

Original Article

Comparative Analysis of the Structure of Consumer Attitude to Central Java Batik Products and Madura Batik Products in Surabaya Area

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Abstract: Batik products are a complement to appearance and are also a lifestyle trend today, which besides being able to function to support appearance, also functions to increase prestige or social class between individuals. The people's desire for batik products ultimately creates a separate perspective on the batik products offered in the market. Increasingly, people will be more selective about batik products before they decide to carry out activities to purchase these batik products. Public attitudes like this are consumer buying behavior that batik producers must always pay attention to. The purpose of this study was to determine the differences in the structure of attitudes towards the attitudes of consumers of Central Java batik products and Madura batik products. The type of data used in this study is quantitative data from the results of scoring the answers of customers who are respondents in this study. Furthermore, the population of this study is all consumers who use Central Javanese batik products and consumers who use Madura batik products, and the sample of this study was 100 people with the following characteristics: (a) aged 17 years and over, (b) domiciled in Surabaya. The data analysis technique used is Discriminant Analysis. The results of this study indicate significant differences in the behavior of consumers who use Central Javanese batik products and consumers who use Madura batik products, while the variable that differentiates is the conative variable. The discriminant model used in analyzing differences in consumer behavior is valid and can show the accuracy of the discriminant model is quite high because the accuracy is 97% (> 50%).

Keywords: Cognitive Attitude, Affective Attitude, Conative Attitude.

I. INTRODUCTION

Batik products complement the appearance and lifestyle trend, which, besides being able to function to support appearance, also increases prestige or social class between individuals. The people's desire for batik products ultimately creates a separate perspective on the batik products offered in the market. Increasingly, people will be more selective about batik products before they decide to carry out activities to purchase these batik products. This kind of community attitude is a consumer buying behavior that batik producers must always pay attention to. Currently, producers must be able to analyze changes in attitudes from the community as consumers in making purchasing decisions or using the offered batik products.

Several structures of consumer attitudes in buying and using products, according to Prasetijo and Ihalauw (2004:106), are:

1. Cognitive component or awareness component: This component can be known for product knowledge and experience after using a product or service.
2. Affective component or favorite component: This component can be known for the sense of compatibility and preference for the product that has been used.
3. Conative component or interaction component: This component can be known for consistent use and consistent purchase.

The components that shape consumer attitudes mentioned above make batik-producing producers compete with each other so that their products get a positive response from consumers. The increasing demand for batik products is not only to support appearance but can also increase the prestige of the wearer, thus causing everyone to need more than one batik product according to their needs, circumstances and conditions, which in turn can spur Central Javanese batik producers and Madura batik producers to compete with each other to gain the trust of consumers.



II. LITERATURE REVIEW

A) Definition of Marketing

The definition of marketing put forward by experts in the field of marketing, each of which gives a different emphasis but, in essence, has the same goal, namely fulfilling the needs and desires of consumers. If marketers want to sell their products easily, marketers must be able to understand consumer needs well, provide superior value products, set reasonable prices, distribute products widely, and promote effectively. Kotler and Armstrong (1997) say that the rationale for marketing starts with human needs and desires. In simple terms, the basic concept of marketing states that an organization must satisfy consumer needs and wants to be profitable. This definition is based on the marketing concept of needs, wants demands (demands), products (goods, services, and ideas), cost and satisfaction values, exchanges and transactions, relationships and networks, markets and marketers and prospects. Private and Handoko (1982:3) define marketing as an overall system of business activities aimed at planning, determining prices, promoting and distributing goods or services that can satisfy existing or potential buyers' needs.

B) Product

Kotler and Armstrong (1997) argued that humans satisfy their needs and desires with products. A product is anything that can be offered to a market to be noticed, owned, used or consumed to satisfy a want or need. The marketed product includes physical objects, services, people, places and organizations. Conceptually, Fandy Tjiptono (2000) states that the product is the subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires in accordance with organizational competence and capacity as well as market purchasing power.

