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RESEARCH ARTICLE

Measuring Indigenous Product Attractiveness

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ABSTRACT

Building the inherent attraction of products from indigenous knowledge is one of the competencies in the marketing performance of local wisdom-based MSMEs such as Batik. Various factors can influence indigenous knowledge. This research aims to determine the factors that build Indigenous Product Attractiveness. This research was conducted by survey. The analysis technique uses confirmatory factor analysis with analysis tools using SPSS. The research sample consisted of 120 batik practitioners who were members of communities in Central Java. Data collection methods are interviews and questionnaires to respondents. The initial variables used were 5 variables, namely; regiocentric product advantage, geo-cultural product attractiveness, heritage, sincerity, quality commitment with a total of 21 instruments. The results of this research show that 4 factors shape the attractiveness of indigenous products in Indonesian batik, namely; region-cultural product advantage, heritage, sincerity and quality commitment. This study concludes that there are 4 determinants of Indigenous Product Attractiveness with the dominant variable, namely region-cultural product advantage.

INTRODUCTION

The phenomenon of many local products eventually becoming inferior to imported products in various industries because the value of local products is not yet strong, coupled with the slow adoption of foreign culture, is a challenge for local products. Maestros or experts can no longer rely on existing standards. Therefore, product engineering is needed to maximize local products to be able to compete in a wider market and to create products that have strong value and can adapt. One of the MSME sectors that contributes a lot to local strengthening such as absorbing labor and being able to compete globally is the Batik Cluster (Setyorini et al., 2020). Batik from an industrial perspective has encouraged many regions to have distinctive characteristics and motifs that represent elements of local wisdom. Therefore, National Batik Day 2022 carries the theme "Batik Arranges Indonesia" which shows the diversity of batik throughout Indonesia. The increasing demand for batik in the country was strengthened by the designation of Indonesian batik as a world cultural heritage by UNESCO on October 2, 2009 (Salsabilla et al., 2022).

Attractiveness is the capacity to arouse interest and attract or get the attention of others. In a business context, this means that the provider or recipient can attract the attention of others, thereby increasing loyalty and improving performance in the relationship (Kim et al., 2020). The level of Attractiveness is indicated by uniqueness, differentiation, interest, and curiosity (Baczyńska et al., 2018). Indigenous Product Attractiveness is defined as product attributes that are reflected in local culture (Styawati, 2018). Product Attractiveness is a concept based on the resource superiority theory (RA-Theory) approach. RA-Theory is a general theory of competition that explains that the main goal of resource-based strategy is to obtain comparative advantage-based resources that can produce positional advantages in various market segments to achieve superior company performance (Liebowitz & Margolis, 1994; F. Munir, 2001). Indigenous product attractiveness can be

an important differentiation strategy in today's competitive market (Styawati, 2018). Indigenous product attractiveness as a product attraction inherent in unique products resulting from indigenous knowledge reflected in local culture has been proven to improve marketing performance and can mediate the relationship between innovation capability and marketing performance (Setyawati, 2020).

Indigenous product attractiveness is derived from the Resource-based view theory. The Resource-Based View (RBV) theory was first pioneered by (Wernerfelt, 1984) in his work entitled "A Resource-based view of the firm". This theory illustrates that the company's resources and capabilities are important to the company because it is the basis for increasing competitive advantage and company performance so that it can survive for a long time. Indigenous products are man-made products that have been designed and used by certain communities as tools, clothing, crafts, and goods (Dormer, 1997). Product attractiveness attached to unique products as a result of indigenous knowledge is called Indigenous product attractiveness with indicators including indigenous motive attractiveness, indigenous style attractiveness, and indigenous symbol attractiveness (Setyawati, 2020). Indigenous product attractiveness makes it easier for companies to develop several marketing strategies so that marketing performance will increase (Setyawati, 2020).

Considering the importance of Indigenous product attractiveness, Indonesian batik players need to know what factors to build Indigenous product attractiveness. By knowing these factors, it is hoped that marketing performance with a focus on internal resources can run sustainably. Batik can be returned to its essence of attraction and is recognized by UNESCO. It is not only a handicraft product but has added value and carries an indigenous identity from the origin of the batik.

