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PalArch journal_Berta.pdf

WORD COUNT

7461 Words

CHARACTER COUNT

41184 Characters

PAGE COUNT

18 Pages

FILE SIZE

765.8KB

SUBMISSION DATE

Oct 31, 2023 10:59 AM GMT+7

REPORT DATE

Oct 31, 2023 10:59 AM GMT+7

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THE EFFECT BETWEEN PRODUCT DESIGN AND ICONIC PRODUCT IN ATTRACTIVENESS ON CULTURAL IDENTITY WITH BUYING DECISION (STUDY ON BATIK CONSUMER MALANG)

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Elviera Dewiyanti Surya Putri, Surachman, Sunaryo, Ainur Rofiq. The Effect Between Product Design And Iconic Product In Attractiveness On Cultural Identity With Buying Decision (Study On Batik Consumer Malang)-- PalArch's Journal Of Archaeology Of Egypt/Egyptology 17(4), 3223-3240. ISSN 1567-214x

Keywords: Design Product, Iconic Product, Cultural Identity, Buying Decision For Batik

ABSTRACT

This research was discuss about design product and iconic product in attractive for culture identity and buying decision for batik consumer. This research used by quantitative research with explanatory research and PLS. Population is also in Malang City, Malang District, and Batu City areas. The approach in this study has been uses a positivist paradigm, because carried out quantitatively on measuring variable constructs, including product design, iconic product attractiveness, culture identity, and buying decisions that form one construct with another. Moreover, the Malangan Batik coloring process is more attractive if it includes soft colors (sogan, brown, blue) and bright / striking colors (red, orange, green, violet, magenta) both natural dyes and synthetic dyes.

INTRODUCTION

Batik is one of the Indonesian cultures that has high value and is hereditary since ancient times. Supriyono (2016) stated that among various Indonesian cultures, batik is a very unique and high value work of art. Batik not only expresses beauty visually, but also exudes deep philosophical values and spiritual experiences.

The ²³United Nations Educational, Scientific and Cultural Organization (UNESCO) acknowledges that Indonesian batik is considered rich in techniques, symbols, philosophies, and cultures related to people's lives. The profound meaning of Indonesian batik was finally ¹⁹on October 2, 2009, UNESCO

recognized and established Indonesian batik as a world heritage. Indonesian batik has received international recognition as part of the wealth of human civilization.

Since being recognized by UNESCO as Indonesia's cultural heritage, almost all regions have developed the potential for batik. Regions already have batik increasingly create for new innovations, while regions that are still at the stage of exploring the potential of batik are trying to make batik as a regional characteristic. Pride and awareness to maintain Indonesian culture as a form of nationalism with the launching of batik as national official clothing by the Government. Even in some government and private agencies, it is mandatory for employees to wear batik on certain days or events (Anshori and Kusrianto, 2011).

Since, batik was declared as a human heritage for Oral and Non-Material Culture or the Masterpiece of the Oral and Intangible of Humanity by UNESCO, batik is considered to have strategic value because it can synergies the economic and cultural dimensions. Batik has a strategic value that is expected to be maintained and preserved as a cultural heritage of the Indonesian nation.

National batik has become the government's attention to be developed because it has an impact on culture and economy. The government has an important role in fostering Indonesian Batik, including in the form of counseling, education, guidance, regulation, and provision of materials, because batik is one of the works and arts of Indonesian culture, employment for the people, and has an important meaning in the Indonesian nation's economy. Susanto, S., 2018). Furthermore, Anshori and Kusrianto (2011) stated that economically batik has also contributed to a multifier effect both on Micro, Small and Medium Enterprises (MSMEs) and at the company level.

