CONSUMER BEHAVIOUR OF TRADITIONAL WEAVING BY THE STRATEGIC ROLE OF SMES AS THE EFFORT OF PRESERVING CULTURAL HERITAGE
PREPARATION OF CAMERA-READY CONTRIBUTIONS TO SCITEPRESS PROCEEDINGS

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ABSTRACT

Traditional weaving is a valuable asset of cultural heritage which should be preserved. SMEs has a strategic role to preserve the existence of the traditional weaving. The objective of this paper is to identify the consumer behaviour of the traditional weaving with the active role of SMEs in preserving cultural heritage with quantitative research method. The data was obtained through interviewing and distributing to some culture shops with 122 consumers and statistic data processing by wrapPLS software. This paper reveals the factors of consumer behaviour that motivate in purchasing traditional weaving and the successful strategic role SMEs in preserving cultural heritage. The results of this study prove that the factor of consumer behavior, namely society, and individuality, has a significant effect on purchasing decisions with a significance value of 0.003 and 0.015, then the SMEs moderator variable has a significant effect with a value of <0.001. The variables of society and individuality as well

as the role of SMEs are determining factors in purchasing decisions for UisKaro's traditional cloth in an effort to preserve Indonesian culture.

INTRODUCTION

The Karo tribe is a tribe which inhabits in Karo highlands, North Sumatra, Indonesia. This tribe is one of the largest tribes in North Sumatra. The name of this tribe is used as one of the names of the districts in the area they live in, namely Karo Regency or better known as Tanah Karo. The area they live in has a cool climate with an air temperature of 16^0C to 27^0C, and is located on the coordinate line ^{05} 'N, 3^019' latitude, 97^055' east longitude with an area of 2127.3 km^2. The Karo tribe has characteristics that distinguish it from other tribes, including clan, language, traditional weaving that is identical to red, the kinship or kinship system, customs, belief systems, and traditional houses (Sitepu and Ardoni, 2019).

Wesnina (2020) states that the Karo tribe has its own traditional weaving called Uis (Ulos). Karo traditional weaving (UisAdatKaro) is traditional weaving used in the cultural activities of the Karo tribe as well as in everyday life. Basically, UisAdatKaro is made from cotton, spun, and woven manually and uses natural dyes (no chemical manufacturers). However, there are also some of them using factory fabrics that are dyed (colored) with natural dyes and made into Karo traditional weaving. The development of the times has not influenced the motifs or methods of making this traditional weaving, but the craftsmen of the UisKarotraditional weaving are decreasing. UisKaro serves as a complement to the traditions and culture of the Karo people. There is UisBekaBuluh which is usually worn by Karo's men, UisJongkit for men's sarongs, UisGatip for women's headdresses, UisNipes for women's party scarves, UisRagi Barat for women's party scarves, UisJulu for sarongs, and UisTeba as a head covering. Each Uis has its own motif, color, and user function. The colors used are usually dominated by blackish-red and golden-red (Tambun, 2016).

Figure 1: KainUisKaroBekaBuluhdanNipes

UisKaro as the traditional weaving of the BatakKaro tribe is an important cultural heritage to be preserved. Globalization has an impact on cultural weaving around the world and, there are various efforts to be attempted to maintain local cultural values. To acknowledge the nature of something like UisKaro's traditional weaving, requires understanding and knowledge of the thing itself - how it is made, what it is for, and how it fits into its historical

tradition. The problem encountered is the lack of interaction between various cultural of traditional weaving and the young generation of the Karo tribe in particular and Indonesian society in general. If the young generation havenot knowledge of traditional weaving, there is small chance for the existence and sustainability of these traditional weaving in the future (Kokko and Kaipanen, 2015). The community, especially the Karo youth, gradually lost their identity, causing Karo culture to fade over time and even disappear. The loss of this culture causes the Karo society to lose the characteristics that differentiate this tribe from other tribes.

Laurie (2015) argues that UisKaro traditional weaving has the potential aspect to increase its sales in 2014 but the improvement is not quite significant even though the efforts have been made to add tools and machine to craftsmen in the Kabanjahe area. In this case, an active role from the Small, and Medium Enterprises (SMEs) sector is needed to market traditional weaving to the Karocommunity. SMEs must be able to understand the various factors that encourage all tribes as consumers of UisKaro traditional weaving in deciding to buy these weaving. With the right analysis of consumer behavior, SMEs can find market segmentation for purchasing UisKaro traditional weaving so that the sustainable use of traditional weaving in the community will be guaranteed. For the sale of traditional UisKaroweabing in the Medan, one of the objects in this research is the Nikaroku shop for three years as follows:

Table 1: Sales Data UisKaro Weaving.

