Product Quality and Price on Interest in Purchasing Buton Weaving Fabrics in Sulaa Village, Betoambari District, Baubau City", it is known that based on multiple linear regression analysis, the following equation is obtained: $Y = 21.508 + 0,029X_1 + 0,052X_2$, so

that there is a positive and significant influence on product quality and cost of interest in buying Buton woven fabrics in Sulaa District [1].

Rikani Utami with the research title "Effect of Product Quality, Price, and Word of Mouth on Purchasing Decisions of Palembang Songket Fabric" with the results of this study simultaneously product quality, price and word of mouth have a positive effect on purchasing decisions on Palembang songket fabric of 36,295 with a significant value of 0,000 and partially the product quality has a positive effect on purchasing decisions of Palembang songket fabric by 2,194, price has a positive effect on buying decisions of Palembang songket fabric by 3,319, word of mouth has a positive effect on purchasing decisions on Palembang songket fabric by 4,059 [2].

Lenny Hasan with a study entitled "Competence Analysis of Minang Embroider Craftsmen", the research resulted that knowledge has a significant effect on competency variables partially where the tcount value of knowledge variable is 0.289 with a significant probability of 0.774 [3]. The probability of significance is less than 0.05. With $df = n - k = 60 - 2 = 58$ obtained ttable of 1.672, from the results above it can be seen that $tcount > ttable$ or $0.289 > 1.672$, the knowledge variable has a significant effect on competence. T test results, it is known that skills have a significant effect on competency variables partially where the value of the tcount of the skill variable is 5,048 with a significant probability of 0,000.

B. Product Quality

According to Schiffman and Kanuk, product quality is the ability of a company to provide an identity or feature on each product so that consumers can recognize the product [4].

According to Kotler and Armstrong, product quality is a potential strategic weapon to defeat competitors [5]. The ability of product quality to demonstrate various functions including durability, reliability, accuracy, and ease of use.

There are three basic things that affect the level of success of a product or service on the market: 1). Price, availability and quality / quality; 2). Consumers really need high quality products / services, affordable prices and in accordance with the benefits obtained; 3). Organizations / companies will be able to compete in the market if the level of customer satisfaction is high enough.

According to Martinich in Badri, there are six specifications of product quality dimensions that are relevant to customers [6].

1). Performance (the most important thing for customers is whether the quality of the product reflects the real situation or whether the service is provided in the right way); 2). Range and type of features (in addition to the main functions of a product and customer service are often interested in the capabilities / features of the product and service); 3). Reliability and durability (product reliability in normal use and how long the product can be used until repairs are needed); 4).

Maintainability and Serviceability (ease of operation of the product and ease of repair and availability of replacement components); 5). Sensory Characteristics (appearance, style, taste, attractiveness, smell, taste, and several other factors may be important aspects in quality; 6). Ethical profile and image (quality is the largest part of a customer's impression of products and services).

C. Competency

According to Lyle Spencer and Signe Spencer in Moeheriono [7], competence is an underlying characteristic of a person related to the effectiveness of individual performance in his work or individual characteristics that have a causal relationship or as a cause and effect with criteria that are used as references, effective or superior prime performance in place work in certain situations.

According to Mclelland in Sedarmayanti [8], competence is a fundamental characteristic possessed by someone who has a direct influence on or can predict excellent performance.

According to Wibowo [9], competence is an ability to carry out or perform a job or task based on skills and knowledge and is supported by the work attitude required by the job. Competence as a characteristic of knowledge, skills, behaviour, and experience to do a particular job or role effectively.

According to Spencer and Spencer in Sutrisno [10], there are five main characteristics of competence that ultimately affect individual employee performance, namely: 1) Motive, something where someone consistently thinks so he or she does the action. Motives for encouraging, directing, and choosing behaviour towards certain actions or goals; 2). Trait, Character that makes people to behave or how someone responds to a certain way; 3). Self-concept, Attitudes and values that a person has; 4). Knowledge, Information owned by someone for a particular field; 5). Skills, the ability to carry out certain tasks both physically and mentally.