East Java, which consists for 38 districts / cities, has unique and varied batik motifs and colors. Although, it not all regencies / cities have local batik, it is particularly exotic. Often whether or not the assessment of a motif is good or not is a taste or a life style, but in fact there is no bad work of art, but a difference from a point of view. East Java batik has become the belle of Indonesia and contributes to the growth of Micro, Small and Medium Enterprises (MSMEs) and contributes to GRDP of 54.98%. In the current global economic condition which continues to decline, East Java continues to grow better than national growth. Because it is supported by MSMEs contributing more than 50% to PDRB where there are batik craftsmen (kominfo.jatimprov.go.id., 2016).

Some of the creative products from Malang City that should be continuously developed are culinary, handicraft, and tourism sectors. Batik is included in crafts and tourism which can have an impact on the economic cycle of the economy, especially in Malang City. In 2017, GDP from the creative economy sector reached IDR 825 trillion. This figure is believed to continue to increase in the coming years, which must be balanced with increased narrative skills and product marketing for creative economy entrepreneurs (jatim.antarnews.com., 2017).

In some areas in East Java, it is inseparable from these characteristics and one of them is Malang Regency / City which has a background of historical heritage which is part of the inspiration of the batik makers. In the book of the East Java Batik Ethics (Anshori, Yusak and Adi Kusrianto, 2011) Malang Regency / City is an area that has very good batik potential. Especially in modern batik, with batik motifs that are used to supply the raw material for the fashion world which is always dynamic and always requires new ideas.

There are 3 (three) components of Malangan batik, such as:

- a. Tanah or basic motives, consisting for 3 (three) motifs, including jasmine, quadrilateral, and Padma decorations
- b. The main motive or isen-isen, is the main motive which is also the stuffing motif (isen-isen), for example the image of the monument in front of Malang City Hall as an icon of Malang City
- c. Tumpal, the decorative motif for tumpal or fringe and isen-isen motif, for example, is filled with three tendrils forming a series and at each end of the vine there is a flower which depicts Malang as the City of Flowers. The outskirts are closed with wheels symbolizing Malang as an Industrial City.

²² In Malang Raya, including Malang City, Malang Regency and Batu City, several for small business about batik have grown, whose products are called Malangan Batik. Batik Malangan became known in 2013, but over time, the development of Malangan Batik needed encouragement to increase creativity and innovation intensively. Malang City is a cultural city that has a lot of regional art and history. It has not been able to outperform other regional batik especially in Central Java. Batik UMKM in Malang Raya had not been able to attract the hearts of consumers, both local and foreign. Some batik craftsmen have participated in both local and international exhibitions, but still need several things to improve the quality of their products. Several factors can influence consumer purchasing decisions, namely the design of the batik product and the uniqueness of the batik. Data from the group of batik craftsmen in 2018 in Malang Raya was showed a rapid development and began to form batik groups. The development of the batik industry in Malang Raya shown that there are still many batik enthusiasts / batik consumers who provide business opportunities for people who still care about preserving the nation's culture through batik.

Jing Yang Zhong and Mitcell's (2010) research empirically verified that the relationship between consumption behavior and well-being depends on subjective interpretations of both consumption and consumer behavior. So, most studies on happiness-increasing activities use large, nationally representative rather than small samples. Bajde, D., (2014), discusses more deeply the "Consumer Culture Theory" or Consumer Culture Theory in terms of cultural strengths and technological dynamics. This is to articulate cultural processes (ideological, mythical, ritualistic, etc.) in which cultural meanings are accepted or rejected for technological innovation. Thus, it was forming to the value of technology as a cultural resource that can maintain consumer identity.