LITERATURE REVIEW

Indigenous Product Attractiveness

Attraction is the ability to generate interest and attract or get the attention of others. In a business context, this means that the provider or receiver can attract the attention of others, thereby increasing loyalty and improving performance in relationships (Kim et al., 2020). Indigenous Product Attractiveness is defined as a product attribute that is reflected in local culture (Setyawati, 2018). The indicators for constructing the Indigenous Product Attractiveness construct are based on a synthesis of measuring the Indigenous and Product attractiveness constructs (Fitriani & Ferdinand, 2015). Many studies have built Indigenous Product Attractiveness constructs based on several perspectives.

Regiocentric Product Advantage

The competitive advantage of a product is a greater advantage and/or privilege compared to competitors' offerings (Henard & Szymanski, 2001). Elements of product excellence such as uniqueness, value, and company benefits should be viewed from the customer's point of view, based on an understanding of customer needs and wants, as well as subjective factors (likes and dislikes). Product excellence can be positively related to product market performance, which is related to competition and financial performance in the market as indicated by profits, return on investment, and market share. Buyers tend to form favorable perceptions of a product with better features (Carpenter & Nakamoto, 1989) and choose products based on ostomy preferences and actual behavior when product benefits exceed price (Alpert & Kamins, 1995). Regiocentric Product Advantage is the company's product advantage in placing its products in the minds of prospective customers who are oriented to the region by using regional uniqueness, product uniqueness, and irreplaceable products as regional icons (Hanfan & Setiawan, 2018).

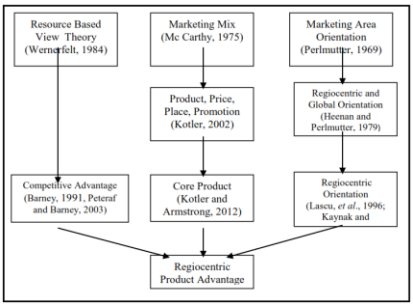

Figure 1. Concept Regiocentric Product Advantage
Source: Hanfan, 2018

Geo-cultural Product Attractiveness

Through the assimilation of ethnicity and local values, a company can be classified and take some local cultural characteristics (Celenk & Van de Vijver, 2011), and incorporate these characteristics in its products, a product with a certain appeal from this regional culture is conceptualized. As a geo-cultural product attractiveness(A. R. Munir et al., 2020). Furthermore, Munir, Ilyas, Maming, & Kadir, 2020 define geo-cultural product attractiveness at the level of product attributes as an attraction that is a combination of the region and the culture of the region.

Heritage

Heritage is not a thing or a place: it is a process and experience that can be consumed. It is a contemporary activity in which certain aspects of an imagined past are treated as a means of constructing modern products for current consumption and as evidence of an imagined future. Therefore, Heritage is designed to serve a wide range of contemporary uses, both individual and collective, and has many expectations at both private and public levels. (Ashworth, 2014; Napoli et al., 2014) explains that heritage products must meet the criteria; historical proof, and is a tradition that has a common thread, culture which is a heritage that has a long process and gets validation and the values contained in the heritage do not change.

Sincerity

"21st Century Skills: Learning for Life in Our Times," (2010) defines sincerity as being honest with yourself to avoid being false to others. Therefore, the three core aspects of the sincerity paradigm are honesty, commitment, and friendliness. The formation of a genuine identity means that the self must align its feelings and intentions with its role, and its thoughts must match the communications given to it (Moeller & D'Ambrosio, 2019). Napoli et al. (2014) explain that the characteristics of sincerity are that it has strong philosophical values that are timeless. Sincerity products are also produced by inventors who carry out in-depth research and do not just imitate and modify. Sincerity products adhere to standards or standard rules.

Quality Commitment

Quality commitment reflects the company's continuous efforts and promises to consumers to continue to make products of the same (or better) standards (Napoli et al., 2014, 2016). Quality commitment builds principles on the creation of a product starting from the essence of a product in good quality seen from the materials that are worked on in the detailed process stages with a final touch that is very different from other products (Athwal & Harris, 2018).

METHOD

This study uses primary data to confirm the forming factors of indigenous product attractiveness by using six variables, namely geocentric product advantage, Geo-cultural Product Attractiveness, heritage, sincerity, and quality commitment. Batik actors in communities in Central Java consisting of the cities of Sragen, Solo, Karanganyar, Pekalongan, and Rembang as Batik producing cities with the largest capacity with a long history, plus Kebumen considering the ease of access to more detailed

data. Before distributing the questionnaires, interviews were carried out as a form of confirmation of the elements of indigenous knowledge requirements owned by each region.

