The Effect of Ethnocentrism and Product Knowledge on The Buying Interest of “Tembe Me’e Donggo” Products

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INTRODUCTION
Indonesia is a country known as an exporter of woven cloth. Almost all provinces in Indonesia have woven cloth that become a mainstay because it reflects the culture and natural conditions of each region. One of them is West Nusa Tenggara Province which has varieties of woven clothes called Sasambo (Sasak, Samawa, Mbojo). The desire of people to use woven cloth is very high because it has become tradition even a trend. It can be seen from the use of woven cloth itself that can be used for every activity either formal nor informal, even people do not pay attention of the price to get the woven cloth with a relatively high price.

To response the low perceived quality of the community, the government in 2009 issued instructions on increasing the use of domestic products and procurement of government commodity or service. In line with these instructions, the government is promoting I Love Indonesia (Aku Cinta Indonesia [ACI] program. The objective of the ACI Program itself is in line with the concept of consumer ethnocentrism. Consumer ethnocentrism is a term which is taken from the concept of ethnocentrism. Ethnocentrism itself is an understanding where there are negative prejudices to other groups and contemplate the group itself as the most positive reference.

Donggo community or Dou Mbojo is the oldest inhabitant of Bima region compared to the other tribes. One of woven clothes produced by the community is Tembe Mee
Donggo which has a uniquemotif. The cloth materialbecomes so appealing, thus widely
demanded by customers locally and internationally. What makes it more uniquesis the
way it is traditionally and manually colored. The coloring process may take up to two
months, making use of latex tree that through marinating process becomes black (or me’e in local language). Nowadays, Tembe Me’e has been used as Kababu (Donggo’s
traditional clothes), Tembe Compo(sarong) and Tembe Dala(shawl). The cloth is mainly
produced for family use or necessity. For people in Mbawa, as an integral part of
Donggo community, wearing Tembe Me’e cloth and Kababu clothes for formal occasions
such as weddings is a mandatory.

Based on the background, the researchers are interested to explore the effect of
ethnocentrism and knowledge of products on the interest of buying the products
offTembe Mee Donggo.

**METHOD**

This type of research is associative in nature. The site of research was in Donggo
district of Bima regency. Study period ranged from February 1 to July 31, 2018. The
measurement of variablesin thisresearch study was carried out by using a score that
refers to the use of likert scale. The research population included all members of Donggo
community who had bought and used tembe me’e Donggo whose numbers can hardly
be recognized due to scant of data available. The total sample included 50 people, taken
using purposive samplingtechnique. Data were collectedthrough the distribution of
questionnaires to the people of Donggo living in Donggo district and who had bought
and used tembe me’e Donggo. Other methods of collecting data included observation
and library.

To analyze the data, the researchers used a multiple linear regression analysis in
order to identify the effect of both ethnocentrism and product knowledge on buying
interest of tembe mee Donggo products. For the data analysis, the researchers used
multiple linear regression equation model as follows:

\[ Y = a + b_1x_1 + b_2x_2 \]

Where:

- \( Y \) = Buying interest
- \( X_1 \) = Ethnocentrism
- \( X_2 \) = Product knowledge
- \( a \) = Constant value
- \( b_1, b_2 \) = regression of coefisient

**RESULT**

**Multiple Linear Regression**

Multiple regression analysis was chosen to analyze the submissionhypothesis in this
research. Testing was carried out by using SPSS 16.00 for Windows program.

**Table 1. Multiple Regression Coefficients Test Results**

| Coefficients \* Model | Unstandardised Coefficients | Standardised Coefficients | t  | Sig. |
|-----------------------|-----------------------------|---------------------------|----|------|
|                       | B   | Std. Error | Beta |     |      |
| 1 (Constant)          | 1.210 | .764 |     | 1.585 | .020 |
| ethnocentrism         | .134 | .020 | .283 | 6.569 | .000 |
| product knowledge     | 1.029 | .060 | .736 | 17.063 | .000 |

Source: Primary Data processed 2018
From the aforementioned results of regression analysis, it can be seen the multiple regression equation as follows:

\[ Y = 1.210 + 0.134X_1 + 1.029X_2 \]

The result of the equation can be explained as follows:

a. Constant value is 1.210, which can be interpreted as follows: if the ethnocentrism and product knowledge variable are reputed zero, then buying interest will be 1.210.

b. The value of beta coefficient on the ethnocentrism variable is 0.134, meaning that every change of ethnocentrism variable (X1) of one unit will effect in buying interest change as big as 0.134 unit, assuming another variable stays unchanged. The increase of one unit in the ethnocentrism variable will increase buying interest the amount of 0.134 unit.

c. The value of beta coefficient on the product knowledge variable of 1.029, means that every change of product knowledge (X2) variable for one unit will result in buying interest change as big as 1.029 units assuming another variable remains unchanged. The increase of one unit in the product knowledge variable will increase buying interest the amount of 1.029 unit.

