EMBROIDERY PRODUCT AND KNOWLEDGE ANALYSIS BASED ON CONSUMERS' DECISION FOR EMPOWERING SME'S IN WEST SUMATERA

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Abstract- The study aims to analyze the effect of Embroidery product attribute and knowledge on consumers decision to buy products Embroidery in West Sumatera. The technique of taking samples is by using technical accendental sampling. Data was taken as primary data by spreading questionnaires and was measured by using Likert scale method. Methods of analysis used descriptive analysis and data was processed by using SEM SmartPLS tools . The results showed that the product attributes and knowledge, including quality, design features, color, brand, prestige, and the value is the paramount in consideration in buying embroidery products applique. So it can be concluded that the product attributes and knowledge of consumers have positive significant influence on consumer's purchase decisions making on Embroidery products in West Sumatera.

Keywords- Embroidery Product , Product Knowledge, Purchase Decision Making and Empowering Small Medium Entreprise (SMEs).

I. INTRODUCTION

The growing of the industries embroidery product were getting good in line with economic development for communities in West Sumatra. Product embroidery as part of SME's products were more marketable in a variety of forms such as the end product in the form of embroidered materials, ready-made garments such as shirts brackets, blouse (kebaya), and other decorative materials. Consumers tend to use embroidery products for special occasions such as parties and other traditional events.

Consumers purchasing decisions is a process that conducted by consumers themselves including knowing the problem first, then look for information about the product, evaluate alternatives and other similar products, the evaluation before and after purchase [1]

Attributes of products plays an important role in consumer decision-making process throughout the customers evaluation and compareson with competitors' products [2]. Product attributes can be categorized more concrete [3]. Product Attributes concretely is like the characteristics of the products that are physically more objective and can be viewed graphically and can be assessed as color, material, or manufacture by computer [4].

Consumers knowledge is information that has been obtained and experienced by consumers before they buy the product and have been stored in their memory [5]. Consumer knowledge is a set of attributes, benefits and value of customer satisfaction with a product [6].

In line with the reference as well as the phenomena were seen at the top and some of the previous research, the authors are interested in conducting research that embroidery product atributes and consumers knowledge analysis based on customers decision making for empowering SMEs in West Sumatera

The problems on the embroidery production were due to the marketing of industries of embroidery product which were still low because the recognization of the consumers in knowing them related to atribute product and their knowledgement of product still limited. Now people are getting smarter in selecting the product. Therefore, the authors are interested in doing research to raise the issue that (1) Is the product attributes affect consumers decision to buy embroidery product; (2) Does consumers knowledge affect consumers decisions. Furthermore, the research purposes is to analyze the effect of product attributes and customers knowlege on consumer purchasing decisions for embroidery product. In West Sumatera.

II. LITERATURE REVIEW

2.1. Buying decision

Consumer buying decision is a form characteristic mental orientation to make a choice in shopping [7]. In this case also explained that not all decision-making situations on consumers receive or required the level of the same search. If all purchasing decisions require great effort, the consumer decision-making is a painstaking process that takes time. Conversely, if all purchases already is a painstaking process that takes time, so all purchases already is in routine, it will tend to dull and have little pleasure or something the new [8].

Consumers decision-making can be divided into three levels that are more specific which are in-depth troubleshooting, problem solving limited and behavioral response routine. At the level of problem-solving deep, if consumers do not have the criteria established for assessing the product category or specific brand in that category or not restrict the

brand they would consider a series that can be mastered, and the business decisions could be classified as problem solving broad. At this rate, consumers need information to establish a set of criteria to assess the specific brands and a lot of relevant information about each brand to be considered. At the level of problem-solving is limited, consumers have established basic criteria for judging the category of products and various products in that category. But they have not fully set against the selection of product / brand specific. Searched additional informations that they do more of an "adjustment a little", they have to collect information about the product / brand extra to see the difference between products / brands. At the level of behavior as a routine response, consumers already have some experience with the product category and a series of well-defined criteria for assessing a wide range of products / brands they are considering. In some situations, they may find additional information in other situations they only review what they already know [9].