The sample was selected by considering batik actors who are members of the community and have a deep historical path. This study distributed 120 questionnaires from batik actors. Questionnaire distribution was carried out in July - August 2023 offline in 6 cities. On a Likert scale with 4 points, which contains statements respondents are asked to fill in agree or disagree on each statement.

Factor-forming dimensions in this study are items that have been proposed by several previous researchers as indigenous product attractiveness-forming variables. Re-geocentric product advantage is an item proposed by Kaynak (1992), Lascu et al (1996), Seidenfuss et al (2013), Hanfan, A (2016), (Seidenfuss et al., 2013)Hanfan, A., & Setiawan, A. I. (2018), Geo -Cultural Product Attractiveness uses items from the findings of Munir et al (2019) (2020), the heritage variable is an adaptation of Brown et al., (2003); Penaloza, (2000); Postrel, (2003), Napoli et al (2012), meanwhile sincerity uses the findings of Beverland, (2005); Fine (2003); Holt, (2002); Thompson et al. 2006; Trilling, (1972); Wipperfurth, (2005), Napoli et al (2014). Finally, quality commitment uses items that have been extracted from Beverland, (2005); Gilmore & Pine (2007), and Napoli et al (2014). Confirmatory factor analysis (CFA) analysis is principally used to reduce data, namely the process of condensing several variables into a few and naming them as factors. CFA allows for finding new factors forming latent variables (Hair, 2014).

RESULTS AND DISCUSSION

The respondent profile can be seen in Table 1, which is classified by gender, age, education, and length of time in business.

Table 1. Respondent's Profile

Characteristic	Total	Percentage %
Gender		
Man	41	34,17
Women	79	65,83
Age		
25-29	2	1,67
30-34	8	6,67
35-39	8	6,67
40-44	22	18,33
45-55	48	40
56-65	19	15,83
67 UP	13	10,83
Educational Background		
Elementary School	23	19,17
Junior High School	19	15,83
Senior High School	55	45,83
D3	2	1,67
S1	19	15,83
S2	2	1,67

In Business		
5 < years	6	5
6 – 10 years	16	13,33
11-15 years	24	20
16 – 20 years	22	18,33
21years up	52	43,33

Source: Processed questionnaire data 2023

Based on Table 1 it can be concluded that most batik actors (respondents) are women with the dominant age of 40 years and over. The educational background of the perpetrator is high school. The Batik business which has been run by some actors has been around for more than 11 years. In addition to the respondent data above, the results of the interviews show that generally batik actors learn from parents whose knowledge of batik has been passed down from generation to generation and has become a tradition and culture that continues to be preserved. In addition, all respondents are members of a community or association that was formed formally or only as a forum to preserve the existing batik culture.

Table 2. Validity Test Result

Variable		**Sig**	**Alpha**	**Conclusion**
Re-geocentric product advantage	X1.1 X1.2 X1.3	0,000 0,000 0,000	0,05	Valid
Geo-cultural product attractiveness	X2.1 X2.2 X2.3	0,000 0,000 0,000		Valid
Heritage	X3.1 X3.2 X3.3 X3.4 X3.5 X3.6	0,000 0,000 0,000 0,000 0,000 0,000		Valid
Sincerity	X4.1 X4.2 X4.3	0,000 0,000 0,000		Valid
Quality Commitment	X5.1 X5.2 X5.3 X5.4 X5.5 X5.6	0,000 0,000 0,000 0,000 0,000 0,000		Valid

Source: Processed questionnaire data 2023

Table 2 shows that all items are declared valid because they have a significance value below 0.05 (5%). Thus these items can be used for further analysis.

Table 3. Reliability Test Result

Variables	Alpha Cronbach	Standard	Conclusion
Re-geocentric product advantage	0,755	0,6	Reliable
Geo-cultural product attractiveness	0,856	0,6	Reliable
Heritage	0,876	0,6	Reliable
Sincerity	0,786	0,6	Reliable
Quality Commitment	0,916	0,6	Reliable

Source: Processed questionnaire data 2023

From the results of the reliability test in the table above, it can be seen that all variables have a Cronbach's Alpha value above 0.6. Thus, all variable items are declared reliable.