C) Consumer behavior

The marketing concept emphasizes that consumer satisfaction is a goal that must be achieved. Understanding consumer behavior can be explained by a general model of consumer behavior; the consumer behavior model is a method that can describe how the process of consumer decision-making in buying goods and services, including the factors that influence it. According to Engel (1994) defines consumer behavior as individual actions that are directly involved in obtaining and using goods and services, including the decision-making process that precedes and determines these actions.

Blackwell and Mintard (1994) define consumer behavior as an act directly involved in obtaining, consuming, and consuming products and services, including the decision processes that precede and follow these actions. Loudon and Bitta (1998) suggest that "Consumer behavior may be defined as a decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. Consumer behavior, according to Zaltman and Wallendorf (1979: 6) explains that: consumer behavior is actions, processes, and social relations carried out by individuals, groups, and organizations in obtaining, using a product or other as a result of experience with products, services, and other sources.

D) Consumer Behavior Concept

What is consumer behavior? Consumer behavior, as defined by Prasetyo and Ihalauw (2004), is a process by someone searching, buying, using, evaluating and acting after consuming products, services or ideas that are expected to meet their needs. Several important things can be expressed from the definition above,

Consumer behavior is a process that consists of several stages, namely:

1. Stages of acquisition, searching, and purchase
2. Stage of consumption, using
3. Evaluation Stage
4. Post-purchase action stage (disposition) is what consumers do after the product is used or consumed.

This process can be explained as follows:

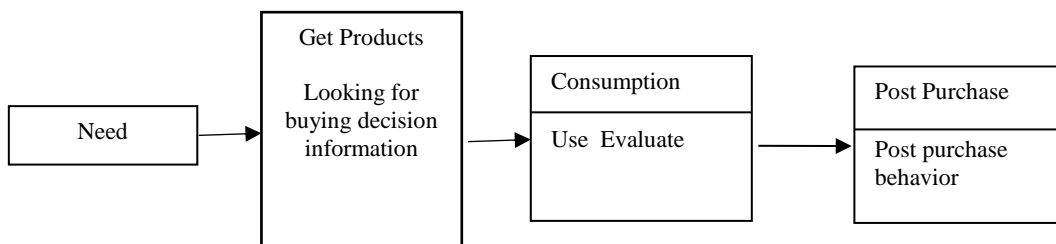


Figure 1. The Buying Behavior Process

E) Consumer Attitude

According to Loudon and Bitta in Ihalauw (2004: 117), the term "attitude" (Attitude) was first used by Spencer in 1862, which is defined as a person's mental status. Zaichosky (1987) has found more than thirty definitions of attitude, which generally have three frameworks, namely:

1. The first thought is represented by psychologists such as Thurstone and Likert. According to Thurstone and Likert, attitude is a form of evaluation or creation of feelings. More specifically, Thurstone himself formulates attitude as "the degree of positive or negative effect on a psychological object".
2. The second thought is represented by Cheve, Borgadus, Lepierre, Mead and Allport, where the concept of attitude is more complex; according to this group, attitude is a kind of readiness of a person to react to an object in certain ways. Pierre gives the definition of attitude as "a pattern of behavior, tendencies or anticipatory readiness, predisposition to adapt to social situations that have been conditioned.
3. The third group is oriented towards triadic schemes (triadic scheme); according to this framework, an attitude is a consistency of cognitive, affective and conative components that interact with each other in understanding, feeling and behaving towards an object. Secord and Becman, for example, define attitude as "a certain regularity in terms of feeling (affective), thinking (cognitive) and predisposing to action (conative), towards an aspect of the surrounding environment.

F) Attitude Structure

Following the traditional scheme, according to Loudon and Bitta (1998), the attitude structure consists of three interrelated components, namely: (1) Cognitive component, related to beliefs, ideas and concepts. Cognitive components, namely knowledge and perceptions, are processed from a combination of direct experience and information obtained from many sources. , (2) Affective Component, which concerns the emotions or feelings of consumers towards certain products or brands, will form attitudes. Researchers often need these emotions and feelings as the main evaluation, namely to analyze directly or thoroughly from the individual's attitude toward the object, namely the extent to which the individual judges the object as suitable or not, good or bad. , and (3) the conative component of the conative component in the attitude structure shows how the behavior or tendency to behave exists in a person related to the object of the attitude he is facing. Consistency between beliefs as a cognitive component, feelings as an affective component, and behavioral tendencies as a conative component is the basis for concluding attitudes, as reflected by the answers to the attitude scale.