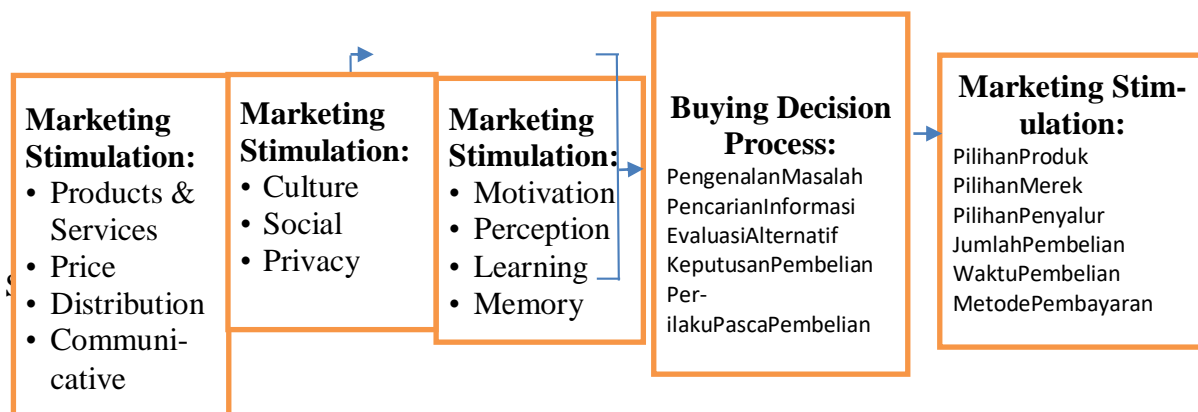
From several previous studies related to products, cultural identities, and consumer decisions, it has become a lesson for small business of Batik in the greater Malang area to become a reference and reference as a science to assess consumer behavior in choosing goods to buy, in the case of Malangan batik. Along with the growth of small business enterprise for batik in Malang Raya is not balanced with the large number of batik consumers, who currently require batik not only for formal clothing, but for daily clothing, even a company's uniform. The minimal design of batik products in Malang Raya is due to the lack of expertise of batik SMEs in combining batik art and consumer desires for traditional / modern batik motifs. Consumers who love batik when they find a design / pattern that is very suitable for their taste will repurchase a product.

Although in the area of Malang Raya, there are many cultural relics of the kingdom in the past and have many historical relics in the form of temples from the early century AD, the development of batik is still in the learning stage, to find "identity" typical Malangan designs / motifs with a combination of consumer tastes or lifestyle. Most of the batik makers (batik craftsmen) lack iconic designs or characteristics that describe the culture of Malang Raya. Batik UMKM also includes more design creations based on the personal pleasure of each craftsman without including elements of cultural identity in Malang Raya.

TEORITICAL FRAMEWORK

Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy consumer needs and wants (Kotler and Keller, 2009). The starting point for understanding consumer behavior is to model the response to marketing and environmental stimuli entering the consumer, and a set of psychological processes combined with specific consumer characteristics to produce a decision-making process and a final purchase decision. The following is a chart of the consumer behavior model (Picture 1).



Source: Kotler & Keller, 2009

Picture 1. Consumer Behavior Model

Culture

Cultural, sub-cultural, and social classes greatly influence to consumer purchasing behavior. Culture is a basic determinant of a person's desires and behavior. Marketers must really pay attention to the cultural values in each country to understand how best to market old products and look for new product opportunities. Each culture consists of several subcultures which are smaller providing more specific identification and socialization for members. Subcultures were include nationalities, religions, racial groups and geographic areas. When, subcultures grow large and rich enough, companies more often design specific marketing programs to serve consumers (Kotler & Keller, 2009).

Consumer Decisions

Some decision to buy made by a buyer is actually a collection on a number of decisions. Every buying decision has a structure of seven components. The seven structures of buying decisions are as follows, (Basu Swastha, 2005):

Decisions about the type of product

Consumers can make a decision to buy a product, in this study is a batik product or use the money for other purposes. In this case, the craftsmen must focus their attention on people who are interested in buying batik as another alternative they are considering.

Decisions about the shape of the product

Consumers can make decisions to buy certain batik, these decisions are also related to size, quality, style, and so on. In this case, the craftsman must carry out a marketing research to determine the consumer's preference for the product concerned in order to maximize the appeal of the product.