Confirmatory Factor Analysis (CFA)

The first stage in factor analysis is to find which variables are considered appropriate (appropriateness) to be included in the next analysis. Testing was carried out by entering all existing items/variables (21 variable items) and then testing these variables. The basis for decision-making is the comparison number between the correlation coefficient and the partial correlation coefficient (Kaiser Meyer Olkin Measure of Sampling Value) abbreviated as KMO. The test rule is as follows: If the sum of the squares of the partial correlation coefficients between all pairs of variables is small when compared to the sum of the squares of the correlation coefficients, it will produce a KMO number close to 1. The KMO number is considered sufficient if it is more than 0.5 with a significance number < 0.05. The following is Table 5 which shows the KMO figures from the analyzed data:

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.926
Bartlett's Test of Sphericity	1852.502
	210
	.000

Source: Processed questionnaire data 2023

The results of the analysis in Table 4 above show that the Kaiser Meyer Olkin Measure of Sampling = 0.926 This number meets the requirements because it is above 0.5.

Measures of Sampling Adequacy (MSA)

The next testing rule is to look at the Measures of Sampling Adequacy (MSA) numbers with the following criteria:

MSA = 1, the item can be predicted without error by other variables.

MSA > 0.5 items can still be predicted and can be analyzed further.

MSA < 0.5 items cannot be predicted and cannot be analyzed further, or excluded from other variables.

The results of the anti-image correlation output test are shown in Table 5 below:

Table 5. Measures of Sampling Adequacy (MSA)

Variables	MSA
X1	0,967
X2	0,952
X3	0,942
X4	0,950
X5	0,891
X6	0,921
X7	0,937
X8	0,888
X9	0,888
X10	0,936
X11	0,897
X12	0,911
X13	0,937
X14	0,923
X15	0,960
X16	0,924
X17	0,955
X18	0,930
X19	0,893
X20	0,926
X21	0,930

Source: Processed questionnaire data 2023

Based on the results of the analysis of the output anti-image correlation, all 21 items can be used because they have a value of less than > 0.5. In the following stage, the extraction process is carried out on a set of variable items that have fulfilled the requirements, so that one or more factors will be formed. The results of phase two testing are as follows:

Communalities

Communalities are the amount of variance (can be a percentage) of an initial variable that can be explained by existing factors. The greater the number of commonalities of an item variable, the closer it is to the factors formed. The results of commonalities in the factor analysis are shown in table 6 below:

Table 6. Communities

Variable	Initial	Extraction	Excluded Variable
	1.000	0,579	
	1.000	0,645	
	1.000	0,651	
	1.000	0,711	
	1.000	0,763	
	1.000	0,801	
	1.000	0,762	
	1.000	0,784	
	1.000	0,899	

Variable	Initial	Extraction	Excluded Variable
	1.000	0,587	
	1.000	0,782	
	1.000	0,675	
	1.000	0,712	
	1.000	0,626	
	1.000	0,589	
	1.000	0,766	
	1.000	0,703	
	1.000	0,687	
	1.000	0,823	
	1.000	0,778	
	1.000	0,692	

Source: Processed questionnaire data 2023

In Table 6 above it can be seen that the variable items that have communalities numbers are in the range of 0.5 to 0.8 in the extraction column. This means that about 50% to 80% more of the existing variable items can be explained by the factors that are formed. The greater the number of commonalities of a variable item, the closer it is to the factors formed.

Total Variance Explained

The results of the total variance explained by factor analysis are shown in table 7 below:

Table 7. Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	11.059	52.664	52.664
2	1.465	6.975	59.639
3	1.346	6.410	66.048
4	1.145	5.541	71.499
Component	**Extraction Sums of Squared**		
	Total	**% of Variance**	**Cumulative %**
1	11.059	52,664	52.664
2	1.465	6.975	59.639
3	1.346	6.410	66.048
4	1.145	5.451	71.499
Component	**Rotation Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**
1	4.112	19.580	19.580
2	3.868	18.417	37.997
3	3.791	18.052	56.049
4	3.245	15.450	71.499

Source: Processed questionnaire data 2023

Based on the results of the factor analysis in Table 7 above it can be explained as follows:

Components formed.

