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Analysis Willingness to Pay Goyor Woven Sarong Product in Pemalang

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Abstract

Goyor woven sarong is one of the handicrafts weaving in the form of a sarong made using weaving tools instead of machine (ATBM). The purpose of this study is to identify the characteristics of consumers of goyor weaving products, measure the maximum price that consumers are willing to pay, and analyze the factors that affect Willingness to Pay (WTP) of the consumers. This type of research uses a quantitative approach. The data of this study used primary data with 50 respondents, where respondents were consumers of Batik Daffa Shop. Data sources were obtained from distributing questionnaires. The analysis used is descriptive analysis, Contingent Value Method (CVM) approach, and multiple regression analysis. Based on research conclusions, differences in consumer characteristics make the value of Willingness to Pay obtained by each respondent very varied towards the purchase of goyor woven gloves at the Batik Shop Daffa Pemalang, the price consumers are willing to pay for goyor woven gloves Rp. 269,400.00, and the factors that influence the Willingness to Pay goyor woven gloves are variables of product quality and lifestyle.

Keywords: ***Weaving Gloves, Consumer Behavior, Willingness to Pay***

Abstrak

Sarung tenun goyor adalah salah satu kerajinan tenun berupa sarung yang dibuat dengan menggunakan alat tenun bukan mesin (ATBM). Tujuan dari penelitian ini adalah untuk mengidentifikasi karakteristik konsumen produk tenun goyor, mengukur harga maksimum yang bersedia dibayar konsumen, dan menganalisis faktor-faktor yang mempengaruhi Willingness to Pay (WTP) konsumen. Jenis penelitian ini menggunakan pendekatan kuantitatif. Data penelitian ini menggunakan data primer dengan jumlah 50 responden, dimana responden adalah konsumen Toko Batik Daffa. Sumber data diperoleh dari penyebaran kuesioner. Analisis yang digunakan adalah analisis deskriptif, pendekatan Contingent Value Method (CVM), dan analisis regresi berganda. Berdasarkan kesimpulan penelitian, perbedaan karakteristik konsumen menjadikan nilai Willingness to Pay yang diperoleh setiap responden sangat bervariasi terhadap pembelian sarung tangan tenun goyor di Toko Batik Daffa Pemalang, Harga yang bersedia dibayar konsumen untuk sarung tangan tenun goyor Rp. 269.400,00, dan faktor-faktor yang mempengaruhi Kesediaan Bayar Sarung Tangan Goyor adalah variabel kualitas produk dan gaya hidup.

Kata Kunci: Sarung Tangan Tenun, Perilaku Konsumen, Kesediaan Membayar

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INTRODUCTION

The development of life in the economic and business world today has experienced a paradigm shift, namely from a resource based economy to a knowledge or creativity based economic paradigm. The shift occurred because the resource-based economic paradigm which has been considered quite effective in accelerating economic development and business development is considered to have failed to adapt and accommodate various changes in the business environment.

This is proven, only in groups of companies that care about increasing the capacity of assets that have the opportunity to innovate and are able to withstand the turmoil of changing business environment, and that's where the role of the creative economy will be tested. In essence, the economic system of globalization has shaped the developing world of the economy.

The emergence of capitalism has actually added to the economy of a country. Many countries are rapidly opening up markets for foreign exports. Global trade is increasingly prevalent within the corporation. Globalization has shaped the country's economic life patterns. Thus, economic globalization can be seen through its perspective and perspective.

The level of economic interdependence that has occurred in the past. Only difference, now the intensity of interaction between nations and countries is increasing. This increase does not necessarily make the economy globally integrated. Over time the needs of the community have also increased, such as unsatisfied human nature, increasing population growth, advances in technology and information, changes in living standards are increasing, and increasingly advanced culture so that varied and diverse needs make economic development creative in the flow of modern economic development must make innovations so that the development of creative economy is increasingly increasing.

The creative economy sector according to the Ministry of Industry, contributes greatly to the growth of the national economy, ranging from employment, number of companies, to exports. Every year the creative economic growth in Indonesia increases where the growth is around 7% per year (Ministry of Industry, Republic of Indonesia, 2015). Creative economy is an economic activity that includes industries with the creativity of human resources as the main assets as economic added value (Ministry of Tourism and Creative Economy, 2012).

The added value provided by the creative economy sector in 2014-2015 is estimated to reach Rp. 111.1 trillion coming from various sub-sectors such as fashion, culinary, and crafts. The highest growth was achieved by the handicraft sub-sector with an export growth rate of 11.81%, then fashion 7.12%, advertising 6.02% and architecture 5.59% (Ministry of Industry, Republic of Indonesia, 2015). Regional economic development in order to improve the welfare of the community by developing the local economy according to its potential is very important.