Tahun	Penjualan (*piece*)
2017	1.128
2018	1.908
2019	1.584

The existence of entrepreneurs in SMEs is the reality of the economic life of most Indonesians. The participation of SMEs in the national economy is undoubtedly, especially in the absorption of labor, the formation of the National Gross Domestic Product (GDP), the value of national exports, and national investment (Indiworo, 2016).

For this reason, researchers also believe that by implementing the right business strategy, SMEs can increase their income as well as efforts to preserve Karo's ethnic culture. Marbun (2019) in his paper conveyed that one of the small and medium enterprises that were able to make a significant contribution to local economic growth in Medan was the UisKaro traditional weaving craft. However, nowadays its development, the types, and motifs as well as derivative products of lurik weaving are still very limited. Therefore, one of the ways that can be taken to increase the competitiveness of these SMEs products in order to support the creative economy in Medan is through the empowerment model of UisKaro traditional weaving SMEs based on

product innovation in business groups in accordance with the existing economic potential in around Medan and the level of ability which they have.

From this background, the efforts to maintain sustainability and introduce traditional weaving motifs in the Karo community, especially the younger generation of the BatakKarotribe in the future, can be made by understanding the behavior of the society as consumers of traditional weaving material users and empowering SMEs as a distribution media to consumers. This research is expected to enrich knowledge about UisKarotraditional weaving, understand consumer desires for UisKaro weaving traditional, and the role of SMEs in its preservation.

CONSUMER BEHAVIOUR

Sanad (2016) states that the textile market is one of the most important markets in the world. Understanding the various factors that influence consumer behavior is one of the techniques used in contemporary marketing of textile products. This technique can be used to create a textile company strategy that is attractive and advertising for target consumers. Researchers need to reveal a comprehensive discussion for consumer behavior research so that they can identify and determine the key factors that influence consumer behavior and especially those that influence purchasing decisions.

The purchase decision is a process of interaction between companies and consumers which consists of five stages, which are problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase evaluation. Various factors can influence a consumer's purchasing decision, namely consumer attitude; consumer income; culture; individuality; family; society; product features; brand; retailers; promotional activities; product quality; and cost performance (Xu and Chen, 2017).

Role of SMEs

Ismanto (2016) states that market orientation is a method used to gain and maintain a competitive advantage starting with planning and coordination with all parts of the organization to satisfy consumer needs and desires. For this reason, market orientation must emphasize the importance of analyzing the needs and desires of the target market more efficiently and effectively compared to its competitors to achieve competitive advantage. SMEs that can achieve competitive advantage can automatically increase the revenue achieved by being able to meet customer needs. Business strategy is an effort to develop themselves in an acquired market niche, in this case SME entrepreneurs can continue to innovate and get natural results in their market. SWOT analysis (Strength, Weakness, Opportunity and Threat) is one step in business development. Entrepreneurs can also develop their potential through the human resources and facilities offered to consumers. This business strategy focuses on increasing the competitive position of the company's products in a particular market segment offered by entrepreneurs (Hunger, 2003). The importance of the role of SMEs in developing the national economy is shown by the enactment of Republic of Indonesia Law number 20

of 2008 concerning small businesses and subsequently followed by RI Government Regulation number 32 of 2008 concerning guidance and development of small businesses. The essence of this regulation is the recognition and efforts to empower SMEs. In this government regulation, it is stated that small businesses are an integral part of the national economy which has an important and strategic position, potential, and role in realizing a strong national economic development, so that small businesses need to be empowered so that they can become strong and independent businesses and can develop. into a medium-sized business. Based on 2017 data, the Ministry of Cooperatives and Micro, Small and Medium Enterprises (SMEs) noted that Indonesia has 62,922,617 SMEs units, with a proportion of 62,106,900 micro business units, 757,090 small businesses, and 58,627 medium enterprises. So MSMEs play an important role in national economic growth (Noor, 2019).