Decisions about brands

Consumers have to make decisions about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand.

Decisions about the seller

Consumers have to make a decision where to buy batik, whether it is a department store, specialty batik shop, clothing store or well-known boutique. In this case, producers, wholesalers, and retailers must know how consumers choose a particular seller.

Decisions about the number of products

Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one unit. In this case, craftsman must prepare the number of products according to the different desires of the buyers.

Decisions about when to buy

Consumers can make decisions about when to make purchases. This problem will be related to the availability of money to buy batik. Therefore, craftsmen must know the factors that influence consumer decisions in determining about time of purchase. Thus, the craftsmen can manage their production time and marketing activities.

Decisions on how to pay

2 Consumers must make decisions about the method of payment for product to be purchased, whether in cash or in installments. This decision will influence decisions about the seller and the amount he buys. In this case, the craftsman must know the buyers' desires for the payment method.

Culture

Culture has been identified as one of the areas in the study of organizational behavior and anthropology that makes contributions (Robbins and Timothy, 2016). Culture is an important concept that has long been used to understand a community entity and human groups. A term culture comes from the word culture, which is a foreign language term meaning culture. The Latin language of culture is means to process or do. Culture is the whole attitude, behavior pattern and knowledge which is a habit inherited and owned by a particular society.

Cultural Identity

Culture is an important part of the structure of society and can be defined as a lifestyle of society that includes every moment and individual relations and relationships from birth to death (Altugana, 2015). In this study, also contains the definition of culture, which defines and puts forward 160 definitions of culture. As it can be understood, it is not easy to define 'culture' because it has too many meanings. First of all, culture is a social product, which each individual develops after learning. These products are usually full of emotions. When identity is considered, there are four concepts for identity under the word 'personality' and these are individual differences, coherence, stability, and the relationship between our personalities and our behavior. This research also focuses on how young people's ideas about learning and how their cultural identity is influenced by other aspects such as gender, social class and parental education level.

Product

In simple terms, the meaning of products in the large Indonesian dictionary is goods and services that are made and added by their use or value in the pro-

duction process and become the final product in the production process. Meanwhile, according to Kotler in his book Mursyid (2003) entitled by marketing management, the product is formulated as the final result which contains physical elements, services, and symbolic things that are made and sold by companies to provide satisfaction and profit to buyers.

Types or Classification of Products

Products can be classified into several types (Mursyid, 2003), such as:

a) Based on Long durability:

1) Durable item

A tangible item is usually used for a long time

2) Items are not perishable

A materialized item is usually consumed at one time

3) Services

An intangible product is usually a service required by consumers

b) Based on the purchase purposes:

1) Consumer goods

a. Basic necessities is a daily necessity

b. Complementary items are complementary necessity item that the purchasing process is first compared to other products

c. Luxury / special items is a daily necessity item which is generally expensive

2) Industrial goods

a. Basic materials or spare parts is a basic ingredient needed by a company to produce a product.

b. Factory or company equipment is a complementary material for the company to carry out the production process.

Product Design

The design of a product is one of the factors that need serious attention from management, especially the new product development team, because the target consumers are starting to question the design problems of a product that is able to meet the needs and desires of consumers, Anggipora (2002). The definition of design according to its terminology is from Latin (desionare) or English (design). According to Stanton (1995) said that product design is one aspect of forming a product image. Companies are also increasingly realize the importance of marketing value on design product, especially its appearance design. Two factors concerning product design are color and product quality (Stanton, 1995). One of the product design research was conducted by Ramadhan, E.A, (2009), who examined the "Analysis of Factors Affecting the Purchase Decision of Fashion Products" (Case Study on Droof Recons Clothing

in District Side Semarang)". The variables studied were price, product, product design, promotion which influenced the purchasing decision of fashion re-cons products.

