

THE EFFECT OF FASHION LIFESTYLE AND PRODUCT KNOWLEDGE ON THE PURCHASE INTEREST OF BATIK SPERO JOSS

Agniz Ruri Ambarwati, Fia Ayuning Pertiwi
Institute Ahmad Dahlan Probolinggo

agnizrambarwati@gmail.com, fia.ayuningpertiwi@gmail.com

Abstract

Spero joss batik fashion lifestyle is one of the popular batik uniforms in Probolinggo City. Spero Joss Batik is a development of batik using jumputan and stamping techniques. This research aims to determine the influence of fashion lifestyle and product knowledge on buying interest in Spero Joss batik. This research is quantitative in nature, with sample selection using a non-probability sampling method, specifically purposive sampling with a total of 100 respondents. Data analysis was carried out through a combination of descriptive analysis and multiple linear regression. Data was collected through the use of a questionnaire. This research was conducted at SMP Negeri 2 Probolinggo City. Based on the data obtained, lifestyle hypothesis testing has a significant effect on buying interest and product knowledge also has a significant influence on buying interest in Spero Joss batik. From the results of this research, it is hoped that Spero Joss Batik can be better known by students in Probolinggo City by using it as a role model for making batik uniforms with their own work, in order to maintain Indonesia's cultural heritage.

Keywords: Fashion Lifestyle; Product knowledge; Purchase Interest

Abstrak

Gaya hidup batik spero joss merupakan salah satu seragam batik yang populer di Kota Probolinggo. Batik Spero Joss merupakan pengembangan batik dengan teknik jumputan dan stamping. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup fashion dan pengetahuan produk terhadap minat beli batik Spero Joss. Penelitian ini bersifat kuantitatif, dengan pemilihan sampel menggunakan metode non-probability sampling yaitu purposive sampling dengan jumlah responden sebanyak 100 orang. Analisis data dilakukan melalui kombinasi analisis deskriptif dan regresi linier berganda. Data dikumpulkan melalui penggunaan kuesioner. Penelitian ini dilakukan di SMP Negeri 2 Kota Probolinggo. Berdasarkan data yang diperoleh, pengujian hipotesis gaya hidup berpengaruh signifikan terhadap minat beli dan pengetahuan produk juga berpengaruh signifikan terhadap minat beli batik Spero Joss. Dari hasil penelitian ini diharapkan Batik Spero Joss dapat lebih dikenal oleh para pelajar di Kota Probolinggo dengan dijadikan sebagai teladan pembuatan seragam batik dengan hasil karyanya sendiri, demi menjaga warisan budaya Indonesia.

Kata kunci: Gaya Hidup; Pengetahuan produk; Minat Pembelian; Perspektif Ekonomi Syariah

INTRODUCTION

Batik, as a cultural heritage, creates artistic beauty that is eternal and cannot be seen by the changes of time. Since UNESCO recognized Batik as an Intangible Cultural Heritage of Humanity from Indonesia on October 2 2009, appreciation for Batik has increased among Indonesian people.(Fauzi's Word, 2020).

Indonesia is known as a country rich in batik diversity (Dhianita Yasmin, Nuruni Ika Kusuma Wardhani, 2022). Each province in Indonesia has its own unique batik. The most commonly found batik products are batik clothing. The city of Probolinggo is one of the users of batik with motifs inspired by nature, featuring motifs such as grapes, mango, bayu and wind. In fact, there is a combination of these four elements, creating a natural and distinctive feel that fans of batik cloth or clothing really like. One of them is at SMP Negeri 2 Probolinggo City which has its own batik product called Batik Spero Joss.

This Spero Joss Batik is a development of jumpat batik combined with stamping techniques so that it becomes an attractive characteristic and has selling value(Dhianita Yasmin, Nuruni Ika Kusuma Wardhani, 2022). Spero Joss Batik uses fabric dyes from natural materials, including limestone, alum, ketepeng leaves, secang and so on. The meaning of the name Spero Joss logo is an abbreviation of Spero (SMP loro) and Joss, namely honest, optimistic, full of gratitude.

Lifestyle can be defined as a pattern of how a person uses time (activities), determines priorities (interests), and responds to the surrounding environment(Dhianita Yasmin, Nuruni Ika Kusuma Wardhani, 2022). Thus, lifestyle has the potential to change consumer behavior in allocating funds to purchase certain products or services. Lifestyle is a person's interests, attitudes and assessment of purchasing behavior related to fashion products, encouragement in using batik cloth for everyday clothing.(Basyir, 2019).

