

Purchased Interests to Establish of Batik Products in Manado, North Sulawesi

Nancy Mandey¹, Debby Kawung²
^{1,2} Lecturer, Polytechnic of Manado, Indonesia

ABSTRACT: *This study aims to determine any factors that shape consumers to buy batik Manado in Manado and determine the most dominant factor shaping consumer buying interest batik Manado in Manado. To achieve this the selection of respondents were academics in several universities in Manado, the set of 150 samples with sampling using purposive sampling method nonprobability with the criteria that each of the selected respondents are those who never use or wear batik clothes. Because of variable one another inter-dependent, then all variables are interdependent variables. This study using factor analysis, which confirmed consumers to buy batik Manado with the identification of the following factors as Quality Factor, Factor Brand / Brands, Packaging Factor, The Price Factor, Factor availability of goods, factors of Reference, data taken is the primary data. Making procedures and data collection was done by using questionnaires and interviews. Procedures for Factor Analysis: Problem Formulation, Preparation Correlation Matrix, Determination of the number of factors, Interpret Factors, Establishing Appropriate Model, Descriptive Analysis to strengthen Factor Analysis tersebut. Hasil obtained namely: 1. Factor Reference: Variable idol, the famous character, star movies, family and colleagues. 2. Quality factor variables are smooth texture, pattern / motif diverse, not easily tangled and brilliant color. 3. Price factors variables are price consideration, cheap, discount and gifts. Availability: a place within easy reach. 4. Factor Brand with variable consideration before buying, famous brand. 5. Quality factor by a factor does not quickly fade and fade, comfortable. 6. The availability of goods with variable always available at well-known stores. Among the six factors, the most dominant form of buying interest is a factor of Reference. Reference factors thus become the most dominant factor in shaping consumer purchase interest in this study.*

Keywords: *Purchased Interests, Batik Product, Manado, North Sulawesi*

I. INTRODUCTION

Batik as one of Indonesian assets that have the specificity and its own style of several areas including Solo, Pekalongan, Cirebon, Dayak, Papua and other cities in Indonesia including Manado city is in great demand in many among both the young and the elderly are used in official events such as religious events, weddings, events and even governments can also be used on casual events even for housewives as nightwear. In www.4sidis.blogspot.com written that batik in Indonesia has been known since the time of Majapahit and continue to grow until the next kingdom until this emotion. Widespread batik art belongs to the people of Indonesia and Java in particular tribe is after the end of the eighteenth century or early nineteenth century. Batik is batik produced until the early twentieth century and printed batik is known only after the First World War was over or around 1920. So, batik has become part of traditional Indonesian clothing.

Manado city as an integral part of North Sulawesi province is in full swing implemented a campaign to raise Batik Manado as one characteristic of the Manado which can be witnessed by the various groups and tourists both domestic and foreign. Besides foster a sense of love and pride by generation successor to the nation in the region, especially Manado city. Fabrics with motifs of cultural promotion from Manado been made both by government agencies and tourism office as well as from the private sector. More than 20 kinds of variations Benteenan fabric as well as other companies that produce more than 25 kinds of variations Pinawetengan fabrics, motifs and designs where the fabric is considered to represent the art and culture of the Minahasa. Tourism office of Manado City has made efforts to introduce a unique fabric pattern Manado, among others through a one-day seminar conducted by the Tourism Office of Manado City and get a very enthusiastic response from various groups, academics, artists and the public. How many things has become a conclusion of these activities is that the decorative pattern of spiritual nuance is needs to be developed such as the style of ethnic Tombulu. This means that the batik Manado still needs to dig deeper because it still has a lot of decorative / pattern belongs Culture. The name that has been approved by a forum that moment for such fabrics is Kaeng Manado. Some of the attributes attached to Manado batik will be able to reach out to the youth markets, especially in the city of Manado is the hope of the city authorities and of course being one of the attractions "souvenirs" when the tourists come to visit the city of Manado. Prior to Manado batik products are marketed exit the market in Manado city itself need to give a positive response. Therefore, the product is in need of serious attention that attention to Manado batik attributes that meet the needs and tastes of young people. If factors such Manado batik

attributes precisely known then of course the manufacturers who make the Manado fabric can make products according to customers' needs.