III. RESEARCH METHODOLOGY

To obtain data related to product quality and competence of woven fabric craftsmen in Bukit Batu and Bengkalis districts, the method used is a qualitative descriptive method. Data collection in this study was carried out using observation, interview and documentation techniques. Interviews were conducted with woven cloth craftsmen in Bukit Batu, namely "Delima" and "Zuraida" woven cloth craftsmen located in Bukit Batu Laut and woven cloth craftsmen in Bengkalis, namely "Putri Emas" and "Putri Senderak". Interviews were conducted 2 times with a duration of 1 hour followed by observations of the loom used and the production process of the woven cloth.

IV. FINDINGS AND DISCUSSION

A. Product Quality

Quality can be fulfilled when the company can provide the product in accordance with what customers expect even exceed customer expectations. Company which offers quality will create good relationship with customers. Good relationship that will have been created in the long run make the company understand the needs what the customer expects. This kind of thing will provide positive benefits for company.

To see the quality of Bukit Batu and Bengkulu woven fabric products, it will be known through six specifications of the product quality dimensions, namely Performance, Range and type of features, Reliability and durability, Maintainability and Serviceability, Sensory Characteristics, Ethical profile and image. To see the quality of Bukit Batu and Bengkulu woven fabric products, it will be known through six specifications of the product quality dimensions, namely Performance, Range and type of features, Reliability and durability, Maintainability and Serviceability, Sensory Characteristics, Ethical profile and image.

1) *Performance*: Basically, Bukit Batu and Bengkulu woven fabrics have similarities in shape, pattern and motif, this is because the woven fabrics developed in Bengkulu come from Bukit Batu woven fabrics. The woven fabrics produced by both Bukit Batu and Bengkulu are in the form of ordinary cloth, ordinary cloth with a scarf, a pair of ordinary cloth (mama and papa), cloth with a pair of solid motifs (mama and papa), ordinary cloth without a head, dense cloth with a head and side cloth for men. Even though they produce the same type, the difference can be seen from the results of the woven fabric itself.

Bukit Batu woven fabrics produce fabrics that are less smooth and without good combinations in terms of motifs and colours. The colours that are often produced are yellow, red, green or blue which are the basic thread colours. The motifs that are often made are “siku keluang”, “tampuk manggis”, “bunga cempaka” and if you combine the colours only use the basic colours of the available threads. Meanwhile, the Bengkulu woven fabric produces a fine texture with a more attractive colour combination and uses embroidery thread as a variation for the motif. The motifs that are produced are bolder by combining existing motifs or patterns, for example, elbows of clouds with mangosteen tops or sentorak with spikes to produce the latest motifs and variants.

The difference in the texture of the resulting cloth is due to the thread material used, the fabrics produced in Bukit Batu use more common cotton threads and gold threads produced from West Sumatra while the Bengkulu weaving cloth uses cotton thread and gold thread purchased from Singapore, indeed both the type of thread used is the same but the results obtained are different. In addition, the courage of the Bengkulu woven fabric to combine colours and motifs is the main attraction for woven fabric lovers.



Fig. 1. Differences in the performance of the woven fabrics "Bukit Batu" and "Bengkalis".

2) *Range and type of feature*: In its development, the Bengkulu woven fabric produces another additional form, in other words, the additional product produced from the woven cloth, the Bengkulu woven cloth produces tissue holders, tablecloths, pillowcases, refrigerator covers and water gallons as well as wedding dresses and tanjak. On the other hand, the Bukit Batu woven fabric has not produced any additional production other than the lejo woven cloth. In principle, this development is the development of the knowledge and skills possessed by each craftsman as well as the competition that occurs. The Bukit Batu woven fabric is indeed the basis for the development of fabrics in Bengkulu, but in its development, it turns out that the Bukit Batu woven fabric has not been able to see the market opportunities that exist so that it has not been widely able to change the basic shape of the woven fabric into a form that has more selling value.