Product knowledge includes a series of information contained in consumers' memories with accuracy, reflecting the condition of their knowledge regarding a particular product(Matondang et al., 2023). Consumers who have a lot of information about certain products tend to have a realistic view when making choices about the products they want to buy. In the purchasing process, consumers who have sufficient knowledge and information about products have a better ability to choose products according to their preferences.

Purchase interest is an individual's activity that is directly involved in obtaining and using goods and services, including the decision-making process. Purchasing decisions can be influenced by product type, price, quality, brand, design, and time of product purchase(Dara & Purnaningsih, 2018).

The use of Spero Joss batik is used as a fashion lifestyle for school uniforms at SMP Negeri 2 Probolinggo City. This spero joss batik is the work of female students who were assisted by teachers at the school. Spero Joss batik uniforms are worn on Wednesdays and Thursdays. With this fashion lifestyle, it is hoped that female students will be introduced to and instill a love for batik cloth through the use of school batik uniforms, thereby increasing students' knowledge of batik products.

This spero joss batik is a batik that is popular among students in Probolinggo City, this was stated by "Mrs. Emi Ismiati as a teacher at SMP Negeri 2 Probolinggo City", because the use of this batik uniform is one of them in Probolinggo, so it attracts buying interest among people. students of SMP Negeri 2 Probolinggo City to buy the batik.

This research was conducted at SMP Negeri 2 Probolinggo City with respondents from the school's students who were interested in Spero Joss batik. The aim of this research is to identify the influence of fashion lifestyle and product knowledge on buying interest in Spero Joss batik.

Literature Review

Fashion lifestyle

Max Weber stated that a person's primary social status is more influenced by lifestyle than by the way they produce goods (Ii & Theory, 2001). Lifestyle is defined as a person's pattern of life which is reflected in their interests, activities and views of the world. Thus, a person's lifestyle can be seen from their daily routine, thoughts, and how much they care about the surrounding environment (Fitriani et al., 2022).

Lifestyle can be identified through the way a person spends time (activities), what a person considers important in considering the environment (interests), and how a person views themselves and their surroundings (opinions) or often referred to as AIO. According to Kotler (2002: 192), lifestyle includes a person's life pattern which is reflected in their activities, interests and view of the world. Lifestyle reflects an individual's overall interaction with the environment, including thoughts about the surroundings, level of concern for it, as well as views about oneself and the outside world. In contrast, Mowen and Minor (2002:282) define lifestyle as "the way a person lives his life, manages his financial expenses, and allocates his time.

From the various theories explained above, lifestyle is a determining factor in a person's social status through aspects of appearance and daily living habits. This reflects a person's financial management abilities and provides an idea of how well a person can manage their life from an economic perspective.

Product knowledge

Product knowledge refers to a set of information accurately stored in consumers' memories, reflecting their level of knowledge regarding a specific product (Matondang et al., 2023). Individuals who have extensive knowledge about products tend to have a realistic attitude when making purchasing decisions. When making transactions, consumers who have obtained adequate knowledge and information about the product will have greater ability to choose products that suit their preferences.

Understanding the product has a significant impact on consumer interest in buying batik. The higher the consumer's knowledge about batik, the more likely they are to feel interested in buying the product. Knowledge of various types of batik, the process of making them, and the philosophical meaning of each motif can increase appreciation and desire to own batik.

With deeper knowledge about batik, consumers can better understand the cultural and artistic values contained in this cloth. This can increase a sense of pride in Indonesia's cultural heritage and encourage support for the local batik industry. Therefore, efforts to increase understanding of batik products through education and promotion can be an effective strategy in increasing consumer buying interest in batik.

Purchase Interest

Purchase interest is the result of a learning and thinking process that shapes individual perceptions. This process creates motivation that is embedded in a person's mind, becoming a strong desire. When consumers need to fulfill their needs, they will actualize their thoughts. Keller (1998) states that consumer interest can be measured by how likely they are to buy a brand or switch from one brand to another. (Febrian, 2019).

Schiffman and Kanuk (2010:201) state that interest is a psychological aspect that has a big influence on a person's attitudes and behavior. Consumer assessments of products depend on their knowledge of actual information regarding the product's function, so that consumers who are interested in buying are influenced by the information they receive.

From the explanation above, it can be concluded that buying interest arises because of a learning process that creates motivation in consumers to fulfill their needs. Purchase interest is also a psychological factor that influences consumers' attitudes and behavior towards purchasing products, which is influenced by the information they receive.