With the era of decentralization and regional economic development, regional autonomy, regional governments can plan their own development in the region in accordance with the potential of local resources in the area. The distribution of small-scale industry in Indonesia can be seen in table 1. When viewed from the distribution small industrial business in Indonesiabased on its region, Java Island is superior by number (79.24%) compared to

regions outside of Java, which is (20.76%) in 2015. Central Java occupies the largest number when compared to other regions on Java which is equal to (42, 61%).

Table 1. Distribution of Small Industrial Enterprises in Indonesia

The region	2013		2014		2015	
	Business unit	%	Business unit	%	Business unit	%
Java	396,697	74.66	201,413	70.80	224,265	79.24
1. DKI Jakarta	19,172	4.83	22,748	11.29	6,616	2.95
2. West Java and Banten	114,285	28.81	65,730	32.63	67,672	30.18
3. Central Java	160,148	40.37	65,690	32.61	95,560	42.61
4. DIY	13,306	3.35	7.313	3.63	4,758	2.12
5. East Java	89,786	22.63	39,932	19.83	49,659	22.14
Outside Java	134,672	25.34	116,614	40.99	58,757	20.76
1. Sumatra	65,605	48.71	36.75	31.51	18,911	1.90
2. Kalimantan	10,919	8.11	7,144	6.13	4,938	0.49
3. Bali / NTB / NTT	32662	24.25	25,021	21.46	24,006	2.41
4. Sulawesi	23,944	17.78	13333	11.18	9,962	1.00
5. Maluku / Papua	1,542	1.15	34,666	29.73	940	94.21

Source: BPS, processed 2019

Some areas in Central Java that have creative handicraft industry activities such as batik and weaving are Semarang City, Jepara, Pekalongan, and Pemalang. Pemalang Regency as one of the regencies in Central Java is not spared from the activities of the creative economy industry. The industries that are classified into the creative economy are crafts (craft). The craft sector itself is divided into two groups, the first is the woven bamboo handicraft as a ceiling and the second is the handicraft weaving ATBM (Non-Machine Weaving Equipment) which can produce cloth and sarong.

The making of this sarong is still very traditional because it does not use a machine. However, both types of handicraft still survive and still exist because it is very possible to be developed into productive activities of citizens with greater economic value. Weaving craft which is done by Non-Machine Weaving Tool is a traditional weaving craft in the form of fabric made from yarn by inserting the weft transversely on the warp yarn. The results of traditional weaving is very diverse, each region has its own unique decoration.

Traditional weaving crafts created by some Indonesian people contain high cultural values, especially in terms of technical, aesthetic, grading, symbolic, and philosophical abilities. Seeing the very important role of weaving craft, the potential of weaving in modern times is good enough to be developed. One of the important weaving craft centers in Pemalang Regency is in Wanarejan Village, Taman District. The result of the weaving is called the goyor weaving glove. Goyor weaving glove is one of the weaving crafts in the form of a sarong made using non-machine

looms (ATBM). In addition to being one of the potentials of the original craft of the region, this goyor weaving glove is a superior product in Pemalang Regency.

The handicraft of the goyor weaving glove is in the village of Wanarejan, Pemalang Regency, which has been famous since the 1930s. The development of this handicraft woven goyor gloves is very rapid, but the marketing is done more on exports because seeing the price of the goyor woven gloves are priced higher than other similar products that have been selling well in the market, as well as enthusiastic local consumers who are less able to accept differences in price quite high compared to similar products.

Someone's buying behavior can be said to be something unique, because preferences and attitudes towards each person's object are different, besides that consumers come from several characters, so that what is wanted and needed is also different. Producers or entrepreneurs need to understand consumer behavior towards products or brands in the market, then review the right price to set so that consumers are interested in the products produced.

Understanding of consumer behavior is an important task for entrepreneurs. Entrepreneurs try to understand consumer behavior so they can offer greater satisfaction to consumers. But however, consumer dissatisfaction at a certain level still exists.To create interest, the company needs to make the right marketing strategy and in this case the company must know the right marketing concept for him in terms of marketing.

The determination of the object of research on the goyor weaving glove in North Wanarejan Village, Taman District, Pemalang District, refers to several reasons. The first reason refers to the goyor woven sarong product which is a regional superior product is found in the data arranged in table 2.