3) *Reliability and durability*: Reliability of a product is basically related to the consistency of product performance. This relates to the probability of an item successfully carrying out its function every time it is used within a certain period of time and conditions. The reliability of a product is also a measure of the probability that a product will not be damaged or fail within a certain period of time. A product is said to have high reliability when it can attract trust from consumers regarding the quality of the reliability of a product. From this understanding, it can be explained how well the Bukit Batu and Bengkulu woven fabrics provide services in accordance with the promises offered and as expected by customers.

When compared between Bukit Batu and Bengkulu woven fabrics, it shows that Bengkulu woven fabrics are more trusted by customers, the basic thing is that Bengkulu woven fabrics provide more alternatives for good choices of fabric colours, patterns and motifs so that they can keep up with the times and not be left behind. Today, customers prefer brighter colours like purple, green, orange but combined with soft colours with more renewable motifs and patterns. However, when viewed from its function or use, the two types of woven fabrics can be used as appropriate, as it is known that this woven fabric is widely used by customers as a complement to the Malay clothing used when attending customary events, both formal and semi-official. For durability, the two types of woven fabrics have the same level of durability, however, the

Bengkalis woven fabric can be washed dry clean and does not fade compared to the Bukit Batu woven fabric which fades easily when washed and the fabric shrinks.

4) *Maintainability and serviceability*: This dimension is to explain the extent of Serviceability and Maintainability of Bukit Batu and Bengkalis woven fabrics. For serviceability, this means broad product availability in another sense as to the extent of availability of Bukit Batu and Bengkalis woven fabrics to be obtained by customers. Judging from the distribution of the Bukit Batu woven cloth, it cannot be said to be good because the products are not available all the time. Woven fabrics are made to order and require approximately one week to complete for ordinary types of fabrics, dense fabrics will take more time. The cause of the unavailability of the product is due to the limited workforce and machines and equipment used for weaving and besides that the Bukit Batu woven fabric is done by a housewife who works part-time. In contrast to the Bengkalis woven fabric, the availability of the product can be said to be good, in one place where the "Putri Mas" woven fabric produces 250 pieces of cloth per month, although based on orders, it is still left for sales stock. In addition, many Bengkalis woven fabrics are produced in Meskom, Sebauk and Teluk Latak villages so that it makes it easier for customers to get these woven fabrics of the same quality, unlike Bukit Batu woven fabrics produced in only a few places such as in Bukit Batu Laut, Tenggayun, Bad Bakul. with different qualities.

Maintainability of both the Bukit Batu and Bengkalis woven fabric products is carried out in the same way, as it is known that these two woven fabric products are traditionally made and made based on orders so that the techniques and methods of working on both types of fabrics are the same and the way of treating them is the same. Basically, these two types of woven fabrics cannot be washed after using them, but they just need to be aerated. However, as previously explained, Bengkalis woven fabrics can be washed dry clean but still have to be careful in the process.

5) *Sensory characteristics*: This dimension sees the quality of an item from appearance, style, taste, appeal, smell, taste, and several other factors that may be important aspects of quality. This dimension concerns beauty, harmony or suitability that makes it pleasing to the eye, or feels so that it gives a special attraction to consumers. The Bukit Batu woven fabric has colors, patterns, motifs and fabric designs that still persist the old form or tradition so that the products produced are not many variations so that the monoton, compared to Bengkalis woven fabrics, the products are more varied in terms of color, pattern, motif and fabric design. Bengkalis woven fabrics are bolder to play with colors by combining several different thread colors and embroidery threads so that they attract more customers' attention.