Several factors that shape consumer buying interest, as explained by Kotler (2005), involve (Muhammad Mufti Mubarak, 2018):

1. Attitudes of Others: The extent to which other people's attitudes diminish a consumer's preferred alternative depends on the intensity of others' negative attitudes toward the preferred alternative and the consumer's motivation to comply with others' wishes.
2. Unanticipated Situational Factors: These factors can change the consumer's attitude towards purchasing. Purchases depend on the consumer's confidence and confidence in deciding to buy. According to Febiana (2014:3), who refers to Swastha and Irawan (2005:349), the factors that influence buying interest are related to emotional feelings. Purchase success and failure can strengthen or diminish purchase interest, depending on the consumer's emotional experience.

In addition, Lucas and Britt (2003) stated that aspects of buying interest involve attention, interest, desires, beliefs and decisions. All of these aspects contribute to the purchase interest process, which ultimately forms the final decision to acquire the product by carrying out a purchase action.

Super and Crites (1998) highlight several factors that influence interest, such as differences in work, socio-economics, hobbies or interests, gender and age.

RESEARCH METHODS

Types of research

This research uses quantitative research methods. Data collection was carried out using a questionnaire with 100 respondents.

Time and place of research

This research was conducted at SMP Negeri 2 Probolinggo City, which is located at Jalan Dr. Moch Saleh No.7, Tisnonegaran, Kec. Kanigaran, Probolinggo City, East Java 67211. The reason the researcher chose this research location is because it is the only school in Probolinggo City that makes batik uniforms from the work of the school's students. Apart from that, researchers want to know the influence of fashion lifestyle and product knowledge on interest in buying Spero Joss batik.

Target

The target or targets in this research are students at SMP Negeri 2 Probolinggo City, who are users of Spero Joss Batik products. However, in the

future, it is hoped that students in Probolinggo City will be able to make batik to use as a fashion lifestyle for school uniforms.

Research subject

The subjects of this research were teachers and students of SMP Negeri 2 Probolinggo City

The research subjects in this study are:

1. Probolinggo City 2 Public Middle School teacher

The reason for choosing a teacher as an informant was because he taught techniques regarding Spero Joss Batik product knowledge to make uniforms

2. Student

The reason for choosing students as informants was because they were enthusiasts and wearers of Spero Joss Batik

Data analysis technique

The data analysis method used in this research is through a combination of descriptive analysis and multiple linear regression. Data was collected with the help of the SPSS for Windows software computer application. Sampling was carried out by random sampling.

RESULTS AND DISCUSSION

Multiple linear regression analysis

This analysis aims to determine the effect of the independent variable on the dependent.

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,120 | 1,148 | 1,847 | ,080 |
| | TOTAL_X1 | ,590 | .125 | ,677 | <.001 |
| | TOTAL_X2 | ,298 | ,142 | ,301 | ,048 |

a. Dependent Variable: TOTAL_Y

The influence of lifestyle on buying interest

Based on the results of the regression test, it states that lifestyle has a positive and significant influence on buying interest. This is confirmed by the calculated t value of 1,847 and the significance level is greater than 0.05 or $\text{sig } t = 0.001 > 0.05$ so that the proposed hypothesis can be accepted. These findings confirm that lifestyle positively influences purchase intention in accordance with research published in journals.

The influence of product knowledge on purchase intention

Based on the results of the regression test, it was found that knowledge about the product has a positive and significant influence on buying interest. This is confirmed by a significance level greater than 0.05, namely $\text{sig } t = 0.048 < 0.05$ so that the proposed hypothesis can be accepted. These findings indicate that consumers after obtaining adequate information tend to use this information to increase understanding about the product which in turn increases purchasing interest.

Test the entire model (F Test)

Table F Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|--------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 58,549 | 2 | 29,274 | 99,467 | <.001b |
| | Residual | 5,886 | 20 | ,294 | | |
| | Total | 64,435 | 22 | | | |

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

The F probability value is 0.001 which is significantly smaller than the significance level of 0.0. Therefore, it can be concluded that this regression estimation model can be considered appropriate for explaining the research variables.

CONCLUSION

Lifestyle has a significant and positive impact on interest in purchasing batik. Therefore, it is hoped that students can play an important role by using batik products consistently, not just by wearing school uniforms. This aims to maintain Indonesia's cultural heritage and understand the philosophy contained in batik.

Knowledge about the product also has a large positive influence on interest in buying batik.

Therefore, it is hoped that residents at SMP Negeri 2 Probolinggo City can play an active role in producing, designing and imparting knowledge to students at the school. From the results of this research, it is hoped that Spero Joss Batik can be better known by students in Probolinggo City by using it as a role model for making batik uniforms with their own work, in order to maintain Indonesia's cultural heritage. In this way, it is also hoped that it can create a sustainable positive impact on batik in the future.

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