Meanwhile, according to Kotler and Keller [10], consumer buying decision process are devided five stages: (1) Introduction of a problem, is the first stage of the buyer decision process that is when consumers recognize their problem or need. (2) A search for information, is a stage of the buyer's decision process that stimulates consumers to seek more information which the consumer may simply increase attention or may actively seek information. (3) Evaluation of alternatives, is when consumers use the information to evaluate alternative brands in the device of choice. (4) The decision of purchase, is when consumers actually buy the product. (5) post-purchase behavior, is when consumers take further action after purchase based on a sense of satisfaction or dissatisfaction. After the purchase, consumers may experience a discrepancy due to attention of certain features that are disturbing or hearing things that are fun about other brands, and will always be alert to information that supports decision. Marketing communications must supply the evaluation confirmed the conviction and consumers choice and help them feel comfortable with a product or brand.

2.2. Product Atribute

Product attribute is a characteristic that exist in a product. Kotler and Armstrong (2006) [10] suggest that the product planners have to think about their products atribute that will be on him. In this case there are three levels, namely its most basic level is a core product that addresses the question: what the buyers really buying? Whether consumers buy class, prestige, confidence and value. The second level is the level of actual products that are built around the core product. Prominent issues at this level include levels of quality, features, design, brand name, etc. that improve the core benefits expected by consumers. The third level is the augmented product that complements the core and actual products. It offers services and additional benefits to consumers [11].

In this case the product attributes evaluated by consumers in several dimensions such as: circumstances, knowledge, motivation and engagement [12]. According to [13] Aaker attribute product is one that offers important benefits to the satisfaction of consumer needs. Aaker [14] adds that because the product attributes that most benefits the consumer, usually there is no comparison between the product / brand with others. Kotler [15] explains that the most prominent attributes or features of the product to consumers should not necessarily mean that they are the most important. Due to the aggressive campaign for an other attributes, then the consumer is more familiar or can easily remember or recognize the attributes that exist in the ad. Consumers focus their energy and attention on product attributes are most important and relevant when deciding to purchase a product or brand.

Prices may also be affected because of their time-limited offers (sellers do not guarantee the same price if consumers seek to another place), complex (non-linear) pricing (buy 2 get 3), and baiting price (the price promotion) [16]. Piccione and Spiegler [17] analyze where consumers make price comparisons with the assumption of the framework of the price that is given by the company. Chioveanu and Zhou [18] stated that the product differentiation is one solution for consumers do not compare prices with competitors in deciding to buy a product.

According to Griffin and Ebert [19] says that pricing to maximize profit is complicated. What if the price is set too low, the company will probably sell many units of products but will miss the opportunity to make additional profit on each unit.

2.3. Consumers Knowledge

Consumers knowledge is information that is stored in the memory. According to [20] Engel "customer knowledge consists of three types: product knowledge, knowledge of purchase, and knowledge utilization. Knowledge is information available on how the product is used and what is needed to use it. Knowledge subscribers by Peter et al. [21] that about "bundles of attributes, bundle benefits, value, and satisfaction". in purchasing products, customers will pay attention to the characteristics of the product, which is comprised of product attributes, abstract and details. The next step is to observe the consequences or effects that come with the product, which consists of what the consequences of the role of the product itself and psychosocial consequences of the used of the product. the latter is an evaluation of the used of the product itself [22]

2.4. Hyphotheses

After a review of the existing literature on the subject, atribute product and consumer knowledge were

considered important variables affecting consumers decision making. We found that the effect of this independent variables which is atribute product and consumers knowledge on consumers decision making as dependent variable were obviusly positif affected (see figure 1). Based on the rationale described here, the following hyphotheses were assumed:

H1: Atribute Product positively affects the consumers' decision
H2: Consumers' knowledge positifly affects the consumers' decision