RESEARCH HYPOTHESIS
Based on the theory that has been put forward, the researcher formulates the research hypothesis that the factors of consumer behavior influence consumer purchasing decisions of UisKaro traditional weaving with the active role of SMEs in the city of Medan. The research hypothesis is outlined in the research conceptual framework in the following picture:
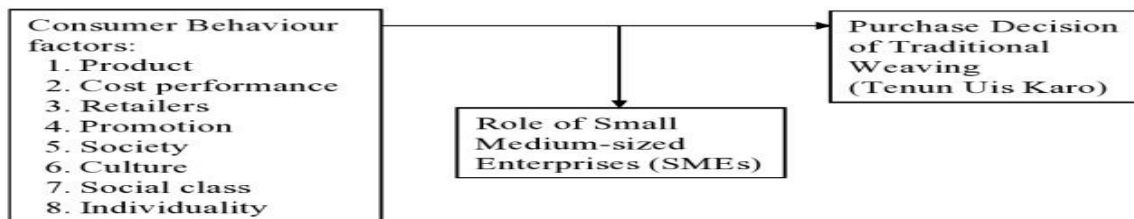

Figure 3: KerangkaKonseptualPenelitian.

RESEARCH METHOD
This study is a quantitative research which uses explanatory research methods that explain the relationship between the variables studied. The research data was collected by sharing questionnaires to 122 respondents who were consumers who bought UisKaro traditional weaving on the research object. The questionnaire has been tested for validity and reliability before being distributed to respondents. Validity and reliability tests used the Maximum Likelihood Estimation (MLE) estimation method. Research information was also obtained through interviews with several SMEs shops that sell UisKaro traditional weaving. This study was observerd from April to September 2020.

This research model is multiple linear regression with the data analysis software used, namely WrapPLS version 7.0 with the following equation:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \varepsilon$$

RESULT AND DISCUSSION

Data on the characteristics of research respondents are consist of six parts which can be seen in Table 2 as follows:

Table 2: Descriptive statistics of research respondents.

Charac-teristic	Measurement	Frequ-ency(n=122)	Valid %
Gender	Male	37	30.3
	Female	85	69.7
Age	20 – 29	40	32.8
	30 – 39	38	31.1
	40 – 49	44	36.1
Occupation	Student	15	12.3
	Private worker	40	32.8
	Civil servant	19	15.6
	Entrepreneur	3	2.5
	Others	45	36.9
Education	Senior High School	15	12.3
	Diploma (D3)	10	8.2
	Undergraduate (S1)	69	56.6
	Graduate (S2)	28	23
Frequency of purchasing per year	One times	51	41.8
	Two times	22	18
	Three times	18	14.8
	Four times	10	8.2
	More than 4 times	21	17.2
Number of traditional weaving	Less than 3 pieces	67	54.9
	3 – 5 pieces	31	25.4
	More than 5 pieces	24	19.7

Table 2 show that the majority of the gender are women (69.7%); the majority of respondents' age were 40 - 49 years old (36.1%); the majority of respondents' jobs are private workers (32.8%); the majority of educational backgrounds are undergraduate (S1) at 56.6%; the majority of the frequency of purchasing per year is once (41.8%), and the majority of respondents' number of traditional weaving is less than three pieces (54.9%).

Table 3: Statistics analysis of influence factors in consumer behaviour (%)

Variabel	SD (1)	D (2)	A (3)	MA (4)	SA (5)
Product (X_1)	-	-	-	-	-
Reliability	8.2	3.3	29.5	28.7	30.3
Variety	3.3	2.5	26.2	21.3	46.7
Model/design	1.6	4.1	36.1	23.8	34.4
Cost performance (X_2)	-	-	-	-	-
Reasonable	4.1	6.6	45.9	27	16.4

