

**ANALYSIS OF ATTRACTION AND PURCHASE INTENTION ON PURCHASE
DECISIONS OF TRADITIONAL WOVEN PRODUCTS
IN EAST OKU REGENCY**

Reka Malinda¹, Winda Feriyana², Deviana Susanti³
STIE TRISNA NEGARA, Belitang, South Sumatra^{1,2,3}
Email: malinda_reka1913@gmail.com

Abstract: *The attractiveness of consumer buying interest is an important thing in marketing, especially in the sale of traditional handicraft products, namely woven mats. Production continuity will continue if consumers continue to use these traditional products even in the midst of increasingly sophisticated technological advances that produce modern products. The purpose of this study was to analyze the attractiveness of consumer buying interest in the results of traditional handicraft products from woven mats. The method used is purposive sampling technique.*

Keywords: *Purchase intention, production of traditional woven mat handicrafts*

1. Introduction

Marketing activity is a very important business to drive the production process, the smoother the marketing, the higher the level of sales and will increase the number of requests for production. Marketing is a social process by which individuals and groups obtain what they need and want by creating, offering and freely exchanging products and services of value with other parties (Kotler, 2005:10). Marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers (Private and Irawan, 2005: 5).

One of the obstacles to the local handicraft industry is marketing, considering that public awareness of the use of local products is very low, for this reason, the attractiveness of consumer buying interest in the traditional woven mat handicraft industry continues to be introduced either by direct or indirect methods, namely by selling directly from the shop. production, in souvenir shops and at exhibitions of local regional products within the local regional government, as well as by selling to small-scale traders.

Traditional markets, their presence is still needed by the community amidst the proliferation of super and even hyper markets. The communication relationship between producers and consumers continuously creates an unstoppable fanaticism of emotional connection between the two, this is an advantage and a special attraction for the existence of traditional markets. The majority of this market has grown and developed for generations with a business management model that is relatively homogeneous and centralized in a certain area or place, relying on local buyers/customers.

Consumers have specific characteristics and behaviors in determining the goods/products they will consume, depending on how sellers are able to retain buyers as their main customers who are directly involved in obtaining, use and define products, including decision-making processes that precede and follow these actions (Engel et al, 2000:301)

Product attractiveness includes product prices, product advantages, and the availability of supporting products (Mason, 1999:223). Of the three indicators of product attractiveness, each buyer has a different perception, ranging from being interested, interested in buying, making a purchase to post-purchasing. Which indicator is the determining factor for the attractiveness of the product, how the attractiveness of the product is perceived by buyers with two extreme differentiating scales is clear?

Problem Formulation

- a. Is there an effect of attractiveness on purchasing decisions of traditional woven products in East OKU Regency?
- b. Is there any effect of buying interest on purchasing decisions of traditional woven products in East OKU Regency?
- c. Is there any effect of attractiveness and purchase intention on purchasing decisions of traditional woven products in East OKU Regency?

2. Theoretical review

a. Product Attraction

Product attractiveness is like a magnet from a product that aims to attract potential consumers to buy the product. The number of existing products makes consumers confused in choosing products, but in the end the products consumers choose are products that consumers think have attractiveness (Pratiwi, 2014).

Product attractiveness is everything that is offered by producers to consumers with the aim that their products can be highlighted, requested, searched for, purchased and consumed by consumers to meet their needs or desires of consumers (Tjiptono, 1997). The higher the suitability of consumers on products with product specifications, the higher the attractiveness of consumers to a product.

Product attractiveness is formed by eight statements such as product price, product advantages, company reputation, availability of supporting products, accessories, and services, pros and cons and level of standardization (Boyd and Mason, 1999).

Attractiveness there are two categories, namely:

- 1) Informational/rational appeal (aggressive selling)

This appeal focuses on the practical and functional needs of consumers for products or services and emphasizes the characteristics of a product or service and the benefits of using/owning a particular brand. Many rational motives can be used as the basis of attraction including convenience, convenience and economy.

- 2) Emotional appeal (persuasive selling)

These appeals use emotional messages and are designed around images that are supposed to touch hearts and create responses based on feelings and attitudes. Producers can use emotional appeals in a variety of creative strategies, humorous appeals, or other types of appeals that are highly entertaining or exhilarating that will influence consumers' emotions and put them in a favorable frame of mind.

A product does not only have quality if the product only retains the free product, but quality is influenced by various aspects such as attractiveness, durability and ease of use and in particular a product must satisfy a desire. from consumers (Kotler, 2000:112)

Powell (2000:90) illustrates that the principles of product attractiveness are a manifestation of excellent product quality. Where it can be said that product quality determines the condition and existence of a product. If the quality of a product is poor, the attractiveness of a product will be low, this is because attractiveness is something that is very important for the product.