III. RESEARCH METHOD

This study employs the qualitattif and quantitative explanative method with the consumers of Minang's embroidery product at Padang city. The population of this research is the consumers who buy Minang embroidery products in Padang. Because the population is not known and difficult to figure it out. The total sample was 99 respondents. The sampling technique used accidental sampling technique where the sample was taken spontaneously and accordance with defining the characteristic of the consumers who shopped at stores of Minang embroidery and also to persons who used to wear the Minang Embroidery by asking them first whether she/he likes to buy the Minang embroidery at Padang city. To avoid mistakes, then the sample is taken based on the following criteria: (1) Live in the city of Padang; (2) age over 17 years old which can be assumed buyers and independent adult; (3) Buyers who have making a decision in buying the product.
The data used in this study was primary data which was directly taken to the field. To answer the research question and achieve the study objective, the questioner was designed with containing 36 items and using a 5-point Likert scale ranging from very disagree to very agree. All items on the questioners were generated from the literature.
The data analysis technique utilized in this study is descriptive analysis where the finding of the mean and total achievement of the respondents by grouping into class interval from 'very good", "good", "Sufficiently good", "less good", and not good" [23].
To find out the influence of product atribute and consumers knowledge to consumers buying decision making on Minang embroidery product at Padang city, we employ the multiple linier regression technique by using the SmartPLS software. The influence significance test is affirmed by t t-test value which should be bigger than 1.96. Before performing the influence test, we perform validity test by observing convergent validity and discriminating validity, and reliability test by observing the value of composite reliability.
Convergent validity of the measurement model with a reflexsive indicators were assessed based on the correlation between the scored items / score component is estimated by PLS software. The size of individual reflexsive said to be high if more than 0.70 correlated with the construct being measured. However, according to Chin, 1998 (in Ghozali, 2006) to study the early stages of the development of measurement scale with loading value 0.50 to 0.60 are considered sufficient. In this study will be used limit loading factor of 0.50 with sufficient considered good criteria. A good discreminating validity is indicated also by AVE root value which is bigger than the correlation between varibles which is bigger than 0.5.

IV. RESULT OF THE STUDY AND DISCUSSION

Based on the processed data from the questioners, we find the following respondents that the majority of respondent that interested in product embroidery are famale (94.99%). Then , the age in range 23 to 40 age old was the highest which was 46 respondent (41.0%), and followed with the age over 41 year old for 35 respondents (35.4%), then 11 respondent (11.1%) on age 17 to 20 year old, and lowest one was the age of 21 to 23 year old. Most of respondents work as private employees with the total respondent 26 respondents (26.3%), and then 31 respondents (31.3%) worked at goverment institution, as entrepreneurer is 13 respondents (13.1%), and the rest work in other field which about 29 respondents (29.1%).

4.1. Descriptive Analysis of the Variables

From data processing we obtain the Mean and the Total Percentage of Respondents' Achievement on each variable which are consumers buying decision, atribute product, and consumers knowledge as given on Table 2.

Tabel 2. The Mean Value of Consumers Buying Decision

Variables	Mean	TCR (%)	Category
Consumer buying Decision	3.75	75.00	Sufficiently Good
Attribute Product	4.00	80.00	Good
Consumers Knowledge	3.58	71.00	Sufficiently Good

The table 2 indicates that the consumers are satisfied with the design, motif, and colloring of the product.
Furthermore, the consumers in chosing the product if it view of attribute product can bee seen that because of the products are colorful, good motif, very attractive, unique, difficult be duplicated, good quality of the material which show the highest mean that is 4.00 with TCR value 80%.
If we look at from the variable consumers knowledge, it seems that mostly consumers not really prepared in knowing the products before they buy. The mean shows with the category sufficiently good only which the value of Mean is 3.58 and TCR 71%, so, the consumers not need to find the references first even from friend or media before they buy the product. It

means that the Minang Embroidery products give special value to the consumers and also in order to keep everlasting the Minang culture.

4.2. Convergent Validity and Measurement Model

Before performing the hypotheses test, we perform the validity test. In the result of the convergent validity test of the consumers decision making variable show there are 7 indicators, namely KK1, KK2, KK5, KK6, KK7, KK8, KK9 which does not meet the convergent validity requirement since it has a value smaller than 0.5. And the rest 4 indicators of consumers decision making are meet the convergent validity requirement which is over 0.5.