II. LITERATURE REVIEW

Ujianto and Abdurachman 2004 doing research Analysis of Factors Causing tendency Interests Buy Consumer Gloves (Study of Consumer Behavior Gloves in East Java) concluded that the factors considered by consumers to buy the gloves is quality, reference, brand and color as well as packaging, pricing, discounts and gifts. The overall quality of these factors and the reference is the most dominant factor. Yulianti Farida research results, in 2012, showed that the factors that influence consumer decisions to buy products in the company Irma sasirangan Banjarmasin is factor models, need factors, factors shopping, discount factor), family factors, the prestige factor and personal selling factor. Parubak Benjamin et al conducted a study of Factors Considered in Purchasing Consumer Fabrics Donggala In Palu municipality. Donggala fabric is the traditional fabric of society Kaili handicrafts that reflect regional characteristics of Central Sulawesi. There are seven factors considered by consumers in making purchasing Cain Donggala. Seventh factors are: (1) cultural, economic, and psychological, (2) lifestyle factors, (3) quality factors, (4) promotional factors, (5) factors reference, (6) the price factor, and (7) factor of the product. The seven factors are considered, there is one factor that significantly influence consumer purchase decisions at = 1%. These factors are factor 1 (cultural, economic and psychological). These results indicate that a significant factor positive effect on purchase decisions are the external factors (cultural values) and internal factors (perception and attitudes) consumers against Cain Donggala. These results are closely related to the type of product that researched the use of which related to aspects of the cultural and psychological consumers.

Theoretical basis

A. Products and Factors Products

Definition Products by Stanton (2002: 222) is a set of attributes that real (tangible) and intangible (intangible) therein is included color, price, packaging, the prestige of the factory, prestige retailers, and service of factories and retailers that may be accepted by the buyer as something that can satisfy his desire. While Factors Product according to Kotler (2002: 18) is the product diversity, quality, design, characteristics, brand name, packaging, size, service, warranty, rewards.

B. Consumer Acceptance.

How do customers learn about a new product, try it, accept it or reject it. Management needs to understand the process of consumer acceptance (consumer adoption process). To build an effective strategy for the early market penetration. Several years ago the new product marketers use mass-market approach (mass market approach) in launching their products. Distribute products in all places and advertise to everyone on the assumption that most people are potential customers. This approach has two disadvantages, namely: Requires large marketing costs and involve many disclosures wasted on people who were not potential customers. This weakness gave rise to the second approach, namely marketing targeted primary users (heavy user targeted marketing). Ie products initially directed at the primary users. This approach can be useful if the primary users can be identified and they are the original recipient. However, within the group that they may have different interest in the product and brand. According to the theory of the original recipient (early adapters theory) that: The people that are in the target markets differ in terms of the amount of time it takes from when they know the new products until they try it, the Recipient beginning to have some qualities that distinguish them from the receiver later, Media efficient available to reach the initial recipient, Recipient early tend to be opinion leaders and are useful in the new product claims on other potential buyers.

C. Stages in Acceptance Process

Innovation refers to the goods, services or ideas that are believed by someone as a novelty. The idea may have been a long time but it is an innovation for those who see it as a novelty. Innovation takes time to spread throughout the social system. Rogers defines deployment process innovation (innovation diffusion process) as the spread of new ideas from the source of invention or creation to the end user. Consumer acceptance process focuses on the mental processes through which one starts from the first to hear about these innovations to wear. Recipients of new products through five stages are: Awareness consumers aware of such innovation but still lack information about, interest consumers are encouraged to seek information about the product, Evaluation of consumers consider trying such innovations, Trial consumers try to innovation, to improve the estimate of the value of these innovations.

D. Customer Behavior Model

Culture holds a very strong influence more consumers gloves in choosing products the picture Model of Buyer Behavior describes the process of decision-making by the customer to buy, starting from the stimulation of marketing (marketing stimuli), consisting of: Product (product) that is what is right demand by consumers, both in quality and quantity, price (price) ie how much the price as the sacrifice of customers to obtain the benefits of the desired product, distribution (place) is how the distribution of goods so that the product can get into the hands of consumers with easy, Promotion (promotion) is messages being communicated so that the benefits of the product can be delivered to the consumer.

Marketing stimuli mentioned above comes with other stimuli:

- 1) Economic: buying power available in an economy depends on the income, the level and distribution of different.
- 2) Technology: The most powerful in shaping human life and can provide positive and negative impacts, including in the marketing process.
- 3) Politics and the law can affect the condition and stability of the society that have an impact on purchasing decisions stimuli.
- 4) Culture: beliefs, values and norms established by the society in which they were raised to shift follows a model or a new trend.