Table 2. Potential Weaving Industries of Pemalang Regency

Industry Type	Year				
	2012	2013	2014	2015	2016
Woven Glove Industry					
Number of Business Units	144	186	191	192	235
Total Manpower	1.710	1.790	1.816	1.824	2.115
Investment Value (Rp. 000,-)	1.026.000	1.226.000	1.284.260	1.336.280	1.268.339
Production Volume (Bh/set.)	1.368.000	2.232.000	2.491.250	3.108.780	3.805.017
Production Value (Rp. 000,-)	23.256.000	44.640.000	50.424.000	54.714.528	66.968.299
Raw Material Requirements	640 ton/th	715 ton/th	883 ton/th	926 ton/th	1.326 ton/th

Source : Deperindagkop Pemalang 2012-2016, Secondary data processed 2019

In the table above it can be seen that the weaving glove industry of woven gloves from the number of business units, the number of labor, production volume, production value and raw material requirements has increased in the last five years, namely in 2012-2016. Whereas the investment value seen in the table above shows a decline in 2016 of around 34%. This happens to some craftsmen, namely the difficulty in the capital factor. Because the capital needed to

purchase raw materials, factors of production to marketing programs certainly require large costs that are tailored to the type of strata of each craftsman. The proceeds of the sale obtained are not direct or cash, which occurs payments from the ikat is a tempo or time period.

This ATBM woven sarong is in demand in foreign markets, especially the Middle East. The process of making the goyor woven fabric itself is very long and complicated, causing the expensive fabric price. So that these gloves are exported more than sold domestically. The export data of the goyor weaving glove can be seen in table 3.

From the table below it can be seen that the exports of goyor woven gloves in 2013 decreased, while in 2012 there was no export activity at the ATBM fabric, but in 2013 there were exports of 1,640 kodi. This amount is included in a large enough capacity in the previous year that there was no export activity on the ATBM fabric commodity.

Table 3. Export Data of Pemalang Regency

No.	Commodity	Unit	2012			2013		
			Volume	Export Value		Volume	Export Value	
				US$	Rupiah		US$	Rupiah
1	Terpentin	Ton				13.60	43.520	496.345.600
2	Crab	Lbs	216.337	2.404.450	24.235.256.716	35.226	621.347	24.692.508.394
3	Tea	Ton	153.828	213.072	3.119.929.689	148.700	61.378	1.952.974.810
4	Goyor Sarong	Score	6.750	2.082.000	22.176.585.000	4.200	1.095.642	12.600.000.000
5	Boxer Briefs	Pcs	1.054.483	5.156.080	54.290.000.000	4.178.681	5.501.131	63.263.003.510
6	Jasmine Flower	Ton	30	298.028	3.100.000.000	25.500	255.000	2.550.000
7	Cloves / Patchouli	Ton	89	1.315.000	14.217.000.000		260.000	4.850.000.000
8	ATBM Cloth	Score				1.640	143.463	1.649.820.000
9	Copra	Kg				48.000	48.000	561.408.000
10	Garment	Pcs				390.000	317.280	3.965.000.000
Total				**11.468.630**	**121.138.771.405**		**8.303.240**	**113.537.264.714**

Source : BPS of Pemalang Regency, 2013

Based on the description above, this paper aims to analyze and discuss further how the concept of Willingness to Pay (WTP) can be applied to consumers' willingness to pay for goods / services. Consumers' willingness to pay for goods / services they receive is known as Willingness to Pay (WTP) is one form of economic valuation conducted by looking at the willingness to pay from individuals (Saptutyningsih, 2007).

According to Pelsmacker et al (2005), Willingness to Pay (WTP) is assessed as a

measurement of purchase intention that can be considered as a realistic picture of the actual buying behavior. According to Kamin et al (1999) PAPs are the user's willingness to issue rewards for goods / services that they obtain. The approach used in the WTP analysis is based on the user's perception of the price of the goods / services. Some small-scale business owners, or MSMEs in the price-setting process have never conducted market observations in order to find out consumers 'desires and competitors' conditions. Market observations cover a wide range of activities, such as market potential and market share, customer satisfaction, price giving, products, distribution and promotional activities. With the holding of these observations,

This will be examined the availability of consumers to pay Willingness to Pay (WTP) for a product that is a goyor weaving glove and the price consumers want. By knowing the value of consumers' willingness to pay, entrepreneurs can find out the range of prices to be received by consumers, so they can be accepted by consumers. The analysis is to be a concern for producers to pay attention to consumer desires. This will also be examined the factors that influence consumers' desire to pay for goods / services. The process is carried out in order to consider the willingness of consumers to pay or Willingness to Pay (WTP) goyor woven gloves.

RESEARCH METHODS

This type of research based on its approach is a quantitative approach. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistical.