METHODOLOGY

Generally, this research uses an explanatory research design by applying the survey method. Survey method research that takes a sample from a population and uses a questionnaire as the main data collection instrument, so this research is categorized as an explanatory study. Explanatory research can test and explain the relationship between variables in a causal relationship, Saunders et al., (2009). The type of explanatory research design chosen in this study was tested for the relationship on the effect between design product and iconic product attractiveness and cultural identity on buying decisions using empirical data. The survey method is used considering also creates a systematic, factual, and accurate picture of the facts, properties, and relationships between the variables studied through hypothesis testing. Data collection is carried out simultaneously or together at a certain time.

Research Sites

The research was conducted in Malang Raya, covering areas of Malang City, Malang Regency and Batu City. In Malang Raya, covering Malang City, Malang Regency and Batu City, several for small business of batik have grown, which are often called Batik Malangan. Batik Malangan became known in 2013, but over time, the development of Malangan Batik was not as rapid as in Yogyakarta, Solo, Pekalongan and other batik areas.

Population and Research Sample

Population is an object or subject in a group of individuals who have the same characteristics (Creswell, J.W., 2013). The population can be divided into two types, such as the target population and the access population. The target population is population planned in the research plan (Sukardi, 2008). The population in this study were consumers of Malangan batik in Malang Raya. The population has characteristics inherent in each individual, especially Malangan batik consumers. The characteristics of the population can be seen from every consumer of Malangan batik.

The sample is a group of objects or subjects in a study selected from population (Creswell, J.W., 2013). The sampling method is included in the type of non-probability sampling with the type of census sampling design, such as sampling technique when members of the population are used as the sample. Batik consumers are heterogeneous and the amount cannot be determined, so the number of samples determined is 166 respondents who are consumers of Malangan batik and the criteria for consumers who are sampled are:

- a. Consumers who have known or bought Malangan batik.
- b. Consumers who have Malangan batik collections or batik lovers community.
- c. Consumers who have worked or earned income (including housewives).

Method of Collecting Data

The data collection method is a survey method with aim to obtain for individual opinion data. The research questionnaire survey method also uses primary data sources. Primary data is research data obtained directly from sources without going through intermediaries. The primary data source was obtained from individual responses in the form of a questionnaire filled in by the resource person, such Malangan Batik Consumers.

The type of questionnaire also used is a questionnaire with a closed question type. In this type, respondents are asked to choose between several alternative answers given by the researcher (Sekaran & Bougie, 2016). Furthermore, Sekaran & Bougie (2016) explained that a questionnaire with a closed question type helps respondents make quick decisions by choosing answers from among the alternatives given. Respondents also help researchers to group information easily for further analysis purposes.

The data measurement used is the Likert Scale which allows respondents to show their behavior by examining how strongly they agree or disagree through constructive questions, starting from very negative to very positive attitudes towards several objects (Zikmund et al., 2013). This scale is often used to measure attitudes, opinions, perceptions of a person or group of people about social phenomena. The scale form in the closed questionnaire used in this study uses an interval scale with a standard scale of one to five as follows:

Table 1. Respondents' Choice and Answer Score

Choices	Score
Very Agree	5
Agree	4
Disagree	3
Disagree	2
Very Disagree	1

Source: Creswell (2013)

The pilot test was conducted on 30 respondents, such as Malangan batik consumers who have used or have known Malangan batik products for a minimum period of 3 (three) years. Respondents who have been used as respondents for the pilot test were not used as respondents when conducting research. The validity and reliability test is carried out to determine the instrument in any questionnaire used to measure is feasible or not.

This research uses descriptive data analysis method, inferential analysis. According to Sekaran and Bougie (2016) discussed that description analysis is carried out to describe the characteristics of variables and samples studied in certain circumstances. The analytical tool used in this research is Partial Least Square Structural Equation Modeling (PLS-SEM) with the SmartPLS computer program application.