Stimuli was probably formed characteristic buyer, namely cultural (culture), social (social), personal (private) and psychology (psychology) that are characteristic of the buyer, which could encourage consumers benefit. From the selection of products purchased. Culture is a very important element, which affects the desire (wants) and behavior (behavior) of a person.

E. Characteristics of the buyer (buyer's characteristic)

In addition to cultural factors and sub-cultures, social classes also have an important influence on consumer perilaku, which is usually the social strata. Social class reflects income, which at the same time as an indicator of employment, education and housing. Each social class has different characteristics, including characteristics in choosing clothes / gloves, product and brand preferences. Buying decisions influenced by personal characteristics, the age and stage of life, work, economic circumstances, lifestyle and personality and self-concept buyer tastes toward consumption goods purchased services related to a person's age. Stanford Research Institute, which makes the definition rather than the different segments. He explained there are 8 group segment with the definition of each group as actualizers, Fulfilleds, believers, achievers, strives, experience, makers and Strugglers. Belivers Group is the group that has prnsip orientation that is lacking in own property. Their orientation is more traditional than fullfilds group. Their lives centered on family, church (synagogue / mosque), communities and nations.

Personality is usually described using characteristics such as confidence, dominance, autonomy, obedience to socialize, durability and adaptability. Personality classified accurately and there is strong correlation between certain personality types with a choice of product or brand. Psychological factors that predispose a person to buy consists of four factors: motivation (encouragement for someone to act in order to satisfy their needs so as to reduce the tension that possesses), perception (the process of an individual to choose, organize and interpret the inputs to create a picture that is meaningful), knowledge (learning involves a change in one's behavior arising from experience). As well as the confidence and conviction that can be gained through acting and learning. There are steps in the purchase process with the following stages: Stage recognition problem, ie when buyers recognize the need to purchase an item or product, search for information, namely stage consumers are looking for information to gain knowledge of needed items from the source -source which may be obtained, evaluation of the competitive brands, making the final assessment and develop beliefs about the brand position of the attributes, through the evaluation of the attitude of consumers to purchasing decisions on the preferences of the various attributes of the brand through the procedure, after the purchase of the consumer will experience the satisfaction or discontent then take action to get the attention of marketers.

III. METHODOLOGY

The study population was all of Manado State Polytechnic students are divided on all the courses available and it is hoped that the students would be eligible respondents research consumer criteria. Given the size of the population of the research object to facilitate research, because of the limited time, the set of 100 samples with sampling using purposive sampling method non-probability with the criteria that each of the selected respondents are those who never use or wear batik clothes. The data taken is the primary data. Making procedures and data collection was done by using the following: 1) Questionnaire, namely trafficking of questions about consumer attitudes Batik Manado to variables explored by using a grading scale Likert model, with a range of ratings from one to the attitude of most approved up to 5 to best attitude is not approved. 2)

Interview of conducting question and answer directly to the respondent. Interview is to support the questionnaire technique, especially when there are less obvious. Users analysis techniques to reveal the picture descriptively how to interpret the results of processing through frequency tabulation for tendency nominal data empirical description of the data, such as mean, median, mode, standard deviation, variance and skewed in order to know the state of the interval based on the results of field research, Descriptive analysis is useful to support the interpretation of the results of the analysis with other techniques.

IV. RESULTS

Consumer behavior is the study of when, why, how, and where people will buy or not buy a product (B Pandey, 2013). Analysis of consumer behavior based on consumer buying behavior aims to improve business performance through an understanding of the preferences and wishes of the customer. In today's world where competition is increasingly fierce, there are many brands that sell the same products so that consumers have a number of options were plentiful and the many factors that vary it would affect their purchasing behavior (Patwardhan, 2010) so it is necessary to look at the factors that affect consumer buying interest against Batik fabric Manado in this study.

Interpretation factors

The variables that go on each factor has a positive correlation, meaning that if the relevant variable loading grows, will increase the tendency of consumers to buy the product (Parubak, 2010). A clear understanding of consumer preferences will help marketers to find new targets and maintain their consumer group (N Rajput, 2012).

Reference factors.

