The Effect of Ethnocentrism and Product Knowledge on The Buying Interest of "Tembe Me'e Donggo" Products

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Article Info	Abstract
Article History Received: July 12, 2018 Accepted: September 30, 2018	<p><i>This current research explores the effect of ethnocentrism and product knowledge on the buying interest of the products of Tembe Mee Donggo. The research aims: 1) to determine the positive and significant effect of ethnocentrism on buying interest in tembe me'e Donggo products; 2) to determine the positive and significant effect of product knowledge on buying interest in tembe me'e Donggo products; and 3) to determine the positive and significant influence of ethnocentrism and product knowledge on buying interest in tembe me'e Donggo products. The methodology used in this research is associative in nature, using questionnaires, observations, and library research to collect data, and a multiple linear regression analysis to analyze the data. The research took place in Donggo district of Bima regency during the two months of February and March of 2018. The sample, taken using purposive sampling technique, include 50 people of Donggo, who had ever used and bought tembe me'e Donggo products. The results reveal that: 1) ethnocentrism has a positive and significant effect on the buying interest of tembe me'e Donggo products; 2) product knowledge has a positive and significant effect to the buying interest of tembe mee Donggo products; and 3) ethnocentrism and product knowledge together have a positive and significant effect on the buying interest of tembe me'e Donggo products.</i></p>
Keywords Ethnocentrism; Product Knowledge; Buying Interest	
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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 unique motif. The cloth material becomes so appealing, thus widely demanded by customers locally and internationally. What makes it more unique is 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 of Tembe 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 variables in this research 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 sampling technique. Data were collected through 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 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

X₁ = Ethnocentrism

X₂ = Product knowledge

a = Constant value

b₁, b₂ = regression of coefficient

RESULT

Multiple Linear Regression

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

Table 1. Multiple Regression Coefficients Test Results

Coefficients ^a 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:

$$Y = 1.210 + 0.134 X_1 + 1.029 X_2$$

The result of the equation can be explained as follows:

- Constant value is 1.210, which can be interpreted as follows: if the *ethnocentrism* and *product knowledge* variable are repputed zero, then *buying interest* will be 1.210.
- The value of beta coefficient on the *ethnocentrism* variable is 0.134, meaning that every change of *ethnocentrism* variable (X_1) 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* in the amount of 0.134 unit.
- The value of beta coefficient on the *product knowledge* variable of 1.029, means that every change of *product knowledge* (X_2) 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* in the amount of 1.029 unit.

Table 2. Multiple correlation test results

Correlations		Buying interest	Ethnocentrism	Product knowledge
Pearson Correlation	Buying Interest	1.000	.905	.976
	Ethnocentrism	.905	1.000	.844
	Product knowledge	.976	.844	1.000
Sig. (1-tailed)	Buying Interest	.	.000	.000
	Ethnocentrism	.000	.	.000
	Product knowledge	.000	.000	.
N	Buying Interest	50	50	50
	Ethnocentrism	50	50	50
	Product knowledge	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 (X_1) and *product knowledge* (X_2) to *buying interest* (Y) as follows:

R_{yx1x2} = There is a correlation or relationship between *ethnocentrism* (X_1), *product knowledge* (X_2) 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.

R_{yx1} = There is a correlation or relationship between *ethnocentrism* (X_1) 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.

R_{yx2} = There is a correlation or relationship between *product knowledge* (X_2) 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^b.

Model	R	R Square	Adjusted R	Std. Error of
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			Square	the Estimate
1	.987 ^a	.975	.974	.549

a. Predictors: (Constant), Product Knowledge, Ethnocentrism

b. Dependent Variable: Buying Interest

Adjusted R² test result in this study obtained a value as big as 0.975. It shows that *buying interest* (Y) is influenced by *ethnocentrism* (X1) and *product knowledge* (X2) 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:

T-test Result (partially)

Table 4. Coefficients^a

Model	Unstandardized Coefficients		Standardized 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

H1: It is estimated that *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 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**.

F-Test Results (Simultaneously)

Table 5. F-Test Results (Simultaneously)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	549.138	2	274.569	912.491	.000 ^b
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} value 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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