	SD	D	A	MA	SA
Represent of quality	4.1	1.6	25.4	30.3	38.5
Represent consumer image	2.5	9	27.9	30.3	30.3
Retailers (X_3)	-	-	-	-	-
Store location	4.9	9.8	31.1	26.2	27.9
Ordering process	0.8	4.9	36.9	31.1	26.2
Availability of products	1.6	8.2	36.9	28.7	24.6
Promotion (X_4)	-	-	-	-	-
Information	2.5	8.2	34.4	23	32
Emphaty	5.7	9	33.3	25.4	26.2
Effectivity	2.5	9	38.5	25.4	24.6
Society (X_5)	-	-	-	-	-
Producer supply	2.5	6.6	36.1	31.1	23.8
Distribution area	7.4	39.3	29.5	23.8	-
Prosperity of distributor and weaver	0.8	4.9	40.2	26.2	27.9
Culture (X_6)	-	-	-	-	-
Identity	4.1	3.3	18.9	18	55.7
Value and norm	3.3	4.9	21.3	36.1	34.4
Custom	5.7	5.7	32	23.8	32.8
Social class (X_7)	-	-	-	-	-
Community tribes	0.8	4.1	33.6	29.5	32
Represent the family relationship	0.8	3.3	33.6	23.8	38.5
Community interaction	0.8	5.7	36.9	29.5	27
Individuality(X_8)	-	-	-	-	-
Necessity	2.5	7.4	29.5	21.3	39.3
Nature of culture	1.6	3.3	24.6	29.5	41
Life style	0.8	11.5	36.9	25.4	25.4

Note:SD, strongly disagree; D, disagree; A, agree; MA, more agree; SA, strongly agree

Based on the data in Table 3, it can show the frequency distribution of the respondents' answers to the factors that influence the decision to buy UisKaro traditional weaving in for community in Medan. Respondents' answers to questions from the eight independent variables tend to be on a scale of agree, more agree, and strongly agree, so this illustrates that these factors are indeed a consideration for consumers before purchasing UisKaro traditional weaving. This is in accordance with the research described by Xu and Chen (2017) that these eight factors are part of the consideration of consumer purchasing decisions.

The resulting multiple linear regression analysis research model can be seen in Figure 4 with the following equation:
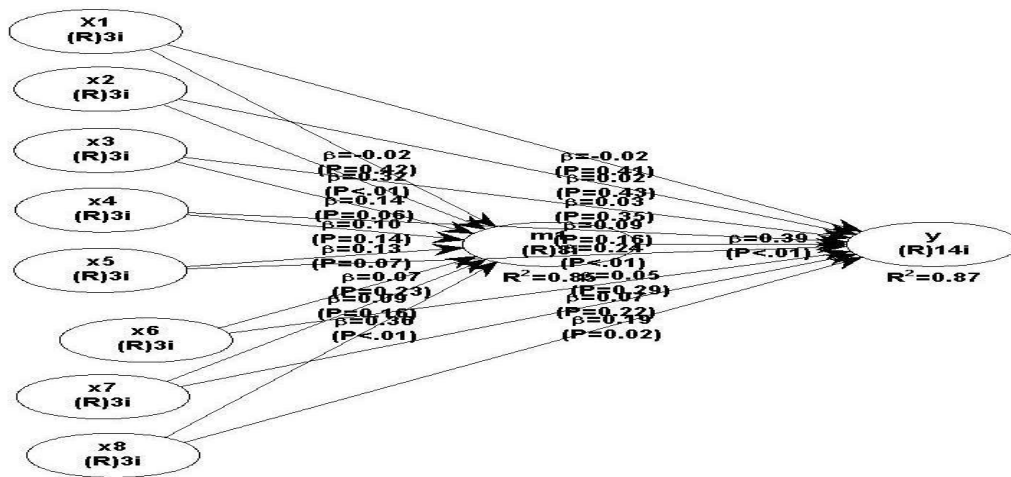
Figure 4: Result Framework Research.

$$\text{ConsBehav} = -0.02\text{Pro} + 0.016\text{CostPrf} + 0.034\text{Ret}$$
$$+ 0.089\text{Prm} + 0.237\text{Soc} + 0.049\text{Cul}$$
$$+ 0.07\text{SocCls} + 0.189\text{Ind}$$

The research model provides empirical evidence of the direction of the relationship of all factors to purchase decisions. These results conclude that seven factors, namely cost performance, retailers, promotion, society, culture, social class, and individuality have a positive direction towards purchasing decisions, only product factors have a negative direction towards UisKaro's traditional weaving purchasing decisions.

The coefficient of determination resulting from this study can be seen in Table 4. The first model examines the factors of consumer behavior directly on purchasing decisions with a determination coefficient of 85.9%, which means that the variable ability of consumer behavior variables is able to explain the consumer purchasing decision variables of UisKaro traditional weaving amounted to 85.9% while the remaining 14.1% was explained by other factors not examined.