6) *Ethical profile and image*: This dimension talks about quality from the perspective of consumer perception. These consumer perceptions can be related to the big name or reputation of the company, or brand. From this dimension, quality is the biggest part of customer impression of products and services. As a whole, customers consider the Bengkalis woven fabric to be preferred compared to the Bukit Batu woven fabric because the Bengkalis woven fabric can better meet the wishes of customers both from its smoother texture, more varied variations of motifs, patterns and fabric designs and products available even if not ordered.

B. *Competency*

Competence is a basic characteristic that is possessed or part of a personality that is deep and inherent in a person and predictable behaviour in various situations and job duties as an impetus for achievement and the desire to try to carry out tasks effectively.

Competence is defined as the ability to carry out or perform a job or task which is based on the skills and knowledge required by the job. Thus competence shows skills or knowledge characterized by professionalism in a particular field as the most important. Competence as a characteristic of a person is related to effective performance in a job or situation. To see how the competence of the Bukit Batu and Bengkalis woven fabric craftsmen can be seen through the following indicators:

1) *Motive*: Motive is where a person consistently thinks so that he takes action in other words the motive to encourage, direct, and choose behavior towards certain actions or goals. The motives of the Bukit Batu weaving craftsmen are slightly different from those of the Bengkalis weaving craftsmen. As an impetus for the Bukit Batu woven fabric craftsmen to produce woven fabrics more towards fulfilling daily life and as a side job to help family finances, from this motive encouragement makes craftsmen less develop their competences which causes the woven fabrics produced to not experience good development from in terms of pattern and fabric design. Compared with the Bengkalis weaving craftsmen, the motive that encourages production leads to business or can be said to be the main source of income, as we know that business orientation must always follow market developments. This encourages craftsmen to develop their competencies optimally and innovate so that the woven fabrics produced get the attention of customers.

2) *Trait*: Each individual has a different character from one another. On the one hand, these differences reflect the diversity that makes each individual have unique characteristics. The definition of character or disposition itself is a human inner nature that affects all thoughts, behavior, manners, and character. Character shows individual behavior that is relatively permanent when interacting with their

environment which is based on knowledge of morals. There are differences in the characters of the Bukit Batu and Bengkalis woven fabric craftsmen, this is due to differences in the patterns of life, geography, education, and motivation to progress or develop. From the pattern of life of craftsmen in these two places is dominated by women, and some male craftsmen are also found, because they are dominated by female craftsmen, their life pattern is taking care of the household and educating children is a compulsory job, so that weaving is a side job and not well managed, in contrast to the Bengkalis craftsmen, although most women have the same lifestyle, but this weaving work is used as an additional source of income for the family and even used as a permanent source of income so that the craftsmen characteristically have a high level of productivity. Geographically, the Bukit Batu woven fabric craftsmen live far from the sub-district capital and make them experience delays in information and marketing. Bengkalis craftsmen benefit more because they are close to the district and regency capitals. Education is also the background that shapes character, the Bukit Batu craftsmen have an average education of elementary and junior high school graduates and some do not even attend school, the knowledge about weaving is obtained from generations. There are also Bengkalis woven cloth craftsmen who have graduated from elementary school but not a few who are junior high and high school graduates, apart from derivative knowledge, craftsmen in Bengkalis often receive training held by the local government.

3) *Self Concept*: Self Concept is a personal concept regarding attitudes, perceptions and value systems that are adopted and believed to be able to strengthen and convince as expected. Self Concept can guide a person to become an effective person in various work environments if this belief is supported by great self-confidence. Judging from the point of view of the Self Concept of the Bukit Batu woven fabric craftsmen, it is considered that they are still lacking compared to the Bengkalis woven cloth craftsmen, this deficiency is based on the fact that the Bukit Batu woven fabric craftsmen have a perception and behavior that is still simple, namely that weaving is only a side job, in addition to the confidence that due to the pattern of life and geographical conditions as well as educational and knowledge backgrounds make craftsmen less professional in completing their work. Craftsmen are considered less courageous to accept challenges in working on complicated woven fabrics or new fabric motifs and designs. While the Bengkalis woven cloth craftsmen have a sense of self-confidence, perception and good behavior, this can be seen from the woven fabric produced. Bengkalis woven fabric craftsmen are diligent in finishing the weaving, so that the results can be measured, the weave is finished faster than the target, likes complex motifs, designs woven fabrics with new

motifs, designs woven fabrics with various colors and shows a professional attitude in finishing profession.