The convergent validity of the each indicator of the attribute product variables showed that 4 indicators, namely AP7, AP8, AP9, AP10 which are not meet the convergent validity requirement because the value smaller than 0.5. And the rest of 6 indicators are meet convergent validity requirement with the convergent validity over 0.5.

The convergent validity of the indicators of consumers knowledge can be seen that there is only one indicator namely PK1 which is not meet the convergent validity requirement because the value of convergent validity is less than 0.5. and other four indicators have convergent validity value over 0.5.

The modification of the model has to be done due to invalid indicators which by taking out the invalid indicators from each variable.

4.3. Descriminant Validity

Validity test can also be evaluated by seing the descriminat validity test which by comparing each AVE root to the corelation value within the constructs. If AVE root value higher is compared to correlation value within construct, it meet the criteria of discriminant validity (see tabel 3)

Tabel 3: Discriminant Validity

	Consumer Decision	Consumer Knowledge	Attribut Product
Consumer Decision	0.479		
Condumer Knowledge	0.691	0.689	
Attribute Product	0.610	0.453	0.568

The diagonal show the AVE root and the value below it are correlation within constructs. So the AVE root value show higher than correlation value except for the construct consumer decision. It can be concluded that the contruct attribute product and consumer knowledge has good discriminant validity.

4.4. Composite Reliability and Average Variance Extracted (AVE)

Validity and reliability criteria can also be seen from reliability value of construct and average Variance Extract (AVE) from each construct or variables. Construct can be reliable if the value of composite reliability is over 0.70 and AVE value is over 0.50.

Tabel 4: Composite Reliabiliy, AVE and AVE Root

Variables	Composite Reliability	AVE	AVE Root
Consumer Decision	0.748	0.230	0.479
Attribute Product	0.820	0.323	0.568
Consumer Knowledge	0.816	0.475	0.689

Tabel 4 showed that the Composite Reliability value of consumer decision, attribute product and consumer knowledge are higher or than 0.70, thus it can be concluded that the model has a good reliability.

4.5. Structural Model (Inner Model)

Inner model or structural model is done for seing the correlation within constructs, significance value and R-square of the research model. Structural model will be evaluated by using R-square for construct endogen, T-test and significance of the coefficient parameter on path structural.

Figure 1: The result of Structural Model of PLS algorithm

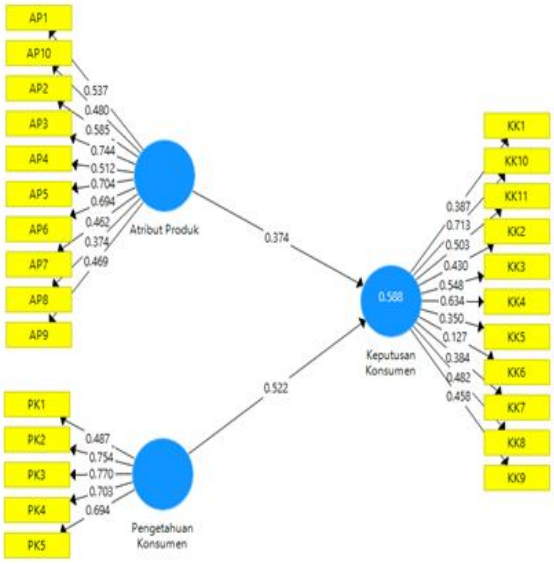

Figure 1 shows that the R-squared value of consumer decision (KK) variable is 0.588. This means that consumer decision can be explained by attribute product (AP) and consumer knowledge (PK) as much as 58.8%, and the rest is explained by other variable that is not examined in this study (tabel 5).

Tabel 5: R-square Value

	R-square value
Consumer Decision	0.588

4.6. Hyphthesis Test

For hypothesis test in the model we utilize bootstrapping process to calculate the t-test value. The result of bootstrapping can be seen in Table 6.