RESULTS

The Effect Between Product Design and Buying Decision

The results were showed that a design product of Batik Malangan has an effect on buying decisions. These results indicated that hypothesis one which states "Product Design has a significant effect on Buying Decision" is accepted or supported. The findings are in line with research conducted by Hyejeong Kim, et al., (2010), Tirelli, Christian and Ruiz, Maria Pilar Martine (2012), Kumar, Prashant and Ghodeswar, Bhimrao M. (2014), Kongpraserta, Nattapong and Virutamasend, Porngarm (2015), stated that the importance of the attractiveness of a product will influence to consumer purchasing decisions.

In addition, it can be explained by the value of a loading factor also greatest contribution to the design product variable, which is a batik motif indicator, like 0.882. This means that Batik Malangan motifs are attractive if they are classical / traditional in style, for example classic / pakem sekar jagad, parang, kawung, and include historical features of the Singosari Kingdom. The biggest loading factor contributing to the buying decision variable is the indicator of buying confidence, which is 0.950, this means some consumers when they see Malangan batik products are always sure to buy.

Based on the description above, a good Malangan Batik design product quality is still improved, especially in the quality of the batik material, coloring, and the batik making process. The quality of batik with design product is determined by these things, so it can attract consumers to believe in deciding to buy it.

The Effect Between Iconic Product Attractiveness and Buying Decision

The results were showed that the iconic product attractiveness in Batik Malangan had an effect to buying decisions. These results indicated that the second hypothesis which stated "iconic product attractiveness has a significant effect on buying decisions" is accepted or supported. The findings are in line with research by Ferdinand. T, Augusty and Fitriani, Lili Karmela (2015), regarding the attractiveness of a product (product characteristics) greatly affects to consumer purchasing decisions, which can improve the sales performance of a small business.

In addition, it can be explained that a value of loading factor has the greatest contribution to the iconic product attractiveness variable, which is the motive trend indicator (pattern), which is 0.906. Thus, the iconic product attractiveness of Batik Malangan is still improved, especially in the regional symbols contained in Malangan batik products, the trend of motifs (patterns) and current styles is the attraction of a fabric or clothing product, must be able to follow the tastes of consumers. Batik products must contain a distinctive icon and attractiveness of cloth or clothing art from an area so that they are able to attract consumers to believe in deciding to buy them.

The Effect Between Cultural Identity and Buying Decision

The results showed that cultural identity has an effect to buying decision. These results indicated that the third hypothesis which states "cultural identity has a significant effect on buying decision" is accepted or supported. The results of the study are in line with Cheng Lu Wang, et al., (2012), Schnurr, Benedikt et al., (2016) shown that consumers must know a product with describes the culture of the area where the product is made (country image), then consumers decide to buy the product.

In addition, it can be explained that the value of the loading factor which has the greatest contribution to the cultural identity variable is an indicator of cultural value which is equal to 0.968. So, cultural identity still shows regional identity, cultural values, and regional philosophy. The people who love batik, who are consumers of Batik Malangan, do not only use batik in formal or formal situations but also in their daily life or as non-formal clothing. Batik Malangan is also used as a product of pride and identity for the people of Malang Raya. Batik must contain regional identity in the form of cultural characteristics of the Greater Malang area, and have high cultural values. Malangan batik artwork should be a product that the people of Malang Raya should be proud of and preserved.

The Effect Between Product Design and Cultural Identity

The results showed that product design has an effect on cultural identity. These results indicated that the fourth hypothesis which stated "product design has a significant effect on cultural identity" is accepted or supported. The results of the study are in line with Kongpraserta, et al., (2015), Schnurr, et al., (2016), which described by a product that shows regional identity, so some consumers feel that they already know the product even though they have never used it.