Consumer Buying Interest

Interest is consumer interest in a product by seeking additional information (Schiffman and Kanuk 2004). A consumer who is starting to show interest will be encouraged to find out information on the quality of the product he is going to buy. Purchase intention is the behavior of the consumer that arises because of the consumer's response to objects that indicate the consumer's desire to purchase the product (Kotler and Keller, 2009)

Metha (1994:66) defines purchase intention as the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility consumers make purchases. Meanwhile, according to (Kinnear and Taylor 1995) and (Thamrin 2003:142) buying interest is part of a component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented.

(Schifman and Kanuk 2004:25) explains that external influences, awareness of needs, product introduction and evaluation of alternatives are things that can lead to consumer buying interest. This external influence consists of marketing efforts and socio-cultural factors. According to (Samuel and Wijaya: 2007) suggests that the growth of a person's buying interest is caused by elements consisting of three stages, namely stimulation is a condition that is intended to encourage an action or cause someone to take an action, awareness is something that can enter a person's mind and usually influenced by the product and service itself, information search, namely internal information originating from the consumer's personal data in choosing a product or service that can provide satisfaction to him. External information obtained from outside consumers, for example through advertisements or social sources (friends, family and colleagues) this can ensure the distinctive nature of the existing selection, namely consumers compare several similar products that are able to satisfy.

According to Ferdinand (2006) indicators identify buying interest, including:

- 1) Transactional interest is interest that associates a person's tendency to buy a product.
- 2) Referential interest is an interest that associates a person's tendency to refer the product to others.
- 3) Preferential Interest, namely interest that associates the behavior of someone who has a primary preference for the product or makes a product the main choice.
- 4) Explorative interest is an interest that associates the behavior of someone who is always looking for information about the product he is interested in and looking for complete information to support the positive characteristics of the product.

The higher the suitability of consumers on a product with the specifications of the product, the higher the consumer's attractiveness for a product and will increase the consumer's buying interest in the product.

The principles of product attractiveness can influence the position of a product in the eyes of consumers. If the attractiveness of a product is low, then consumer buying interest in the product will be low, and vice versa if the attractiveness of a product is high, then the buying interest is also high. When a product appeals to all consumers, it means that the attractiveness of the product is high, and the high attractiveness of the product can increase consumer interest in buying the product.

Consumers will buy products that they think have attractiveness. Attractiveness in this case can be in the form of elements such as the prestige that the product creates for users, the exclusivity of the product, and the uniqueness that is highlighted by the product. This can be known by looking at how a product can lead to consumption or purchases by consumers. It can also be obtained and concluded that if a consumer already feel confident or believe in a product, then the possibility is high that consumers will make a purchase because of their confidence in the product and the confidence and interest in buying the product, usually because the product has high attractiveness in the eyes of consumers.

Factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods and services then it will strengthen buying interest, dissatisfaction usually eliminates interest. (Swastha and Irawan, 2001). Meanwhile, according to Super and Crites (Lidyawatie, 1998) explains that there are several factors that influence buying interest, namely:

- 1) The difference in work means that by having a job one can estimate one's interest in the level of work one wants to achieve, the activities carried out, the use of one's leisure time, and so on.
- 2) Socio-economic differences mean that someone who has a high socio-economic status will more easily achieve what he wants than someone who has a low socio-economic status.
- 3) The difference between hobbies and hobbies means how a person uses his spare time.
- 4) Gender differences mean that women's interests will differ from men's interests, for example in shopping patterns
- 5) The difference in age means that the ages of children, adolescents, adults and parents will have different interests in an object, object activity and a person.

According to (Kotler, Bowen and Makens: 1999) there are two factors that influence a person's buying interest in the buying decision-making process, namely unexpected situations and attitudes towards other people (respect to other).

To understand the motivational process that underlies and directs consumer behavior in making purchases, it is necessary to understand several concepts, including:

- 1) Microeconomic theory
According to this theory, buying decisions are the result of conscious rational economic calculations. This theory is based on the assumption that consumers always try to maximize their satisfaction within the limits of their financial capabilities, that consumers have knowledge of several alternative sources to satisfy their needs, and that consumers always act rationally.
- 2) Psychological theory
There are several theories included in psychological theory which can be broadly divided into two parts, namely learning theory and psychoanalytic theory. This psychological theory is based on the application of psychological theory which argues that in general humans are always encouraged to fulfill their basic needs.
- 3) Psychoanalytic Theory
Psychoanalytic theory is based on the assumption that human behavior is influenced by circumstances forced desires and ulterior motives. This human behavior is the result of the cooperation of the three aspects in the structure of the human personality, namely the id (das es), ego (das ich) and super ego (das veber ich).
- 4) Anthropological theory

According to this theory, human behavior is influenced by culture, which consists of the surrounding community, the prevailing social class and family.