This study uses a correlation design that is the relationship between the independent variables X1, X2, X3, and X4 with the dependent variable Y. Where the independent or independent variables are income, product quality, product price, and lifestyle. While the dependent variable is willingness to pay or the willingness of consumers to pay. While the sampling technique used by the writer is incidental sampling method, which is a sampling technique based on coincidence, that is anyone who accidentally meets the researcher can be used as a sample.

Respondents in this study are consumers who buy and or consumers from stores that the authors make as research objects. The number of consumer samples to be used is 50 samples, calculated using the Slovin formula with a standard error rate used is 10% of the population of 100. In this study there are two types of variables studied, consisting of the dependent variable and the independent variable. In this study researchers used data collection techniques to store and collect data that was obtained during the interview (interview), questionnaire (questionnaire), and observation.

The data can be in the form of documentation of photographs, activity records, books or modules, institutional profiles and others in the Department of Industry and Trade of Pemalang and BPS Pemalang. The obtained consumer characteristics were analyzed using descriptive analysis, Willingness to pay (WTP) was examined using the Contingent Value Method (CVM) approach and factors influencing the willingness to pay were examined using multiple regression analysis.

RESULTS AND DISCUSSION

The results of this study indicate the characteristics of 50 consumer respondents in Pemalang goyor gloves. This character analysis will discuss about the characteristics of consumer goyor gloves based on several characteristics. First characteristics is consumer characteristics according to gender. Based on research that has been done by distributing questionnaires, it can be obtained data about the sex of the respondents which can be seen in the following table :

Table 4. Characteristics of Consumers by Gender

Gender	Amount	Percentage (%)
Male	22	44
Girl	28	56
Amount	50	100

Source : Primary data processed, 2019

Table 4 shows the percentage comparison between male and female respondents. If seen from the respondents of this study 44% were male and 56% were female. From the results of the study, it was found that most goyor glove consumers were women. Second characteristics is consumer characteristics by age. Based on research that has been done, the characteristics of consumers by age can be seen in the following table 5.

Table 5 shows that the majority of goyor glove consumers are older than 30 years with a percentage of 38%, where the majority of consumers are in the ripe age and old age, then second followed by the age group 26-30 years with a percentage of 34%. Whereas the 21-25 year age group is less in number, which is 28% because the average consumer at this age does not become a permanent consumer or only newcomers who buy the product.

Table 5. Characteristics of Consumers by Age

Age (years)	Amount	Percentage (%)
21-25	14	28
26-30	17	34
> 30	19	38
Amount	50	100

Source: Primary data processed, 2019

Third characteristics is consumer characteristics according to latest education. Based on research that has been done, it is known that the average education level of the consumer respondents of goyor gloves can be seen in table 6.

Table 6. Characteristics of Consumers by Latest Education

Last education	Amount	Percentage (%)
Elementary school	0	0
Middle School	1	2
High school	16	32
College	33	66
Amount	50	100

Source: Primary data processed, 2019

Table 6 shows the most recent level of education undertaken by respondents. In this study the respondent's education level was categorized into 4 namely elementary school (SD), junior high school (SMP), senior high school (SMA), and tertiary education (D1 / D2 / D3 / S1 / S2 / S3).

From the results of the most recent education level study undertaken by the majority of consumer consumer respondents is

66% of tertiary institutions with 33 respondents, because the majority of consumers are entrepreneurs and civil servants (PNS) who indeed have higher education. In the second position, namely high school (SMA) as many as 16 respondents with a percentage of 32%, while respondents with the last education level of junior high school (SMP) there is only 1 respondent only.

Fourth characteristics is consumer characteristics according to marital status. Based on research that has been done, it can be obtained data of consumer characteristics according to marital status can be seen in table 7.

Table 7. Characteristics of Consumers by Marriage Status

Marital status	Amount	Percentage (%)
Married	33	66
Single	17	34
Amount	50	100

Source: Primary data processed, 2019

Seen from the table above shows that the majority of the characteristics of consumers based on marital status of consumers are married or married, that is 33 people with a percentage of 66% and respondents who are not married are 17 people or a percentage of 34%. Fifth characteristics is characteristics of consumers by job. Based on research that has been done, the characteristics of consumers according to work are divided into several categories of respondents work that can be seen in table 8.

Table 8 shows that the occupational characteristics of most respondents work as private employees, 16 people with a percentage of 32%, while in the second position are those who work as entrepreneurs as many as 14 people with a percentage of 28%, and for respondents who work as civil servants (PNS) as many as other people (BUMN, TNI, wiyata bhakti, and housewifes) in the amount of 20% or 10 people each.