Based on the results, Batik Malangan product design is in accordance with consumer tastes and is supported by the culture of the community will preserve the art and culture of batik to become the pride and identity of the region. The harmony and beauty of batik must refer to the material of the batik cloth, batik motifs, colors, and the manufacturing process. Based on respondents' answers, the average value of respondents' responses to cultural identity is very high, such as 4.43. The results of these figures indicated that cultural identity which consists of regional identity, cultural values, and philosophy is very good. The community has been able to create Malangan batik into a regional identity that has high cultural value and regional philosophy, so it becomes a work of art in Malang Raya. A good product design is supported by a very high cultural identity.

The Effect Between Iconic Product Attractiveness and Cultural Identity

These results indicated that the fifth hypothesis which states "iconic product attractiveness has a significant effect on cultural identity" is accepted or supported. The results of the study are in line with Elliota, et al., (2018), Ferdinand, Augusty and Fitriani (2015), who examined the attractiveness of the

icon / characteristic of a product would be higher if it included the socio-cultural elements that merged into the product.

Based on the test results, Batik Malangan products are in accordance with products that are liked by the community, especially in terms of regional art symbols that have unique characteristics of Malang City icons. Batik Malangan shown a symbol of elegance / authority for the wearer in accordance with formal or everyday clothing styles. The trend of Batik Malangan motifs, besides containing elements of regional art, also follows the latest and modern trends. Based on the respondent's answer, any average value of the respondent's response to cultural identity is very high, like 4.43. The results were indicated that the Cultural Identity of Batik Malangan are consists for regional identity, cultural values, and philosophy is very good. The community has been able to create Batik Malangan into a regional identity that has high cultural value and regional philosophy, so it becomes a work of art in Malang Raya.

The Role of Cultural Identity as Product Design Mediation on Buying Decision

The results showed that cultural identity mediates the effect between product design and buying decisions. This means that the cultural identity of Batik Malangan mediates the effect of product design on buying decisions. The sixth hypothesis "cultural identity mediates the effect of product design on buying decision" is accepted or supported. This research is based on Bajde's research (2014), which discusses the "Consumer Culture Theory" regarding the power of culture and the dynamics of consumption technology to articulate cultural processes (ideological, mythical, ritualistic, etc.) in which cultural meanings are accepted or rejected. This research is culturally oriented towards the desire of consumers for unique design and following fashion trends.

Based on the results, there are indirect effect between design product on buying decision through cultural identity is 0.232 with a t value of 3.675. This calculation shown that indirect effect for design product on buying decision for Batik Malangan through the mediation of cultural identity is higher than when design product directly affects to buying decision. This proven that cultural identity has a role to mediate the influence for Batik Malangan.

The Role of Cultural Identity as Mediation of Iconic Product Attractiveness on Buying Decision

Based on the research results, it can be concluded that cultural identity perfectly mediates the effect between iconic product attractiveness and buying decisions. This may imply that Malangan cultural identity mediates the influence of iconic product attractiveness on buying decisions. Thus, the seventh hypothesis "Cultural Identity mediates the influence of iconic product attractiveness on buying decisions" is accepted or supported. The results of the study are in line with Elliota, et al., (2018), Cheng Lu Wang, et al., (2012), like a cultural diversity in an area will create a country image of quality and product and purchase intention.

Based on the results of testing the analysis of the mediation variable, the indirect effect of iconic product attractiveness on buying decision through cultural identity is 0.232 with a t value of 3.736. Eventually, this calculation shown that any indirect effect for iconic product attractiveness on buying decision Batik Malangan through cultural identity mediation is higher than when iconic product attractiveness directly on buying decision. This proven that cultural identity has a role to mediate the influence of iconic product attractiveness Batik Malangan. The nature of this mediation is partial mediation, thus the cultural identity variable partially mediates the effect between iconic product attractiveness on buying decision.

20 IMPLICATION

The results of this research can contribute to the development of Batik Malangan business to develop and have high competitiveness in local and global markets. There are any provide a better understanding of consumer behavior and inspire batik makers (MSMEs Batik Malangan) to continue to innovate to develop better designs. It is necessary to develop a cultural identity to increase buying decisions, because the results of the research proved that cultural identity is an important factor in increasing the buying decision for Batik Malangan. The consequence of the increasing buying decision is an increase in the sales of Batik Malangan. This is beneficial for the economy, the development of Batik Malangan business can create jobs, increase community income which can reduce poverty and support community pride for tourism activities.