There are 21 variable items included in the factor analysis (Component column). In the components column:

If the 4 factors are summarized into one factor, the variance that can be explained by that factor is: 11.059 / 21 x 100% = 52.66% (first factor variance)

If the 4 factors are summarized into two factors, the variance that can be explained by these factors is: 1.465 / 21 x 100% = 6.98% (first factor variance)

If the 4 factors are summarized into three factors, the variance that can be explained by these factors is: 1.346 / 21 x 100% = 6.41% (variance of the first factor)

If the 4 factors are summarized into one factor, the variance that can be explained by that factor is: 1.145 / 21 x 100% = 5.45% (variance of the first factor)

The total of four factors that can explain the variability of 21 variable items is: 52.66% + 6.98% + 6.41% + 5.45%= 71.5%

Component Matrix

The rotated component matrix table shows the distribution of the 21 variable items analyzed into four factors that are formed more clearly. Meanwhile, the numbers in each column from columns 1 to 4 show the magnitude of the correlation between each variable item and the five factors formed. The process of determining which variable items will be included in which factors is done by comparing the magnitude of the correlation in each row by looking at the largest correlation number. Alghafri & Ismail, (2014) determined the minimum component value for a sample of 120 respondents, namely above 0.50. The results are shown in Table 8 below:

Table 8. Component Matrix

	Component			
	1	2	3	4
X1.1		0,519		
X1.2		0,564		
X1.3		0,620		
X2.1		0,739		
X2.2		0,836		
X2.3		0,778		
X3.1				0,760
X3.2				0,796
X3.3	exclude			0,834
X3.4				
X3.5			0,804	
X3.6			0,692	
X4.1			0,745	
X4.2	0,670		0,726	
X4.3	0,563		0,587	
X5.1	0,719			
X5.2	0,833			
X5.3	0,735			
X5.4	0,637			
X5.5				

	Component			
	1	2	3	4
X5.6				

Source: Processed questionnaire data 2023

Based on Table 4.8 above it can be explained as follows:

Factor 1 consists of items: 1,2,3,4,5,6

Factor 2 consists of items: 7,8,9

Factor 3 consists of items: 11,12,13,14,15

Factor 4 consists of items: 16,17,18,19,20,21

So, based on the research results, it can be concluded that the factors formed can be named as follows:

Factor	**Label**
1	Region-cultural product advantage,
2	Heritage,
3	Sincerity
4	Quality Commitment

Source: Processed questionnaire data 2023

Building Indigenous appeal requires continuity of the resources from which the product was created or discovered. If you look at the findings of this study, the main resource as an indigenous product factor is a unique area with a cultural presence that occurs naturally from the interaction between the community and natural resources and needs. To meet these needs, humans utilize the natural resources provided around them, such as in making batik. Starting from fulfilling continuous needs, resulting in habits and traditions. from traditions that are continuously maintained so that they become a legacy passed down from generation to generation that is continuously maintained and become an icon in a region or culture.

The next factor is the process of maintaining this heritage with sincerity so that the product will not go out of style and be able to be accepted across civilizations. Furthermore, to fulfill the criteria for indigenous product attractiveness, the quality commitment factor becomes important. Because it requires a commitment to maintain quality even with changing demands and conditions.

CONCLUSIONS

This research contributes to developing knowledge regarding the supporting factors of indigenous product attractiveness. Based on the theory used in this research, there are 5 variables in building the construct of indigenous product attractiveness, namely regiocentric product advantage, geo-cultural product attractiveness, heritage, sincerity, and quality commitment. These factors were proven to be able to explain the factors used by 80%. From the processing results, new findings were formed, namely 4 factors. The first factor is a combination of the variables regiocentric product advantage (regional icon, complexity, uniqueness) and geo-cultural product attractiveness (cultural motifs, cultural styles, cultural symbols) with a new name, namely regional-cultural product advantage. Then the second factor is heritage with items from history, religion, traditions that still survive, and products that remind us of the golden age. The next factor is sincerity or honesty with items symbolizing tradition, holding philosophical values, and holding standards. Then the final factor is a quality commitment with items of quality materials, detail, and precision, expert touch, commitment, tradition of maintaining quality, and outstanding quality. The results of the interviews

reinforce how batik is still a strong product, especially in written and stamped batik, where methods and skills have been passed down from generation to generation.

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