Table 8. Characteristics of Consumers by Job

Profession	Number of people	Percentage (%)
Government employees	10	20
Private employees	16	32
Entrepreneur	14	28
Others	10	20
Amount	100	100

Source: Primary data processed, 2019

Sixth characteristics is consumer characteristics by revenue. Based on research that has been done, data obtained by respondent characteristics according to the amount of income in one month can be seen in table 9.

Table 9. Characteristics of Consumers by Revenue

Revenue (month)	Amount	Percentage (%)
<Rp 2,000,000.00	8	16
Rp. 2,000,001 - Rp. 3,000,000.00	10	20
Rp. 3,000,001 - Rp. 5,000,000	17	34
> IDR 5,000,001.00	15	30
Amount	50	100

Source: Primary data processed, 2019

In table shows the income of consumer respondents, the average has the most income in one month of Rp. 3,000,001.00 - Rp. 5,000,000.00 with a percentage of 34% where the background

of his work as a civil servant (PNS) and some as employees private sector, while respondents with the highest income> Rp. 5,000,000.00 are 15 people with a percentage of 30% where the background of their work is as an entrepreneur or entrepreneur, then followed by respondents with income of Rp. 2,000,001 - Rp. 3,000,000.00 with the percentage of 20% where work as private employees, and respondents with the lowest income <Rp. 2,000,000.00 are those who work as wiyata bhakti or honorary teachers with a percentage of 16%.

Analysis of Willingness to Pay (WTP) basically describes efforts that are very personal in nature, where respondents determine their ability to pay for a product at a price different from other similar products, in this case consumers from Pemalang Regency. As for analyzing the Willingness to Pay (WTP) of a product can be measured through the Contingent Value Method (CVM). Where the description of the stages and implementation of CVM in determining the willingness to pay respondents to consumers in Pemalang Regency, begins by building a hypothetical market and determining the value of the PAPs.

The initial step taken in analyzing the Willingness to Pay is to build a hypothetical market (setting up the hypothetical market) where in this case study the hypothetical market used was first formulated at the beginning of the research at the Pemalang District Consumer store namely regarding information from consumers, both from type, quality to price that has been understood by respondents.

From the hypothesis that have been built, in the end the respondent obtained a description of information about the characteristics of the product both in terms of usability and influence on the surrounding environment. In constructing respondents' hypotheses about goyor gloves, researchers first need to know the type and brand of goyor products purchased by consumers.

The types of consumers are divided into two namely smooth and cash, where the type of puree is pegged at Rp. 400,000.00 per fruit while the type of cashier consumers is priced starting at Rp. 250,000.00 per fruit. Based on each type / model of consumers having good quality, researchers develop this information as a picture that can be conveyed to respondents about the goyor gloves to be bought.

Then the hypothesis that researchers want to build on respondents is that the person chooses to use a goyor glove because the product is good and feasible, and is made with a choice of material or yarn with superior quality. In addition, consumer products have advantages in terms of the style / motives offered are different from similar products on the market.

After building the respondents' hypothetical market, the next step is determining the amount of Willingness to Pay. Where first need to know the value of the offer (auction value) of a product. auction values can be obtained through surveys conducted directly with questionnaires, telephone interviews, or by mail. The purpose of this survey is to get the value that respondents are willing to pay for an item (Akhlima, 2012).

Respondents were asked questions about the types of consumer products they bought, questions that were asked repeatedly about the desire to pay respondents with a certain amount to get the maximum value to be paid for the price of the type of consumer product. The starting value (Starting Point) used is the

previous purchase price, then respondents who decide for themselves the maximum purchase price they can pay (Akhlima, 2012).

After the survey is carried out, the next step is to calculate the average value of each individual's PAP. This value is calculated based on the auction value (bid) obtained at the stage of determining the amount of the PAP value. This calculation is usually based on the mean (average) and median (middle) values. At this stage, things that need to be considered are the possibility of an outliner (values that are very far from the average).

In addition, it is important to note that the calculation of the average value of PAPs is easier to do for surveys that use structured questions than referendum-style questions (Ahmad F, 2006). The estimated average WTP value of respondents in the case study in the Batik Daffa Pemalang store on the type / model of consumers was obtained based on the WTP value obtained by respondents of 50 people. Estimating the average value of respondents who are willing to pay can be calculated using the following formula :

$$\Sigma WTP = \sum_{i=0}^{n} \frac{Wi}{n} \quad \text{.....(1)}$$

Information :
ΣWTP = Average WTP value of respondents
Wi = Large WTP who are willing to be paid
i = Respondents who are willing to pay
n = Number of respondents

The results of the average value of respondents WTP for the goyor weaving glove is Rp. 269,400.00 because of the several types of models the prices are set the same. The results of the Willingness to Pay value obtained will then be analyzed to determine the extent of the effect of each variable on the predetermined WTP value. Factors that influence consumers' willingness to pay depend on the type of goods and services to be purchased.