The dimensions that shape buying interest:

- 1) Further information search
Realized by consumer efforts to obtain more complete information about the product.
- 2) Willingness to understand the product
The positive attitude shown by consumers when introduced to a new product.
- 3) Desire to try the product
The desire of consumers who arise to try the product.
- 4) Visits to outlets
Consumers make a visit to the outlet to search for information.

Consumer Behavior

According to Mowen and Minor (2001: 6) consumer behavior (consumer behavior) is defined as the study of buying units and exchange processes that involve acquisition, consumption, and post-purchase behavior of goods, services, experiences and ideas.

The indicators of consumer behavior used are culture, social class, personal influence, family, usability situation, interactivity, financial security, consumer resources, involvement motivation, knowledge, attitudes, personality, lifestyle, demographics, beliefs, perceived benefits, perceived security and perceived ease of use.

Mat Woven Business

Based on the criteria for the number of workers used in running the woven mat industry business, it is classified into 3 types, namely the micro industry which is an industry with a workforce of 1-14 people, the second is small industry with a workforce of 5-19 people then medium-sized industries that employ 20-99 people. Wicker is the result of the process of crossing plant materials to form a strong and usable family. Various forms of woven handicrafts can be formed through weaving processes and techniques and are made based on the desired function. For example, webbing is made into hats, baskets, food covers, mats and various other things that are made for everyday use. The art of woven handicrafts is a unique work and the manufacturing process is complicated. But efforts to maintain it must be continued so as not to be consumed by technological developments. Mat craft is one of the cultural heritages. Currently, woven products are not only made as mats or cushions for seats, but are developing to make wallets, bags, caps, containers, tissues and others.

Marketing strategy

Marketing

Marketing is the business function that identifies current unmet wants and needs and regulates how large, determines which target markets best served by the organization, and determine the appropriate range of products, services and programs to serve those markets. So marketing acts as a liaison between the needs of the community and the pattern of industry responses (in this case including the agricultural industry concerned (Kotler, 1992).

Marketing is one of the main activities carried out by craftsmen in their efforts to maintain their survival, to develop and to make a profit. Success or failure in achieving business goals depends on the craftsmen's expertise in marketing, production, finance and other fields. Besides depending on the ability of craftsmen to combine these functions so that the company's business can run smoothly.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering and exchanging things of value with one another. While the marketing process consists of analyzing market opportunities, designing marketing programs and organizing, implementing and supervising marketing efforts (Ilmanoz, 2008).

Strategy

Strategy is an art of using the skills and resources of an organization to achieve its goals through an effective relationship with the environment in the most favorable conditions (Salusu, 2003). Meanwhile, according to David (2004) Strategy is a way to achieve long term goals. Strategy is a prospective course of action that requires top management decisions and a large number of company resources to make it happen. Besides that, the strategy also affects the life of the organization in the long term, at least for five years. Therefore, the nature of the strategy is oriented

front pack. The strategy in its formulation needs to consider the internal and external factors faced by the company.

Strategic concepts always pay serious attention to the formulation of organizational goals and objectives, the factors that become their strengths and weaknesses as well as the opportunities and challenges that are always faced by every organization. Analysis of these factors is very useful in formulating alternatives that will make it easier for top decision makers in each organization to choose the best alternative. The best choice or alternative is usually made after taking into account the consequences that will arise if an alternative is chosen (Salusu, 2003).

Marketing strategy

One form of marketing strategy that is often carried out by a company is by spreading the marketing itself, or more commonly known as the marketing mix. The marketing mix itself is defined as a strategy carried out by a company which can include determining the master plan and knowing and producing satisfying product services (presentation) in a market segment.

Which segment has been used as the target market for products that have been launched to attract consumers so that purchases occur? In carrying out and planning marketing strategies, several companies have used various methods which are then combined into one, starting from product fulfillment, price setting, delivery of goods (place), and promotion of goods (Endi: 2009) .

3. Research Methods

In this research, the object used in this study was consumers of woven mats in Harjomulyo village, district. OKU East. The sampling technique uses a purposive sampling technique, which is a technique in conducting sampling with the researchers' own considerations adjusted to the respondents. The researcher used a questionnaire to collect research data. The questionnaire is a list of written questions that have been formulated previously which will then be answered by respondents to obtain research data. This study uses quantitative and qualitative analysis, namely correlation coefficient analysis.