Reference factor (19.74%), which consists of variables: the famous movie star with loading 0.770, famous officials (loading 0,747), monthly colleagues with loading factor 0.732. Idol with loading factor 0.715 and the reference of family members with loading factor 0.616. Manado city public pleasure to watch movies or soap operas are also beautiful and handsome as a model and Miss Manado to take them at least had knowledge of a number of artists including the artist's city of Manado, both locally and Indonesia. This offers an opportunity to introduce batik Manado continuously in various activities by the stakeholders, especially the tourism department so that the public both locally and Indonesia and even in Indonesia quickly acquainted and have buying interest. As exemplified Poppy Dharsono as Chairman of Indonesian Fashion Designers Association (APPMI) are explains that center of batik was contained in Pekalongan. To really introduced by him to the world Inter-Indonesia, require continuous promotion of Pekalongan batik products that are shown in the results that increasingly known. "There are many ways that can be done, for example by the creation of batik to the world of fashion or fashion. So that could be included on the agenda of Indonesia such as IFW," www.pekalongankota.go.id/index.php date of 11/05/2012. Although Factor Reference consisting of variables: a famous movie star, officials famous, references friend, colleague and idol very influential in the decision to buy the people in Manado but in India it happens the opposite ie, status and celebrity endorsements do not have a significant influence on the buying decision , (Rajput N, 2012).

The officials in Manado city is no exception have a great responsibility towards the success or failure of batik Manado in the society especially the city of Manado. So there needs to be government policy on the use of batik Manado city for employees in the city government. We have already started in earnest use of patterned batik clothing Manado in neighborhood government officials on formal occasions in the government. This needs to be done continuously so that people become familiar and would love batik North Sulawesi. This will certainly enrich the batik in Indonesia. To support this should also be the future need to be given a subsidy for uniform use of school children, in order to instill a love of Batik Manado early. Friends colleague had a large enough loading as a means to introduce batik Manado so that between individuals can gradually lead to the buying interest of others. It certainly can be done by mouth to mouth that starts from the city authorities were already conveyed earlier. The entire family of municipal officials is an important element in starting these promotional activities which must be started from the next of kin for references from family members will be more believable. Friends, family and family structure are social factors that influence the behavior and buying decisions, (Sudhakar, 2012; Roberts, 2004).

The quality factor is 14.42% that showing the basic needs of the consumer, because it contains the characteristics of the product are important to consumers, which consists of variables: Styling / motives vary (loading 0.667), smooth texture (loading 0.620), brilliant color with loading 0.575 and not easily ruffled (loading 0.465). Quality is an absolute requirement inherent in a product is no exception batik Manado. The style / motif variety has the highest loading on this factor which certainly means that society needs diversity is not limited to one or two features only. With this diversity possible community has many options to be able to buy batik Manado. Smooth texture is also an attribute that has quite a high loading which marks the buying interest of society and boost the quality factor batik Manado that although this attribute always has a positive

correlation with the price. The finer the fabric used batik Manado, the more expensive the price attached to the Manado batik.

The weather in the city of Manado pretty hot / sunny cause people tend to like the clothes with the colors brighter. Likewise, because the respondents are academics consisting of people who work or students who use older clothes for activities they like fabrics that do not crease. It is also to keep their clothes can be worn longer until the time they have to buy back. But this does not apply in Pakistan where the quality of the product does not have a significant relationship with consumer behavior in buying the product. This situation is affected by the continuous rise in prices, government instability and security issues have had a negative influence for a consumer buying behavior in Pakistan. (Rajput A. 2012). The price factor (10.82%). A value is borne by the buyer to get a batik cloth. Variables that bind are: Considerations price with loading factor 0.460, cheap price with loading factor 0.614, is comparable to the quality with loading factor 0.631, got a discount with loading factor 0.673, prize received with loading factor 0.585 and an accessible place with loading factor 0.536.