According to L Priambodo, Najib (2014) in his research on "Factors Affecting Willingness to Pay Organic Vegetables" factors that influence consumers willingness to pay for a product or here in after referred to as variables include income, product quality, price product and lifestyle. Variables that are thought to affect the WTP (Willingness to Pay) value given by respondents to the purchase of woven gloves were analyzed using Multiple Linear Regression analysis.

Results of Multiple Linear Regression Analysis The data obtained is sample data that was successfully collected through accidental sampling technique. The results of the data in the form of an ordinal scale are then analyzed using multiple regression analysis. Following are the results of the Factors that Influence Willingness to Pay The analyzed woven weaving sarong can be seen in table 10. From the results of the calculations in the table 10, we can make a multiple linear regression equation for research as follows :

Y = 255295.631 + (-21097.185) X1 + 13578.996X2 + (-9106.087) X3 + 5866.525X4.....(2)

The regression equation above shows that there is a constant value of 255295,631. This means that if the dependent variable is considered constant, then all variables X affect the Y variable by 255295,631. In addition to the multiple linear regression equation above, there are positive and negative independent variable regression coefficient values. A positive X coefficient means that if

there is a change in the X variable, it will cause a change in the same direction with the Y variable. While a negative X coefficient value means that if there is a change in one of the X variables, then there is no direct change in the Y variable.

Table 10. Results of Multiple Linear Regression Analysis Factors Influencing Willingness to Pay Goyor Weaving Gloves at Daffa Batik Stores

Model	Unstandardized Coefficients		T	Sig
	B	Std. Error		
Constant	255295.631	124740.378	2.047	.047
Total X1 Income	-21097.185	6974.128	-3.025	.004
Total X2 Product quality	13578.996	7421.265	1.830	.074
Total X3 Harga Produk	-9106.087	9587.744	-.950	.347
Total X4 Lifestyle	5866.525	4973.618	1.180	.244

*Coefficients a

Source: Primary data processed, 2019

Regression coefficient X1 (Revenue) of -21097,185 which means that if X1 (Revenue) increases by one unit, then Y (Willingness to Pay) will decrease by 21097,185 units assuming that the other independent variables are considered constant. This can be seen in the income classification, that the decision to purchase goyor woven gloves is dominated by consumers with high income levels. Regression coefficient X2 (product quality) of 13578,996 which means that if X2 (product quality) increases by one unit, then Y (Willingness to Pay) will increase by 13578,996 units assuming that other independent variables are considered constant.

On product quality variables with indicators of product attributes are considered to have a significant effect on the value of WTP obtained, this is because product attributes can be considered to represent consumers willingness to pay, in other words consumers ability to buy superior products is based on aspects of product quality shown on product attributes, in this influence is quite significant on the value of WTP (Willingness to Pay).

Regression coefficient X3 (product price) of -9106,087 which means that if X3 (product price) rises by one unit, then Y (Willingness to Pay) will decrease by -9106,087 units assuming that the other independent variables are considered constant. In this case, the price applied to the goyor woven sarong is considered to be able to stand alone affecting the value of the PAP.

Regression coefficient X4 (lifestyle) of 5866,525 which means that if X4 has increased by one unit, then Y (Willingness to Pay) will increase by 5866,525 units assuming other independent variables are considered constant. Based on these results, it can be said that the X4 variable (lifestyle) has a dominant influence because it gets a result of 5866,525. Lifestyle is greatly influenced by the consumer environment both geographically and demographically (related to income, age, and level of education).

The results of hypothesis testing of the factors that influence Willingness to Pay can be done by partial tests (t test) and Simultaneous Test (F Test). Testing of these factors is used to determine the extent of influence between independent variables on the dependent variable

and the extent of the effect of all independent variables on the dependent variable (LH Priambodo, 2014). The following is the description and results of hypothesis testing on the factors that affect Willingness to Pay.

Partial Test or also called t test in the analysis of Multiple Linear Regression is a statistical test in SPSS that aims to determine the extent to which the independent variable (X) partially (individually / each variable) has a significant effect on the dependent variable (Y). The criteria in this partial test (t test) is if tcount> tTable and Sig <0.05, it can be stated that there is a partial influence on the variable Y (Wahyu, 2015). Partial test results (t-test) factors that influence Willingness To Pay Goyor Weaving Gloves at Batik Daffa Stores can be seen in table 11.