According to Prasetyo and Ihalauw (2004: 106), the attitude structure consists of three kinds: 1. Cognitive Component. 2. Affective Component. 3. Conative component. According to Bilson Simamora (2004) states that there are three components of attitude, namely

1. **Cognitive component (cognitive component):** This component consists of consumer trust and knowledge about the object. Beliefs about the attributes of a product are usually evaluated in nature.
2. **Affective component:** Feelings and emotional reactions to an object show the affective component of attitude.
3. **Behavioral Components:** This component is a person's response to an object or activity. Such as, the decision to buy or not a product will show a behavioral component.

G) Attitude Functions

According to Loudon and Bitta (1998), there are four functions of attitude, namely:

1. The adjustment function (the adjustment function)
2. Function Expression of value (the value expressive)
3. Self-defense function (the ego-defensive function)
4. Knowledge organizing function (the organization of knowledge function)

H) Factors that Influence the Formation of Attitudes

According to Shiffman and Kanuk (1997), three factors influence the formation of consumer attitudes, namely direct and past experience, personal influence, and mass media. The following factors influence consumer attitudes: 1. Direct and past experience (direct and past experience), 2. Personal influence (personal influence). 3. Mass media (mass media). Factors that influence attitudes more broadly include personal experience, culture, other people considered important, the mass media, institutions or educational institutions and religious institutions, as well as emotional factors within the individual. Hawkins, Best, and Coney (1995) state that there are at least two important implications of consumer attitude information in developing marketing strategies for market segmentation. This segmentation method is commonly referred to as benefit segmentation, namely dividing what consumers are actually looking for. The initial information needed for benefit segmentation is to know consumer attitudes towards products and product development. The main marketing task is to provide products that satisfy consumer needs.

Research Hypothesis

1. There are differences in consumer attitudes (Cognitive component) towards Central Java batik products and Madura batik products in the Surabaya area.
2. There are differences in consumer attitudes (affective component) towards Central Java batik products and Madura batik products in the Surabaya area.
3. There are differences in consumer attitudes (Conative component) towards Central Javanese batik products with Madura batik products in the Surabaya area.

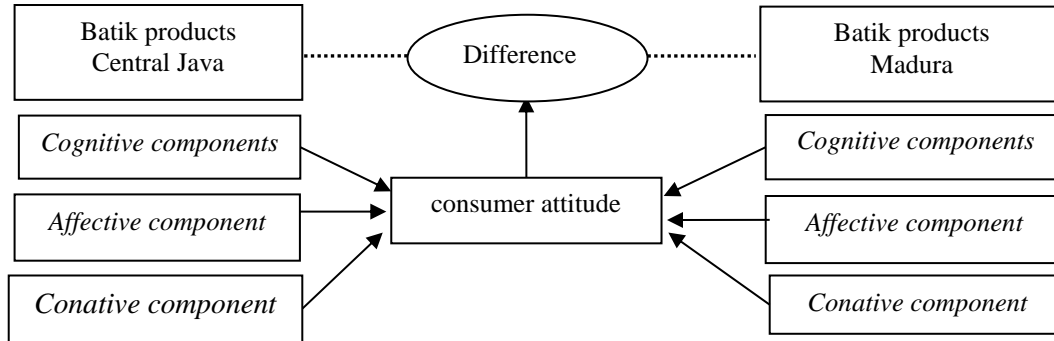


Figure 2. Conceptual Model Analysis Framework

III. RESEARCH METHODS

A) Population and Sample

1. The population used in this study were all consumers who had used Central Javanese batik products or used Madura batik products.
2. To obtain a representative sample in this study, stratified random sampling was used, namely the sampling method, by dividing the population into homogeneous groups divided into two groups, namely the Central Java Batik Consumers group and the Madura Batik Consumers group.