4) *Knowledge*: Knowledge relates to information that a person has for a particular field and knowledge is a complex competency. In other words, knowledge is a collection of information and knowledge, for example someone's knowledge in a particular field. For knowledge about the basic concepts of weaving, the patterns and motifs for the two woven fabric craftsmen, both Bukit Batu and Bengkalis are the same, because knowledge about this has been obtained from generation to generation and comes from Bukit Batu. The craftsmen's knowledge is said to be the same because it can be seen from the weaving process, the motifs and patterns that are produced and the same functions and uses.



Fig. 2. Looms and craftsmen.

5) *Skills*: Skill, is the ability to carry out a certain task both physically and mentally. In other words Skill is the ability to carry out a task properly, for example a computer program. Skills can be honed in principle, but knowledge is not. Good skill will increase productivity. As it is known, the craftsmen of the Bukit Batu and Bengkalis woven fabrics have the same knowledge of how to weave, the patterns and patterns of the fabrics, but when compared to the craftsmen's skills there are differences. Bengkalis weaving craftsmen have better skills, this is known from the production of woven fabrics produced, Bengkalis weaving craftsmen develop their weaving skills, such as happy to weave with the latest motifs and patterns, making fabric designs that are needed and according to consumer tastes, weaving according to the process and be careful so that you get a quality songket.

V. CONCLUSION

From the product quality, the Bengkalis woven fabric is better than the Bukit Batu woven fabric. It can be seen that the Bukit Batu woven fabric produces less smooth fabrics and without a good combination in terms of motifs and colours. Meanwhile, the Bengkalis woven fabric produces a fine texture with a more attractive colour combination and utilizes embroidery thread as a variation for the motif. The motifs that are produced are bolder by combining existing motifs or patterns. Furthermore, Bengkalis woven cloth produces tissue holders, tablecloths, pillowcases, refrigerator covers and gallons of water as well as wedding and tanjak dresses. On the other hand, the Bukit Batu woven fabric has not produced any

additional production other than the lejo woven cloth. In addition, the Bengkalis woven fabric provides more variety for each product so that it is in great demand by customers, and the Bengkalis woven fabric is easily available and available even though it is not ordered in advance.

The competency of the Bukit Batu weaving craftsmen compared to the Bengkalis woven cloth craftsmen is slightly different. As an impetus for the Bukit Batu woven fabric craftsmen to produce woven fabrics more towards fulfilling daily life and as a side job to help family finances, from this motive encouragement makes craftsmen less develop their competences which causes the woven fabrics produced to not experience good development from in terms of pattern and fabric design. Compared with the Bengkalis weaving craftsmen, the motive that encourages production leads to business or can be said to be the main source of income, as we know that business orientation must always follow market developments. Bengkalis woven fabric craftsmen are diligent in finishing the weaving, so that the results can be measured, the weave is finished faster than the target, likes complex motifs, designs woven fabrics with new motifs, designs woven fabrics with various colours and shows a professional attitude in finishing profession. Bengkalis weaving craftsmen develop their weaving skills, such as being happy to weave with the latest motifs and patterns, making fabric designs that are needed and according to consumer tastes, weaving according to the process and carefully so as to get quality songket.

However, the knowledge regarding the basic concepts of weaving, the patterns and motifs for the two woven fabric craftsmen, both Bukit Batu and Bengkalis are the same,

because knowledge about this has been obtained from generation to generation and comes from Bukit Batu.

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