Table 11. Partial Test Results (t Test) Factors Influencing Willingness to Pay Goyor Weaving Gloves at Daffa Batik Stores

Model	Unstandardized Coefficients		T	Sig
	B	Std. Error		
Constant	255295.631	124740.378	2.047	.047
Total X1 Income	-21097.185	6974.128	-3.025	.004
Total X2 Product quality	13578.996	7421.265	1.830	.074
Total X3 Harga Produk	-9106.087	9587.744	-.950	.347
Total X4 Lifestyle	5866.525	4973.618	1.180	.244

*Coefficients a

Source: Primary data processed, 2019

Based on the table above, the test of the effect of each independent variable on the dependent variable shows the results that there are only two variables that partially affect the Willingness to Pay of the weaving glove. There are two variables that are not able to meet the value requirements to influence the dependent variable. This is because the variable is not able to have a major influence on the willingness to pay respondents for the price of a goyor weaving glove.

T test results above can be seen that the income variable (X1) has a tcount of -3.025 with a significance level of 0.004. Revenue shows a negative value which is -3.025, this shows that respondents with a high level of income have a perception that goyor weaving gloves are premium products with good quality and relatively expensive prices. If the respondent with a high level of income is willing to pay, it will reduce the value of the PAPs at the real level of 5%.

For the product quality variable (X2) has a t value of 1.830 with a significance level of 0.074. From this explanation it is obtained that tcount> ttable. On the product quality variable, shows a positive value that is equal to 1,830. this shows that if the respondent is willing to pay because of the quality of the product in terms of benefits, the value of the PAP will increase by Rp 1,830.00 per pcs. Product quality variables significantly influence the factors that mediate the value of the PAPs given. Product price variable (X3) has a tcount of -.950 with a significance level of 0.347.

From these explanations, it was obtained that tcount <tTable. Product price variable, shows the negative value of respondents willingness to pay that is equal to 950, if the respondent is willing to pay a goyor weaving glove at a price that is too far from another price, the value of Willingness

to Pay will increase by Rp. 950 per pcs. The product quality variable does not significantly influence the factors that mediate the value of the PAPs given.

The lifestyle variable (X4) has a tcount of 0.244. From this explanation, it was obtained that tcount ≥ tTable. Then for the lifestyle variable shows a positive value on the willingness to pay the respondent that is equal to. this shows that the greater the respondent's awareness of adopting a lifestyle, the value of Willingness to Pay will increase by Rp 1,180.00 per pcs. Respondents used in this study were dominated by respondents who used goyor weaving gloves as a lifestyle fulfillment.

The majority of respondents who are willing to pay for goyor weaving gloves are middle-to-upper class respondents who claim that using goyor weaving gloves is based on fulfilling lifestyle. Lifestyle variables significantly influence the factors that mediate the value of the PAPs given. From the results that have been explained that only the product quality and lifestyle variables that partially influence the Willingness to Pay goyor weaving gloves.

The F test is known as the simultaneous test or the Anova test model / test that is a test to see the extent of the influence of all the independent variables (X1, X2, X3, ... Xn) together against the dependent variable (Y). According to Wahyu (2015), the criteria in simultaneous testing (F test) is if Fcount> FTabel then and Sig <0.05, then there is a simultaneous effect (together) of all independent variables on the dependent variable or Y. Simultaneous test results (F test) which influence the Willingness to Pay Goyor Weaving Sarong at the Daffa Batik Shop can be seen in table 12.

Table 12. Simultaneous Test Results (Test F) Factors Influencing Willingness to Pay Permanent woven sarong at Batik Daffa Store

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1.899E11	4	4.749E10	12.286	000a
Residual	1.739E11	45	3.865E9		
Total	3.639E11	49			

*ANOVA b

Source: Primary data processed, 2019

The decision to be willing to pay for a product at the maximum price cannot be influenced by all factors, but rather there needs to be a balance between the factors to be able to see the extent to which respondents Willingness to Pay decisions can be fulfilled. Based on the data in the table above, the results of the simultaneous test (F test) above, show a Fcount value of 12,286 at a significance level of 0,000.

This means that income, product quality, product prices, product safety, and lifestyle together or simultaneously have a significant effect on Willingness to Pay for respondents in goyor weaving gloves at the Batik Shop Daffa Pemalang. The overall influence of factors contributes to a relevant and fulfilled value. This is because the Willingness to Pay of a product cannot be based on just one supporting element. The high value of F arithmetic is caused because each variable contributes sufficiently.