4. Results and Discussion

From the correlation work table and from the discussion both qualitative data and quantitative data, the results are:

$$N = 25$$

$$\sum X = 336$$

$$\begin{aligned}\sum Y &= 345 \\ \sum X^2 &= 4552 \\ \sum Y^2 &= 4813 \\ \sum XY &= 4648\end{aligned}$$

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum X^2 - (\sum X)^2)(n \sum Y^2 - (\sum Y)^2)}}$$

$$r = \frac{25(4.648) - (336)(345)}{\sqrt{(25(4.552) - (336)^2)(25(4.813) - (345)^2)}}$$

$$r = \frac{(116.200) - (115.920)}{\sqrt{(113.800) - (112.896)(120.325) - (119.025)}}$$

$$r = \frac{280}{\sqrt{(904)(1300)}}$$

$$r = \frac{280}{(30,07)(36,06)}$$

$$r = \frac{280}{1.084,32}$$

$$r = 0,258$$

Based on the calculation results above, $r = 0.2580$ is obtained. After consulting with conservative standards, it turns out that it lies between 0.200 - 0.399, so it is included in a low correlation. Thus, it can be concluded that there is a low influence between the attractiveness of consumer buying interest on the results of traditional handicraft products from woven mats in the village of Harjomulyo, East OKU Regency. An index analysis of respondents' answers:

Descriptive analysis of product attractiveness variables

| Indicator | Index and Interpretation | Research Findings – Respondents' Perceptions |
|--------------------|--------------------------|--|
| Prestige for Users | 54.5 (Currently) | <ul style="list-style-type: none"> - Using a woven mat does not convey a sense of prestige - Using a woven mat does not provide a sense of comfort |
| Exclusive Products | 52,7 (Currently) | <ul style="list-style-type: none"> - Ordinary does not give a sense of exclusivity - Using modern mats that can give a sense of exclusivity |
| Unique attraction | 54,3 (Currently) | <ul style="list-style-type: none"> - The design of woven mats is still traditional |

| | | |
|--|--|--|
| | | - The uniqueness of the design is provided by more modern mats such as hambales. |
|--|--|--|

The table above shows that the average respondent's perception of the attractiveness of woven mat products is moderate. Prestige for users has the highest index.

Descriptive analysis of buying interest variable

| Indicator | Index and interpretation | Research findings-Respondents' Perceptions |
|-------------------------|--------------------------|---|
| Explorative Interests | 52,1 (Currently) | - Just looking for information on product prices/models |
| Preferential interest | 55,7 (Currently) | - Woven mats are not the first choice for most respondents who want to buy mats |
| Transactional Interests | 56.5 (Currently) | - People buy woven mats because woven mats are cheaper |

The table above shows that the average respondent's perception of interest in buying woven mat products is moderate. Transactional interest has the highest index.

5. Conclusion

Along with technological advances, the business world is currently experiencing rapid changes. Consumers demand a product that suits the tastes, needs, and purchasing power of consumers. Companies in winning the competition must display the best products and be able to meet consumer tastes that are always developing and changing. As a result of the intense market competition for traditional handicraft products at this time, trying to be able to generate consumer attraction to products is no longer an option, but has become a necessity so that companies can remain standing. In order to be accepted and generate consumer interest, companies are required to produce traditional handicraft products originating from woven mats in accordance with the standards consumer needs and consumer tastes that can provide satisfaction for consumers.

Given the importance of attracting consumer interest, industries that market and produce this product must be able to pay attention to the categories of attractiveness of buying interest, indicators identifying buying interest, factors that can increase the attractiveness of buying interest, dimensions which shape buying interest, the concept of consumer behavior and most importantly the marketing strategy so that the production process of traditional woven mat handicrafts continues and is able to compete with modern markets and other product markets and is known in the international market.

References

- Aaker, David A, 1991, managing brand Equity : Capitalizing On The Value Of Brand Name, New York : The Free Press.
- Buchari Alma, 2011 : Manajemen Pemasaran, Bandung : Alfabeta
- David, F.R. 2010, Manajemen Strategi Edisi 12, Jakarta, Salemba
- Davis, Stanley B. and David L. Goetsch, 2000, Quality management : Introduction to Total quality management for production, processing, and service, Edisi ke 3, New Jersey : Prentice Hall
- Hendry, Simamora, 2004 : MSDM, Edisi Ke 3, Yogyakarta :STIE YKPN
- Kotler dan Keller, 2008, Manajemen Pemasaran Jilid I Edisi ke 13, Jakarta : Erlangga
- Kotler, Philip, 2008, Manajemen Pemasaran Edisi 12, Jakarta, Erlangga
- Schiffman, Leon G. and Leslie Lazar Kanuk, 2010. Consumer Behavior, edisi ke 10, New Jersey : Pearson Education
- Sedarmayanti, 2013, Manajemen Sumber Daya Manusia, Bandung ; refika Aditama
- Sondang P. Siagian, 2007, Manajemen Strategi, Jakarta, PT. Bumi Aksara
- Sadono Sukirno, 2000, Pengantar Makro Ekonomi Edisi kedua, Jakarta, Rajawali Pers