Table 6: Result for Inner Weight and T-Value

	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistic (|O/STDEV|)	P-Value
Attribute Product-> Consumer Decision	0.374	0.386	0.098	3.818	0.000
Consumer Knowledge ->Consumer Decision	0.522	0.524	0.091	5.746	0.000

From the bootstrapping process, it can be seen that the attribute product value of original sample or the value of weight factor is 0.374 with t-value is 3.818 and P-value (significant level) is 0.000<0.050 and it's value smaller than t-table (1.701) indicate that attribute product variable has significant influence on consumer decision variable, while a weight factor with a positive value indicates that attribut product has positive influence on consumer decision variable. This means that the better the attribute product serve by the embroidery industri the higher consumer to decide on buying the product. Thus, the hypothesis one of this study that attribute product has influence on consumers decision can be accepted.

The result of second hypothesis showed that the coefficient path or original sample of consumer knowledge is 0.522 with t-value 5.746 and P-value 0.000<0.050 and it's value smaller than t-table (1.701) indicate that consumer knowledge variable has significant influence on consumer decision variable, while a weight factor with a positive value indicantes that consumer knowledge has positive affect on consumer decision variable. This means that the more knowledgeble the consumers about the Minang Embroidery, the higher effect to consumer decision on buying the Minang Embroidery product. Thus the hypothesis two of this study that consumer knowledge has influence on consumer decision can be accepted.

4.7. Discussion

From the descriptive analysis data we find that in overall that the motivation of the consumers in buying decision on embroidery product is sufficiently good. This is confirmed by the overall mean and TCR values of the three variable observed subsequently which are consumer decision 3,75; attribute product 4.00 and consumer knowledge 3.58 or with the TCR value subsequently 75%, 80%, and 71% can also be indicate which is belong to categories sufficient and good. As globally can be seen that the consumer decision in buying the Minang Embrodery product with considering mostly because of the attribute product indicators such as the product is very interested, unique, nice colloring, quality, and price not too expensive. So most of the consumers can effort it to buy the product and can make them in confidence when they wearing to such a party or special occasion.

If we look at also from the consumer knowledge variable point of view, it can be seen that mostly consumer decide to buy the Minang Embroidery product by knowing the product first such as looking for the information from friend, the sales person or industry. The most consumers who have bought the product say that they really know about the product and the Minang Embroidery product is one of their favorite in their collection wardrobe.

Beside that, the result of the test of attribute product variable's effect on the consumer decision in buying the Minang Embroidery product in Padang City shows that attribute product has a positive and significant effect on consumer decision. This is proved by the t value of attribute product to consumer decision 3.818 which is bigger than 1.96, and by a positive weight factor. This result confirm the former research by [24]Akpoyomare, et.al. (2012) also showed that attribute product has positive and significant effect on consumer decision . Atribut product play a vital role in the consumer decision making process since consumer evaluate the product based on atribute. This also agree with the statement of [25]Sproles and Kendall (1986) which say that consumer decision making is influence by some characteristic such as quality seeker, comparesion shoppers and others. Furthermore [26]Grimsley (2013) comfirm also that attribut product are the usual criteria by which a consumer will make a buying decision.

The result of the test of consumer knowledge variable's effect on consumer decision in buying the Minang Embroidery product in Padang city shows that consumer knowledge also has a positive and significant effect on consumer decision. This is proved by the t value of consumer knowledge to consumer decision 5.746 which is bigger than 1.96, and by positive weight factor. This study also confirm that consumer knowledge is such as information which is saved customer memory where the consumer decide to buy some product based on their knowledge how product is used and what are needed to use it [27](Engel, et.al., 1994:317).

So the majority of the consumer on making decision to buy the embroidery product because of the product unique, collorful in designing and style that can be weared to formal occasion and cultural events. If the industries pay attention to some of the indicators that can influence the consumers in buying the product that their can empowering the SME's in Padang city.

CONCLUSION

From the result of the study we can draw the following conclusion:

1. Attribute product has positive significant effect the consumer decision on Minang Embroidery in empowering SME's at Padang city

2. Consumer Knowledge has positive significant effect the consumer decision on Minang Embroidery in empowering SMEs at Padang city
3. Attribute product has the good mean value which is 4.00 and TCR which is 80%.
4. Consumer knowledge has also sufficient good in mean value which is 3.58 and TCR which is 71%.

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