Like product quality with indicators of product attributes, product prices with indicators (properties of sales prices) cannot be used as a reason for respondents to partially influence their willingness to pay. This is because the quality and price of the product cannot represent the ability of respondents to be

willing to pay, but it is quite influential if together with income and lifestyle variables. product prices with indicators (sales price properties) for consideration cannot be used as an excuse for respondents to partially influence their willingness to pay.

This is because the quality and price factors of the product cannot represent the ability of respondents in willingness to pay, but it is quite influential if together with income and lifestyle variables. product prices with indicators (sales price properties) for consideration cannot be used as an excuse for respondents to partially influence their willingness to pay. This is because the quality and price of the product cannot represent the ability of respondents to be willing to pay, but it is quite influential if together with income and lifestyle variables.

Based on the explanation above, the greater the value of income, product quality, product prices, and lifestyle together, the greater the Willingness to Pay of the weaving goyor respondents. The researchers also conducted a series of analyzes of the results of the Multiple Linear Regression through several other test tools, namely : Double Correlation Test (R) and Determination Coefficient Test with the aim to strengthen the assumptions that the data displayed in Multiple Linear Regression is real data and can be justified. The following description of the test equipment is used by researchers to strengthen the hypothesis.

Double Correlation Test (R) is used to determine the relationship between two or more independent variables (income, product quality, product prices, and lifestyle) on the dependent variable (Willingness to Pay) simultaneously. This coefficient shows how big the relationship that occurs between the independent variables (income, product quality, product prices, and lifestyle) simultaneously to the dependent variable (Willingness to Pay). R values range from 0 to 1, the value is getting closer to 1 means that the relationship is getting stronger, on the contrary the value is getting closer to 0, the relationship is getting weaker. According to Sugiyono (2007) guidelines to provide the interpretation of the correlation coefficient as follows:

0.00 - 0.199 = very low
0,20 - 0,399 = low
0.40 - 0.599 = moderate
0.60 - 0.799 = strong
0.80 - 1,000 = very strong

From the results of the regression analysis, it can be seen in the output model summary that the R value in this study is 0.723, which means the relationship between the independent variables (income, product quality, product prices, and lifestyle) simultaneously against the dependent variable (Willingness to Pay) is strong. Determination Coefficient Test (R2) in multiple linear regression is used to find out the percentage contribution of the influence of independent variables (income, product quality, product prices, and lifestyle) simultaneously on the dependent variable (Willingness to Pay).

This coefficient shows how much percentage of the variation of the independent variables used in the model can explain the variation of the dependent variable. The results of the analysis of the determination of R Square factors that influence the Willingness to Pay goyor weaving glove at the Batik Shop Daffa Pemalang are presented in table 13. Based on the table 13 were obtained R2 (R Square) result of 0.522 or (52.2%). This shows that the percentage

contribution of the influence of independent variables (income, product quality, product prices, and lifestyle) to the dependent variable (Willingness to Pay) of 52.2%.

Table 13. Results of R Square Determination Analysis Factors Affecting the Willingness to Pay of Goyor weaving gloves at Batik Daffa Store

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723a	.522	.480	62170.449

*Model Summary

Source: Primary data processed, 2019

The variation of the independent variables used in the model (income, product quality, product prices, and lifestyle) is able to explain 52.2% of the variation of the dependent variable (Willingness to Pay). While the remaining 47.8% is influenced or explained by other variables not included in this research model. Adjusted R Square is an adjusted R Square value, this value is always smaller than R Square and this number can have a negative price.

According to Santoso (2001) that for regression with more than two independent variables used Adjusted R2 as the coefficient of determination. Standard Error of the Estimate is a measure of the number of errors of the regression model in predicting the value of Y. From the regression results obtained a value of 62170,449. If the standard error of the estimate is less than the standard deviation Y, then the regression model is better at predicting the value of Y.

CONCLUSION

The difference in characteristics of consumers makes the value of Willingness to Pay obtained by each respondent very varied towards the purchase of a goyor weaving glove at the Batik Shop Daffa Pemalang. The characteristics of consumers of goyor weaving products at the time of the study obtained from 50 respondents showed that the most consumers were women. Based on the marriage status shows the majority of consumers who are married, with more than 30 years of age.

The highest level of consumer income is Rp. 3,000,000.00 - Rp. 5,000,000.00 per month,where his background is as a civil servant (PNS) and some as a private employee. Prices that consumers are willing to pay for the additional benefits provided by the goyor weaving glove in a case study at the Batik Daffa Pemalang store for the type / model obtained the average value of WTP is Rp. 269,400.00 because of the several types of models the price is the same. Factors that influence Willingness to Pay of goyor woven sarong products at Batik Daffas Shop are significantly variable in product quality and lifestyle.

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