B) Discriminant Analysis Model Test

In the discriminant analysis model test described based on the steps previously described, the processing results can be explained as follows:

a. Analysis Case Processing Summary

The analysis states that the respondents (number of cases or SPSS lines) are all valid for processing. Based on the following table, the data is valid, and there is no missing data (missing value).

Table 1. Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		100	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		100	100.0

Table depicting the average and standard deviation of each consumer group per characteristic. Data description is shown in the following table:

Table 2. Group Statistics

Batik User Consumers			Means	std. Deviation	Valid N (listwise)	
					Unweighted	weighted
Central Java Batik		Cognitive Aspect	4,480	.4625	50	50,000
		Affective Aspect	4,530	.5384	50	50,000
		Conative Aspect	4,560	.5014	50	50,000
Madurese batik		Cognitive Aspect	3,930	.2476	50	50,000
		Affective Aspect	3,680	.4257	50	50,000
		Conative Aspect	3,600	.2673	50	50,000
Total		Cognitive Aspect	4,205	.4611	100	100,000
		Affective Aspect	4,105	.6447	100	100,000
		Conative Aspect	4,080	.6265	100	100,000

Based on the group statistic table, the consumer group using Central Javanese batik has an average positive perception of the cognitive aspect of 4.480, the affective aspect of 4.530 and the conative aspect of 4.560. The consumer group who uses Central Javanese batik has the most positive perception of the conative aspect. In contrast, the Madurese batik consumer group has a more negative assessment of the conative aspect, which is 3,600.

b. Test of Equality Group Means.

In the Test of Equality Group Means table, this analysis identifies factors that significantly differentiate between the consumer behavior of Central Javanese batik and Madurese batik consumers. This analysis uses two test statistics, namely Wilk's Lambda and F test, as shown in the following table:

Table 3. Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Cognitive Aspect	.641	54,959	1	98	.000
Affective Aspect	.561	76,679	1	98	.000
Conative Aspect	.407	142,726	1	98	.000

Wilk's Lambda value ranges from 0 to 1. The Wilk's Lamda value is close to 0 (zero). This indicates that the more significant these characteristics distinguish between the two variations of Central Javanese batik consumers and Madurese batik consumers. If, on the other hand, Wilk's Lambda value is getting closer to number 1, then the variation in the data for these characteristics tends to be the same for Central Java batik consumers and Madura Batik consumers. For analysis using the F test statistical value, the p-value can be used in the significance column where:

1. Sig > 0.05 means that there is no difference between consumer groups who use batik
2. Sig < 0.05 means that there are differences between consumer groups who use batik.

Based on the table above, it can be seen the following: Characteristics of the Cognitive aspect have a p-value <0.05, meaning that the consumer group who uses Central Javanese batik and the consumer group who uses Madura batik have a significantly different perception of judgment on cognitive aspects. The characteristics of the affective aspect have a p-value <0.05, meaning that the consumer group who uses Central Javanese batik and the consumer group who uses Madura batik have a significantly different perception of the affective aspect. The characteristics of the conative aspect have a p-value <0.05, meaning that the consumer group who uses Central Javanese batik and the consumer group who uses Madura batik have a significantly different perceptions of the conative aspect.

c. Variable Entered/Removed

The table presents data from the 4 variables analyzed, which variables can be entered in the discriminant equation. Based on the results, it is known that there are two variables included in the discriminant equation, namely: conative aspects and cognitive aspects. This means that consumers' perceptions of consumers who use Central Javanese batik and consumers who use Madura batik are influenced by the attitudes of respondents towards conative aspects and cognitive aspects so that they can be included in the discriminant equation because both sig numbers are below 3.84 (7.785E-21) and (3.193E-29)

Table 4. Variables Entered/Removed a,b,c,d

Step	Entered	Min. D Square d					
		Statistics	Between Groups	Exact F			
				Statistics	df1	df2	Sig.
1	Conative Aspect	5,709	Central Java Batik and Madura Batik	142,726	1	98,000	7.785E-21
2	Cognitive Aspect	11,244	Central Java Batik and Madura Batik	139,122	2	97,000	3.193E-29

d. EigenValue

The Eigenvalue table shows the canonical correlation value. This value is used to measure the degree of discriminant relationship between scores and consumer groups who use batik or the amount of variability that can be explained by the variables from the cognitive aspect, affective aspect and conative aspect to the consumer variable using batik.