LIMITATION

The research time was longer than designed, this was because at the time of the study there was a Covid Pandemic 19. During a pandemic, researchers could not meet directly with respondents to fill out questionnaires. Questionnaires were distributed online (google form) and only a small proportion of batik-loving respondents understood the technology. For other respondents, researchers used communication via cellphones to gather information through filling out questionnaires. The duration of returning and filling out questionnaires from respondents is quite long, which is due to the limited knowledge of respondents about filling out online questionnaires.

CONCLUSION

Product design can increase buying decision for Batik Malangan. These findings illustrated that a good Batik Malangan design product is still improved, especially in the batik material, coloring, and the batik-making process. The quality of batik product design is very much determined by these things, so it can attract consumers to believe in deciding to buy it.

Iconic product attractiveness can increase buying decision for Batik Malangan. These findings illustrated that iconic product attractiveness of Batik Malangan is still improved, especially in the regional symbols contained in Malangan batik products, trend patterns, and current styles are the attractiveness of a fabric or clothing product, must be able to follow the tastes of consumers.

Cultural identity can increase buying decision for Batik Malangan. These findings illustrated that cultural identity still shows regional identity, cultural values, and regional philosophy. Batik lovers who are consumers of Malangan batik do not only use batik in formal or formal situations, but in daily life or as non-formal clothing.

Product design can increase cultural identity. These findings illustrated that the Malangan batik with suits consumer tastes and is supported by the culture of the community will preserve the art and culture of batik to become the pride and identity of the region. Batik Malangan coloring process is more attractive if it includes soft colors (sogan, brown, blue) and bright / striking colors (red, orange, green, violet, magenta), be it natural or synthetic dyes.

Iconic product attractiveness can improve cultural identity. This meeting provides an illustration that the Batik Malangan motif is more attractive if it has regional Malangan art elements, always following the latest or modern trend motifs, so many characteristic symbols contained in the Batik Malangan cloth as clothing can be used in activities.

Cultural identity mediates the effect between product design and iconic product attractiveness to buying decisions. The nature of this mediation is partial mediation, thus the cultural identity variable partially mediates the effect between product design on buying decision. This means that buyers will be more confident to buy Batik Malangan if the batik cloth contains the identity and culture of the Greater Malang area, regional characteristics symbols, high cultural artistic values, the meaning of regional motifs, and the pride of the people of Malang Raya to preserve the cultural heritage of batik.

SUGGESTION

In product design, the coloring process is the most important part, be it natural (organic) coloring which produces soft / soft colors (sogan, brown, blue) or synthetic coloring that produces bright / striking colors (red, orange, green, violet, magenta). A good batik color must have a durable quality and not fade easily. For several stages of the coloring process must be in accordance with the quality standards of making batik cloth. Consumers are increasingly loving batik, the more observant it is with the products they are going to buy, considerations such as batik materials, coloring, and batik making techniques get special attention before deciding to buy.

In iconic product attractiveness, trend motifs (patterns) are the most important part to be improved, Malangan Batik motifs (patterns) must have regional motifs (patterns) of Malangan art elements and follow the latest and modern trends. Regional symbols embodied in Malangan batik products, trend motifs and styles today are the main attraction of a product. The strength of the attractiveness of batik products must contain cultural icons / characteristics of the cultural arts values of the Malang Raya area.

In cultural identity, the most important part is that cultural values must be considered, meaning that Batik Malangan contains symbols of regional characteristics that have become community habits, so Batik Malangan can be used as

clothing in formal / non-formal activities. High cultural value as a cultural heritage so that it can become the pride of the region.

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