Tabel 4. Coefficient Determination Test

Model	Coefficient Determination (%)
Consumer behaviour factors toward Purchase decision	85.9
Consumer behaviour factors toward Purchase decision with Role of Small Medium-sized Enterprises (SMEs) as moderating variable	83.8

In the second model, the researchers tested the consumer behavior factor towards purchasing decisions with the addition of the role of SMEs as a

moderating variable which obtained a determination coefficient of 83.8%, this concludes that the role of SMEs can provide reinforcement for consumer purchasing decisions of UisKaro's traditional weaving.

Table 5: Hypothesis testing results statistical (purchasing decision as dependendvariabel)

Measuring Aspect	Factors	Statistical Significance	Important Influence Factor
Independent variabel: consumer behaviour	Product (X_1)	0.414	N
	Cost performance (X_2)	0.430	N
	Retailers (X_3)	0.354	N
	Promotion (X_4)	0.157	N
	Society (X_5)	0.003	Y
	Culture (X_6)	0.292	N
	Social class (X_7)	0.215	N
	Individuality (X_8)	0.015	Y
Moderator variabel	Role of Small Medium-sized Enterprises (SMEs)– Z	< 0.001	Y

The results of testing the research hypothesis can be seen in Table 5, of the eight factors tested, there are two factors that have a significant effect, namely the society variable (X_5) and the individuality variable (X_8), while for the other six factors, namely product (X_1), cost performance (X_2), retailers (X_3), promotion (X_4), culture (X_6), and social class (X_7) have no effect on purchasing decisions of UisKaro traditional weaving in Medan. Society and individuality variabel have posifit and significant effet to purchase decisions.

The results of the study are in line with research conducted by Xu and Chen (2017) which states that society and individuality are important factors for producers to pay attention to because these two factors are important aspects that encourage consumers to believe in buying a product.

The society variable in this study is a description of the society that supports economic activities in the process of distributing UisKaro's traditional weaving products. There are three focus indicators to measure this perception, such as (1) producers (weavers) produce motifs and quality of UisKaro weaving that can compete with other weaving products in the market; (2) distribution of UisKaro weaving using the right media to make it easier for consumers to buy the product; and (3) actors (weavers and distributors) of the UisKaro weaving business can improve their welfare by selling this product. From these three indicators, it is clear that the sustainability of UisKaro traditional weaving is very dependent on the community supporting economic activities with producers who actively produce quality products, ease of distribution of products to the community, and increased income of distributors and fabric weavers. Simatupang (2011) in his research stated that good cooperation between distributors and weavers (producers) will maintain

the sustainability of traditional ulos weaving products in the community, this is related to price reasonableness and product quality stability.

The individuality variable in this study explains the personal perceptions of consumers. There are three indicators in measuring this perception, consist of (1) the use of UisKaro weaving is needed in everyday life as a cultural identity that must be preserved; (2) UisKaro weaving reflects the personality of the BatakKaro culture community; and (3) the use of UisKaro weaving can be used as a lifestyle for the community today even outside the BatakKaro tribe. This variable provides empirical evidence that cultural values are very closely attached to the users of the traditional UisKaro cloth. Self-recognition of cultural identities that must be preserved, personality as a BatakKaro tribe is even a lifestyle outside the BatakKaro tribe. This indicator can be a major concern for the weavers that their work on traditional UisKaro cloth products is considered an effort to preserve a real culture and is embedded in consumers' personalities so that they can encourage routine purchasing decisions from them. Premalatha (2018) states that the decision to buy clothes (cloth) is based on consumer knowledge of the product so that if the consumer has embedded cultural values that want to be preserved, this will be a strong factor that encourages product buying.

Testing for the moderator variable, namely the role of SMEs in increasing the purchasing decisions of UisKaro traditional fabrics in Medan proved to have a significant effect. Ismanto (2016) in his research states that weavers and distributors make efforts to find information and monitor the development of woven fabrics in society to increase their sales. UMKM has a strategic role as a distributor that always provides UisKaro traditional weaving cloth products to the public. Besides running a business to improve their welfare, these distributors have also played an active role in preserving the BatakKaro culture. The more SMEs that sell the traditional UisKaro weaving, the more people are interested in buying this weaving.

CONCLUSIONS
The results of this study concluded that the factors of society and individuality are important factors that have a significant influence in determining the purchasing decisions of consumers of traditional UisKaro weaving in Medan and the active role of SMEs will greatly help increase sales of these weaving so that they directly contribute to the preservation of culture in Indonesia. The results of this research can be used as a reference for producers and distributors in increasing sales of traditional weaving products.

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