Table 5. Eigenvalues

Function	Eigenvalue	% of Variances	Cumulative %	Canonical Correlation
1	2.868a	100.0	100.0	.861

a. First, 1 canonical discriminant function was used in the analysis.

From the table, a canonical correlation value of 0.861 is obtained; when squared, it becomes 0.741, meaning that 74.1% of the variance of the consumer group variable that uses batik can be explained from the discriminant model formed. Meanwhile, in Wilk's Lambda table, there is a statistical significance Chi-square value of 0.000 (<0.05); thus, there is a significant difference in the perceptions of consumer groups using Central Javanese batik and consumer groups using Madura batik in the discriminant model.

Table 6. Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.258	131,228	2	.000

e. Structure Matrix

Discriminant analysis using the structure matrix shows an order of characteristics that most differentiate the perceptions of the two groups of consumers who use batik.

Table 7. Structure Matrix

	function
	1
Conative Aspect	.713
Affective Aspect	.494
Cognitive Aspect	.442

Based on the table, the characteristics of the conative aspect are the most distinguishing characteristics of consumers' perceptions of batik users, with a value of 0.713.

f. Canonical discriminant function

The table describes the discriminant model formed, namely: $Z = -17.972 + 1.992 \cdot X_1 + 2.352 \cdot X_3$

Table 8. Canonical Discriminant Function Coefficients

	function
	1
Cognitive Aspect	1992
Conative Aspect	2,352
(Constant)	-17,972

g. Classification Result

The table illustrates the cross-tabulation between the initial model (original) and the classification results of the discriminant model (predictive group) to determine the discriminant model's accuracy. Overall the discriminant model formed has a high validation level of 97%. These results indicate that the survey above shows the discriminant model's accuracy is quite high.

Table 9. Classification Results

		Batik User Consumers	Predicted Group Membership		Total
			Central Java Batik	Madurese batik	
Original	Count	Central Java Batik	47	3	50
		Madurese batik	0	50	50
	%	Central Java Batik	94.0	6.0	100.0
		Madurese batik	.0	100.0	100.0

a. 97.0% of original grouped cases are correctly classified.

IV. RESULTS AND DISCUSSION

Based on the accuracy of the model resulting from the discriminant analysis described in this chapter, the survey results aimed at identifying differences between two groups of consumers provide information that can be used as a strategy to be implemented to improve the company's condition. This is based on the variable that most differentiate from the structure of consumer attitudes is the conative variable. The characteristics of the most distinguishing conative attitude structure include loyalty to buy and use batik in various situations according to the price offered by producers and people's purchasing power, ease of obtaining batik products, loyalty to buy and use batik products as a form of love for national cultural values. The next difference is the structure of affective and cognitive attitudes; however, the two attitude structures are relatively small. There is a significant difference in the behavior of consumers who use Central Javanese batik and consumers who use Madura batik in Surabaya. The variable that most differentiate the behavior of consumers who use Central Javanese batik and consumers who use Madura batik is the conative variable. The conative variable is the variable that most differentiate the behavior of consumers who use Central Javanese batik and consumers who use Madura batik. Meanwhile, affective and cognitive variables serve as differentiators for subsequent consumer behavior. The discriminant model used in analyzing the differences in the behavior of consumers who use Central Javanese batik and those who use Madura batik is valid and can show the accuracy of the discriminant model is quite high because its accuracy is 97% (> 50%).

V. IMPLICATIONS

1. Based on the accuracy of the discriminant model, managers of batik companies in Central Java and Madura batik can take strategic steps in an effort to increase production while still paying attention to cognitive, affective and conative aspects.
2. It is also necessary to consider the price strategy so that prices are more attractive to consumers, bearing in mind that Indonesian batik has become the Intellectual Property Right of the Indonesian people and the government's role in making batik a national dress.
3. Maintain strengths and improve existing deficiencies to establish good relations with consumers.

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