Table 2. Multiple correlation test results

| Correlations                  | Buying interest | Ethnocentrism | Product knowledge |
|-------------------------------|-----------------|---------------|-------------------|
| Pearson Correlation           |                 |               |                   |
| Ethnocentrism                 | .905            | 1.000         | .844              |
| Product knowledge             | .976            | .844          | 1.000             |
| Buying interest               | .976            | .844          | 1.000             |
| Sig. (1-tailed)               |                 |               |                   |
| Ethnocentrism                 | .000            | .000          | .000              |
| Product knowledge             | .000            | .000          | .000              |
| Buyer Interest                | 50              | 50            | 50                |
| N                              | 50              | 50            | 50                |

Source: Primary Data processed 2018

Based on the aforementioned table of multiple product moment correlation test results, it can be explained the correlation between ethnocentrism variable (X1) and product knowledge (X2) to buying interest (Y) as follows:

Ryx1x2 = There is a correlation or relationship between ethnocentrism (X1), product knowledge (X2) and buying interest (Y) with a correlation value of 0.476 which can be categorized as having a powerful relationship, and based on the significance test, the value shows 0.000 which means the association of the three variables is significant.

Ryx1 = There is a correlation or relationship between ethnocentrism (X1) and buying interest (Y) with a value is 0.905 which can be categorized as having a powerful relationship, and based on the significance test, the result shows 0.000 value which means the association of both variables is significant.

Ryx2 = There is a correlation or relationship between product knowledge (X2) and buying interest (Y) with a value of 0.976 which can be categorized as having a powerful relationship, and based on the significance test, the result shows 0.000 value which means the association of both variables is significant.

Table 3. Determination Coefficient Test Result Summary Model

| Model            | R      | R Square | Adjusted R | Std. Error of |
|------------------|--------|----------|------------|---------------|

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a. Predictors: (Constant), Product Knowledge, Ethnocentrism
b. Dependent Variable: Buying Interest

Adjusted $R^2$ test result in this study obtained a value as big as 0.975. It shows that buying interest ($Y$) is influenced by the ethnocentrism ($X_1$) and product knowledge ($X_2$) of 97.5%, while the rest of 2.5% is influenced by another factors that are not included in this research.

**Hypothesis Test Results**

Furthermore, to find out whether the hypothesis proposed in this study be accepted or rejected, the hypothesis testing was conducted by using t-test and F-test. The result of hypothesis testing is described as follows:

**Table 4. Coefficients**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|---------------------------|---|-----|
|       | B   | Std. Error | Beta |       |       |       |
| 1     | (Constant) | 1.210 | .764 | .283 | 1.585 | .020 |
|      | ethnocentrism | .134 | .020 | 6.569 | .000 |
|      | product knowledge | 1.029 | .060 | .736 | 17.063 | .000 |

H1: It is estimated the ethnocentrism has a positive and significant effect on the buying interest of tembe me’e Donggo products.

The statistic result of t-test for ethnocentrism variable obtained is $t_{count}$ of 6.569 with $t_{table}$ value is 1.676 (2.536>1.676) with significance value equal to 0.00 less than 0.05 (0.00 <0.05), and the regression coefficient has positive value as big as 0.134; then the hypothesis states that "ethnocentrism has a positive and significant effect on the buying interest of tembe me’e Donggo products" is **proven**.

H2: It is suspected that product knowledge has a positive and significant influence on the buying interest of tembe me’e Donggo products.

The statistic result of t-test for product knowledge obtained is $t_{count}$ of 17.063 with $t_{table}$ value is 1.676 (17.063>1.676) with significance value equals to 0.00 less than 0.05 (0.00 <0.05), and the regression coefficient has positive value as big as 1.029; then the hypothesis states that "product knowledge has a positive and significant effect on the buying interest of tembe me’e Donggo products" is **proven**.

**Table 5. F-Test Results (Simultaneously)**

| Model     | Sum of Squares | Df | Mean Square | F            | Sig.  |
|-----------|----------------|----|-------------|--------------|-------|
| 1         | Regression     | 549.138 | 2  | 274.569 | 912.49 | .000b |
|           | Residual       | 14.142 | 47 | .301     |        |       |
|           | Total          | 563.280 | 49 |          |        |       |
a. Dependent Variable: buying interest
b. Predictors: (Constant), product knowledge, ethnocentrism

Source: Primary Data processed 2018

H3: It is estimated the ethnocentrism and product knowledge together have a positive and significant effect on the buying interest of tembe me’e Donggo products.

The test result obtained is $F_{count}$ value of 912.491 with $F_{table}$ value is 3.19 ($912.491 >3.19$) with a significance equal to 0.000 ($0.000 <0.05$). Since the significance value is less than 0.05 ($0.000 <0.05$), it can be concluded that "ethnocentrism and product knowledge together have a positive and significant effect on the buying interest of tembe me’e Donggo products" is proven.

CONCLUSION

The conclusions of this study are as follow: (1) Ethnocentrism has a positive and significant effect on the buying interest of tembe me’e Donggo products, where the value of $t_{count}$ is 6.569 with the $t_{table}$ value equals to 1.676 ($2.536 >1.676$) with a significance value as big as 0.00 is less than 0.05 ($0.00 <0.05$), (2) Product knowledge has a positive and significant effect to the buying interest of tembe me’e Donggo products, where the value of $t_{count}$ obtained is 17.063 with the $t_{table}$ value equals to 1.676 ($17.063 >1.676$) with a significance value equals to 0.00 is less than 0.05 ($0.00 <0.05$), (3) Ethnocentrism and product knowledge together have a positive and significant effect on the buying interest of tembe me’e Donggo products, where $F_{count}$ value is 912.491 with $F_{table}$ value equals to 3.19 ($912.491 >3.19$) with a significance value equals to 0.000 ($0.000 <0.05$).

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