These results have the support of some of the research that has been done before. Consumers use price as one factor to take into consideration the quality dimension. (Bucks, 2000). Different price would be perceived by customers as a measure of value and quality. The price difference seems to have a strong influence on purchasing decisions, Ebitu (2012). However, consumers are also willing to pay a higher price for a product - a product made with Corporate Social Responsibility (CSR), (Trapero 2010) and youth prefer clothing that is considered cool so they are willing to pay more for it (Grant, 2005). The products are easy to reach means that products are always available so that whenever necessary, the product is easy to obtain the impact will be relatively more stable prices. In accordance with the law of demand, if the number of products offered lots then the price will go down. Prices are relatively cheap very good to introduce a new product. Factor brand (8.11%), which consists of variables: Considering the brand before buying (loading 0,844), well-known brand (loading 0.754). Brands can identify its source as it also allows consumers demanding responsibility of product performance. So when life becomes increasingly complicated, hurry and ran out of time then the brand can help simplify decision making and reduce the risk, (Kotler, 2009). Therefore consider the brand before buying is considered very important. Risks can also be minimized by choosing a brand that is well known. In line with the results of research conducted by Grant (2005) found that the decision of parents to buy clothes teenagers or teenagers themselves when buying clothes is influenced by the brand name and association, (Grant, 2005). But the brand of batik cloth shades of Manado is still very small in number, known only 2 Do namely Bentenan and Pinawetengan. So there is no choice for consumers regarding batik brand Manado. Comfort factor (6.26%). Variables were entered therein are not quickly fade and fade (loading 0.766), Convenient when used (loading 0,747). Not quickly faded and washed out the highest loading on factors such uncomfortable with the emergence of buying interest of society if used batik Manado still have appeal and luminous / bright that they were using would still be happy in repeated use. If the batik is used for everyday activities, choose batik cotton fabric. It can free you from the chills. If the batik is bought for a specific party, choose a silk batik. Both materials are the best materials for the two activities. www.masbadar.com. 16/02/2012 with availability factors. (5.23%), and consisted of only one variable that consumers choose to buy in the store is famous (loading 0.684). The number of shops selling batik Manado is fairly new little, besides shops selling souvenirs, only one or two stores are selling specialty batik cloth Manado is located in the Mall is still needed a lot of places to sell batik cloth Manado to introduce him to the community and according to the results of this study that the place is already well known by many people / people of the city of Manado. Nowadays, culture has shifted to buying from mall to mall for satisfying shopping experience that consumers get. (Rajput N, 2012). This means people are more likely to choose the mall as a place to shop.

Results of research on the factors that influence the decision to buy batik cloth Manado supporting several studies that have been carried out first as the results found by Holmlund, (2011) that there are some elements of empirical process is based on the purchase of adult women namely: the need for clothing, fashionability, clothing preferences appropriate / suitable, preference / choice of brands, retailers preferences, shopping style and price. Besides, awareness of quality, price consciousness, innovative characteristics, diversity, loyalty to store, and consumer behavior in purchasing planning has direct and significant relationship with the consumer purchase behavior. The opposite is also another variable that financial limitations, enjoy the time of purchase, make instantaneous decisions, brand loyalty, and time constraints do not affect consumer purchase behavior. (Mollahoseyni, 2012). The result is a wealth of information about the factors that influence consumers to buy it.

V. CONCLUSION

Batik Manado so that more social or more widely known both in North Sulawesi and globally it is necessary to invent a variety of events or even made the local government and private agencies that are supported by the government, on a periodic basis and not just once or sporadically. Then these events need to be organized with the involvement of famous artists who would use Batik fabric Manado. The activities carried out

periodically so that the public is expected to gradually get to know and like and love Batik Manado. Activities performed periodically will contribute to the increase in tourism in North Sulawesi. Officials and staff areas already wear batik cloth Manado continuously be maintained. Fabrics can be used in a variety of activities both as a costume and decoration materials. Therefore, make a Batik Manado need to pay attention to quality such as the texture of fabric, pattern or motif diverse, not wrinkle and brilliant color, as well as price and availability of products to fit the market segment being targeted as a party clothing materials, office and everyday wear different course or for decoration and souvenirs. For the further research are needs to be done used different variable with a wider range of sample that it will enrich the knowledge of consumer preference in North Sulawesi. Broad knowledge of the uniqueness found in the preferences of consumers in North Sulawesi will help marketers make their marketing strategy. And of course, also the knowledge of consumer preferences in northern Sulawesi can be distributed to students who are studying in Manado State Polytechnic Business Administration Department, especially in the course of Marketing.

