

Patriotism with Decision Product Local

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Abstract:- Research seeks to reveal student's perception of patriotism with decision local shoe products. The study of patriotism with decision to local products is still not widely researched by consumer psychology. Research participants are male and female student's from various ethnic Java, Sunda, Batak, Ambon and many others accumulated 371 participants. Data presented in quantitative form accompanied by interpretation of research results using SPSS program. Participants assess that there are several things that may reduce decision to buy local products compared with foreign products and financial aspects of each individual in purchasing product.

Keywords:- Patriotism, Decision Local Product.

I. INTRODUCTION

Local shoe products vendors in Indonesia must be able to compete in marketing their products through social media (online). Increasingly growing trade in network caused public to get goods he wanted, both from domestic and foreign sellers (Pradesta, 2014). Through store in merchant network will be easier to market product, other than that cost of marketing will be cheaper. Store sales in current network are promising. This is in accordance with research of General Manager of Research Institute of Office World Panel Indonesia (Venu Madhav) said, Indonesia offers a very promising store market in network (e-commerce). Population of Indonesia is 250 million and under 30 years old has been very well versed with world of shops in network, so products in form of shoes local and international products is easy to do depending on consumer to choose.

This research purpose is to see perception patriotism with decision to local shoe products because of many imported products that are cheap, but quality in imported products has less durability good. Consumer perception and attitudes are very important to marketing of local made shoe products. Need for a better understanding of factors that determine consumer choice of domestic products are selections and shoe variants. Netemeyer (1991), Orth and Firbasova (2003). Decision on purchase of products born from process of accepting, interpreting, studying, remembering and thinking about information product (Hermawan, 2013). According Tjiptono (2004) variables affecting interest in purchasing local products is attitude of patriotism. Attitude of patriotism is a tendency to choose

products from country of origin where individual lives and seeks to avoid products of foreign countries (Ramadania, 2013) because patriotism is attitude love domestic products with a sense of love in domestic products then, every individual can produce with both quality of production and add jobs to domestic industry factories, because foreign production is mainly. Import shoes will threaten survival of domestic shoe factory, which can not compete will cause a new problem that is many unemployment and a little job field because of absence (attitude). Patriotism in love buying domestic products. Attitude patriotism according in dictionary Indonesia language (KBBI) is attitude of individuals are willing to sacrifice everything both soul, body and material for success and prosperity of homeland. In other words patriotism is spirit love of homeland, namely loving nation itself by loving products domestic versus international product shoes.

Study used buying decision gauge, which was designed according to dimensions of Kotler (2009). Purpose of buying products, processing information to get selection of brands, stability on one product, providing recommendations to other individuals and making repurchase. Furthermore, research instrument used to measure patriotism is development of patriotic and constructive. Schatz, Staub and Lavine (1999)

One component as establishment of personal characteristics is patriotism (Balabanis, 2001). Consumers become patriotism, assuming negative purchase of imported goods and be more proud of homemade products. Individuals believe that imported products can harm national economy, cause unemployment and not be patriotic. In addition to factors that affect individual to buy local products namely because of concern for local traders, quality of Indonesian products that are not less good with foreign products, such as local shoe products have been many in exports too and most importantly if it is not from Indonesian society who else is wearing and advancing local products in Indonesia. Value embodied in patriotism encompasses proud attitudes of nation's achievements, proud of nation's culture, desire to nurture nation's traits and background of nation's culture. Rashid (2004) patriotism aspects : loyalty, courage, sacrifice, and love for nation. In this study, two fundamental aspects of perception patriotism are faithfulness and willingness of sacrifice. Factors is a form of concern for local/ domestic traders to reduce level of enrichment and defend country economics,

want to help and enrich local traders, as a form to advance community surrounding. In this regard community is equal to advancing nation and country. Attitude in assisting local traders in marketing and local products with goal of improving community, advancing country can be named with attitude of patriotism. Influence of nearby individuals also strongly affects consumers in making product buying decisions.

Kotler (2009), consumer in deciding to purchase a product is influenced by: 1) Introduction goods product needs, purchase decision making process begins with presence of problems needs of products triggered by stimulus both internal and external psychological, 2) information search, individuals are moved to search for information about products to buy and reviews that have purchased those products, 3) evaluation and product selection, after conducting information search, further consumers do research on alternatives to determine, 4) Buying decisions, consumers have received decision to buy most liked product. 5) post purchase behavior, consumer experience in consuming products purchased. At this stage, a satisfaction response or dissatisfaction will appear on product that has been purchased.

Research Kotler (2005), reveals individuals affect consumers in making a decision : 1) individual cultures, i.e. value, society's norms, perception of individual view points, preferences of liking on product and behaviour. 2) Social level of group that affects members/ communities in making decisions on purchase of goods. 3) technology includes online sales and easy access to purchase such items with consideration of time and expense incurred by each individual. 4) Individual personal consumption differs from other individuals due to personal factors, i.e. age, occupation, condition, lifestyle, personality and self concept. 5) Psychological that consists of motivation, perception, belief and behavior is psychiatric determinant/ psychology that affects individual in making decision to buy goods especially local shoe products.

