An Analysis of Textile Industries' Preference in Jawa Towards Silk Fabric Material
Asep Setiaharja

Abstract

The purpose of this study is to analyze industrial consumers' preference toward silk fabric material and to examine factors and its behaviour influencing consumer decision making of silk material. The data were collected from 52 batik and garment factories located in Jakarta, Pekalongan, Solo and Yogyakarta. The Ideal-Point Model was used to analyze the consumers' preference. Factor Analysis was used to reduce the attributes in order to identify most influenced factors. Multiple Regression was used to analyze factors' behaviour influencing consumer decision making. The result of the study showed that price, quality of color, quality of brittle (easily of broken), good relationship with the supplier and delivery time were the most important attributes that were considered by consumers in selecting silk material. The attributes were also categorized into six components in influencing consumer decision making, i.e. quality, delivery, sales service, image & promotion, supply and price. To analyze factors' behaviour, three other variables were added, i.e. local silk price, imported silk price and total silk demanded by consumer. Quality, price, sales service, supply and total silk demanded were the most influencing factors to consumer decision making. The result suggested that to develop local silk against imported silk it is necessary to improve the quality of the product with more reasonable price. The quality improvement can be achieved by machinery restructuring, technical improvement of silk-worm breeding, and superior quality of silk-worm larva, The reasonable price can be achieved by productivity improvement and distribution channel improvement. As the addition the research and development function and farmer-industrial partnership development will be needed to improve local silk competitiveness.