REFERENCES

- [1]. Brucks, M;Zeithaml, Valarie A;Naylor, G Price and brand name as indicators of quality dimensions for consumer durables *Academy of Marketing Science. Journal*: Summer 2000; 28, 3; ABI/INFORM Complete pg. 359
- [2]. Ebitu, Ezekiel Tom et al, 2012. Price-quality Dimensions of Organizational Buying Behaviour in Cross River State, Nigeria. *International Journal of Marketing Studies*; Vol. 4, No. 4; 2012. ISSN 1918-719X E-ISSN 1918-7203. Published by Canadian Center of Science and Education
- [3]. Grant, Isabel J. et al. Buying behaviour of "tweenage" girls and key societal communicating factors influencing their purchasing of fashion clothing. *Journal of Fashion Marketing and Management*; 2005; 9, 4; ABI/INFORM Complete pg. 450
- [4]. Holmlund Maria et al, An exploration of how mature women buy clothing: empirical insights and a model, *Journal of Fashion Marketing and Management* Vol. 15 No. 1 2011, pp. 108-122 q Emerald Group Publishing Limited 1361-2026
- [5]. Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jakarta : Erlangga
- [6]. Kotler, Philip, 2002, *Marketing Management, The Millennium Edition*, Prentice Hall International, Inc.
- [7]. Maholtra Naresh K, 2006, *Marketing Research, An Applied Orientation*, NJ, Prentice Hall, Inc.
- [8]. Mollahoseyni Ali, et al. 2012. Studying Impacts Of Psychological Factors On Consumer's Buying Behavior At Iranian Chair Stores. *Interdisciplinary Journal Of Contemporary Research In Business* Copy Right © 2012 Institute Of Interdisciplinary Business Research 257 February 2012 Vol 3, No 10
- [9]. Niraj Dawar dan Philip Parker, 2004, *Marketing Universal: Consumers' Use Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality*, *Journal of Marketing*, Volume 58, 81-95.
- [10]. Pandey, Bobby Brahme Dr (Mrs.) et al. "A Study On Influence Of Brand On Habitual Buying Behaviour Of Consumers: With Special Reference To Raipur". *International Journal Of Marketing And Technology* April 2013, Vol 3 Issue 4
- [11]. Parubak Benyamin dkk, 2010, *Faktor-Faktor Yang Dipertimbangkan Konsumen Dalam Pembelian Kain Donggala Di Kotamadya Palu*, *WACANA* Vol. 13 No. 4 Oktober 2010 ISSN. 1411-0199 592
- [12]. Patwardhan Manoj, et al Gupta. 2010. Identification of Secondary Factors that Influence Consumer's Buying Behavior for Soaps and Chocolates. *The IUP Journal of Marketing Management*, Vol. IX, Nos. 1 & 2, 2010
- [13]. Rajput Namita et al, *Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India*. *International Journal of Marketing Studies*; Vol. 4, No. 4; 2012 ISSN 1918-719X E-ISSN 1918-7203 Published by Canadian Center of Science and Education
- [14]. Rajput Ansir Ali et al. 2012. *Impact Of Product Price And Quality On Consumer Buying Behavior: Evidence From Pakistan*. *Interdisciplinary Journal Of Contemporary Research In Business* August 2012 Vol 4, No 4
- [15]. Roberts James A. et al, 2004 *The Influence Of Family Structure On Consumer Behavior A Re-Inquiry And Extension Of Rinfleisch Et Al 1997 In Mexico*. *Journal of Marketing Theory and Practice*; Winter 2004; 12, 1 ; ABI/INFORM Complete
- [16]. Santoso, Singgih, 2002, *SPSS Statistik Multivariat*, PT Alex Media Komputerindo, Jakarta.
- [17]. Sudhakar A. and T. Suchitra Rani *Social Factors Influence on the Buying Behavior of Personal Care Products*. *SIES Journal of Management*, September 2012, Vol. 8 (2)
- [18]. Trapero, F. G. A. , 2010. Consumers and their buying decision making based on price and information about corporate social responsibility (csr). Case study: undergraduate students from a private university in mexico. *Estudios Gerenciales*, Vol. 26 No. 117 (Octubre - Diciembre, 2010), 103-117
- [19]. -----, 2001, *Statistik Non Parametrik*, Buku Latihan SPSS, PT Alex Media Komputerindo, Jakarta.
- [20]. Ujianto dan Abdurachman, 2004, *Analisis Faktor-Faktor yang Menimbulkan Kecenderungan Minat Beli Konsumen Sarung (Studi Perilaku Konsumen Sarung di Jawa Timur)*, *Jurnal Manajemen & Kewirausahaan* Vol. 6, No. 1, Maret 2004: 34 – 53
- [21]. Arina Yulistara – wolipop.Selasa, 27/11/2012 16:11 WIB