Kotler and Keller (2007), brand image is an individual's perception and belief in selecting its products, as reflected in individual's memory on every purchase of goods. Important activities that connect individual consumers with group, situation and influence of marketing perception. According Kotler (2007), perception is process of how individuals choose, organize, and interpretation input of information to create a picture of what it will buy. Perception covers all processes that individuals do in understanding information about their environment.

Patriotism is engagement an individual to his group (tribe, nation, political, etc.) (Staub, 1999). Engagement include willingness of individuals to identify themselves in social group (engagement) to be loyal foster a sense of

loyalty, so that individual should try a local product that is not less good with imported products.

Patriotism and decision products are very important role, because with attitude of patriotism then individual will prefer local product by local people from his own country. Consumer's have a patriotism attitude will have principles and values that want to advance local products, help market and will buy and use local products. Instilling attitude of patriotism for all Indonesian people, especially student's are very important, so people will be more concerned about domestic products. Now a days many Indonesian people are less concerned about products of Indonesian shoes, because community has been following lifestyle that wants to show that identity and able to buy products imported shoes, will be seen when individual use product imports that look more luxurious. It is very clear that will make spirit of patriotism in Indonesian society slowly and gradually fade away and lost time. If, still left as such, local shoe products owned by domestic producers especially Indonesian countries will slowly disappear easily as well as a decrease in patriotism that is supposed to be owned by all Indonesian people. Respecting and loving domestic products is one of tangible manifestation of patriotism that is possessed by individuals to nations and their countries.

II. METHOD

Method of research is quantitative korelational because this research is related to patriotism phenomenon and decision to buy domestic products especially domestic shoes. The study used buying decision gauge, which was designed from Kotler's dimensions (2009). This tool has five dimensions that is purpose of buy products, processing information to get selection of brands to buy, stability on product, provide recommendations to other individuals and make repurchase. Furthermore, research instrument used to measure patriotism is development of Schatz, Staub and Lavine (1999), which is aspect patriotic and constructive. Data retrieval with likert scale, patriotism variable and decision buy local shoe products.

A. Participants

Sampling on random basis, taking samples at Mercubuana University student's consisting of men and women. From various ethnic Java, Sunda, Batak, Ambon and many more, number of respondents acquired and successfully collected as many as 371 students.

B. Design

Research design used is a corelational quantitative research method because this research will reveal existing phenomenon of patriotism with decision of buying local shoe products. Sample selection is probability sampling technique using random sample techniques i.e. sampling of population members is randomly and get equal opportunities to be sampled or to represent its population.

Sampling is random basis that researchers take samples at Mercubuana university student's consisting of men and women from various ethnic groups and status of student's at Mercubuana University.

C. Procedure

Research procedure includes all activities that will be conducted in study, starting from beginning until end of implementation of research (Seniati et. al, 2015). Participants involved in this research must criteria of participants that have been determined by researcher that is a student who has 2 years studying at university and consume local products and further imports whether student's, item you bought or moved to another imported item. Then follow any instructions that start from determination of research samples, until filling of questionnaire provided.

III. ANALYSIS AND RESULT

A. Analysis

Researchers use quantitative analysis to analyse and process data on results of questionnaires at University Mercubuana. Framework of analysis use statistical analysis with SPSS program. Some of steps researchers have coding data and analyzing data in form of numbers and finally, narrative descriptions of results the data coding that has been conducted.

B. Result

Decision to buy local shoe products is influenced by confidence, attitude and behavior of individual to help and develop local shoe products that are not inferior to good quality with import/ foreign products. Attitude of consumers to want buy or not, to be product is influenced by stimulus from outside itself, both stimulation marketing and stimulation environment. Stimuli received is processed according to characteristics of individual before making a product purchase decision. Consumer behaviour is a process that happens when deciding to buy what to purchase and how to buy it. Every consumer purchase is created because needs or wants mixture of both (Kotler, 2005). While patriotism is attachment of person in his group (tribe, nation, political, etc.) (Staub, 1999). This engagement includes willingness of individual to identify itself in a social group to become loyal. Patriotism is a contributing factor that causes individual to have a bonding in buying shoes of local products, if attributed to student's in Mercubuana University, which is next generation nation must be aware and develop local products to promote domestic products. This research was conducted to see if there is a patriotism relationship to decision buy local shoe products in student's Mercubuana University. Measuring buying decision on Mercubuana University student's, using a

buying decision scale. Higher total score shows higher decision to buy local product shoes in employee class student's at Mercubuana University and vice versa if total score shows low results decision buy turns to be low.

The calculation of analysis data is obtained in female gender most shopping as many as 230 participants (63%). Because women dominate purchasing decisions and lifestyle for women more than men, for target of most age is 20-29 years old, because at that age many student's often change most popular mode, for special student's of class is most private employees 304 participants (80.9%) Respondents and most dominant level of income is 4.1 million and above. Because high level of income so decision to buy can be considered and prioritize quality of consumption. Gender with most patriotism is women and a high category 150 participants and decision to buy with medium category and female gender as many as 123 participants, from results of study can be seen that dominating in buying shoes products are women as well as in consideration to buy domestic products especially shoes are women because women there are some, have a hobby to collect both artificial shoes from within country and Foreign countries, while respondents' age from most analytical results were 20-29 years old with a high category 209 participants, then with decision to re-buy in a shoe selection 168 participants.

Based on the results of a hypothesized test that aims to see if there is a patriotism relationship with the decision to buy, showing GIS (2-tailed) 0.000 that is in less than 0.050 so that there is a connection to patriotism and the decision to buy this caused by individual power to purchase local shoe products with good quality. In Pearson correlation It showed the results of 0.349, if viewed from the level of the efficiency of its coefficient was left quite significant. The perdimensioning relationship through correlation test has strong enough relationship between patriotism and buying decision, it can be seen through counting result using SPSS. The correlation in the dimension of constructive patriotism with the dimensions-dimesi present in the variable decision to buy local products, there is an attitude that makes the individual to support the purchase of local products. Students have the attitude of patriotism because it is aware of its status as an Indonesian citizen who wants to see the nation and its country is developing a better kingdom. Patriotism relations and buying decisions are quite strong. If, in view of descriptive results based on variables, the decision to buy local product shoes at the University of Mercubuana students is at the right level with the mean empirise to get a value of 52.2021. This indicates that it is sufficient to prove the buying decision relationship to patriotism. Of every dimension of buying and patriotism decisions based on SPSS counting results, each dimension is correlated.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Patriotism scale is category medium, so students at University Mercubuana have a sense of patriotism towards decision to buy domestic products, especially home made shoes, meaning there are attitudes that build to me local footwear products in Indonesia. Furthermore, scale of patriotism has a relationship with decision scale to buy local shoe products are in category of medium, which has a connection between perception of patriotism with decision to buy shoes local products. And also most dominating in terms of gender characteristics that women are likely to have a lifestyle to self maintain and look at lifestyle of their colleagues, so that decision to buy also on women dominates, and if respondent feels good and good in product, individual will love to buy product he has purchased.

B. Suggestion

Author suggests more depth on aspects contained in patriotism to provide great results for subsequent research. And in order to examine more detail about relationship constructive patriotism with buy decisions, especially shoes of local products, counting correlation between dimensions has a strong enough relationship. With some limitations in this study, other researchers are expected to conduct further similar research by taking more respondents and using more complex research plans such as experiments and other so that it can be found more optimal results and can be generalized in a wider area.

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ATTACHMENT

Gender	Frequency	Percentage
Male	141	38%
Female	230	62%
Age	Frequency	Percentage
Less than 20 age	18	4.9%
20-29 age	319	86%
30-39 age	29	7.8%
More than 40 age	5	1.3%
Job	Frequency	Percentage
Public	28	7,6 %
Private	304	81,9 %
ect	39	10,5 %
Income	Frequency	Percentage
<2.000.000	30	8 %
2.100.000-3.000.000	28	7,6 %
3.100.000-4.000.000	109	29,4 %
>4.100.000	204	55 %

Table 1:- Subject Demograph Data

RESEARCH DATA ANALYSIS RESULTS

Category	Gender		Total
	Male	Female	
Very high	35	58	93
High	92	150	242
Moderate	14	20	34
Low	0	2	2
Very Low	0	0	0
Total	141	230	371

Table 2:- Gender by patriotism

Category	Gender		Total
	Male	Female	
Very high	6	7	13
High	60	95	155
Moderate	68	123	191
Low	6	4	10
Very Low	1	1	2
Total	141	230	371

Table 3:- Gender with decision buy local product

Category	Age				Total
	<20	20-29	30-39	>40	
Very high	7	81	3	2	93
High	9	208	25	0	242
Moderate	2	28	1	3	34
Low	0	1	0	0	1
Very low	0	1	0	0	1
Total	18	319	29	5	371

Table 4:- Age with patriotism

Category	Age				Total
	<20	20-29	30-39	>40	
Very high	1	11	1	0	13
High	7	129	15	4	155
Moderate	10	168	12	0	190
Low	0	9	1	1	11
Very low	0	2	0	0	2
Total	18	319	29	5	371

Table 5:- Age with decision buy local product

	N	Range	Min	Max	Sum	Mean
Total P	371	30,00	18,00	50,00	14414,00	38,8517

Table 6:- Patriotism scale score

	N	Range	Min	Max	Sum	Mean
Total KM	371	31,00	26,00	71,00	18952,00	51,0835

Table 7:- Decision score lokal buy product shoes

Variabel		Patriotism	Decision local product
Patriotism	Correlation Coefficient	1.000	.028
	Sig. (2-tailed)	.	.587
	N	371	371
Decision local product	Correlation Coefficient	.028	1.000
	Sig. (2-tailed)	.587	.
	N	371	371

Table 8:- Result Correlation test