

Social Support, Product Knowledge, Consumer Ethnocentrism, and Buying Decisions on Batik Products in Ponorogo East Java

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dukungan sosial, pengetahuan produk, dan etnosentrisme konsumen terhadap keputusan pembelian batik Ponorogo di Jawa Timur. Penelitian ini bersifat kuantitatif. Jumlah sampel dalam penelitian ini adalah 250, metode pengambilan sampel menggunakan purposive sampling. Metode pengumpulan data menggunakan kuesioner yang disebarakan kepada responden secara online dan offline, pengukuran data menggunakan skala Likert 1 – 5, metode analisis penelitian ini adalah SEM (*structural equation modeling*) dengan bantuan tools statistik IBM SPSS AMOS 26. Hasil penelitian ini menemukan bahwa dukungan sosial dan etnosentrisme konsumen berpengaruh positif dan signifikan terhadap peningkatan keputusan pembelian, sedangkan pengetahuan produk dalam penelitian ini ditemukan tidak berpengaruh signifikan terhadap keputusan pembelian baju batik di Ponorogo. Temuan ini berkontribusi pada pengembangan teori budaya pelanggan mengenai etnosentrisme terhadap produk lokal yang dapat menjadi budaya dalam perilaku masyarakat sebagai kecintaan terhadap produk lokal yang mereka miliki. Kebaruan dari penelitian ini adalah pengetahuan produk tidak menjadi jaminan seseorang untuk mau melakukan pembelian. Hal ini disebabkan karena konsumen tidak memiliki informasi yang cukup mengenai produk sehingga mengakibatkan konsumen memiliki pengetahuan yang terbatas.

Kata kunci : batik ponorogo; etnosentrisme konsumen; dukungan sosial; keputusan pembelian; pengetahuan produk.

ABSTRACT

This study aims to determine the effect of social support, product knowledge, and consumer ethnocentrism on buying decisions for Ponorogo batik in East Java. This research is quantitative. The number of samples in this study was 250, the sampling method used purposive sampling. The data collection method uses questionnaires distributed to respondents online and offline, data measurement uses a Likert scale of 1 – 5, the method of analysis of this research is SEM (Structural Equation Modeling) with the help of tools IBM SPSS AMOS statistics 26. The results of this study found that social support and consumer ethnocentrism had a positive and significant effect on increasing buying decisions, while product knowledge in this study was found not to have a significant effect on buying decision of batik clothes in Ponorogo. These findings contribute to the development of a customer culture theory regarding ethnocentrism towards local products that can become a culture in people's behavior as a love for the local products they have. The novelty of this research is that product knowledge is not a guarantee for someone to want to make a purchase. This is because consumers do not have sufficient information about the product, which results in consumers having limited knowledge.

Keywords : buying decisions; consumer ethnocentrism; ponorogo batik; product knowledge; social support.

INTRODUCTION

Cultural developments can have an impact on creating a new trend (Alam & Roy, 2022). One form of cultural development is batik (Ismail et al., 2012). The development of batik can be seen from the many choices of motifs or finished goods, such as clothes, bags, and so on. The development of batik itself includes aspects of art and technology which are one of the cultural heritages (Ismail et al., 2012). Batik is a cloth that is painted on mori cloth using canting and liquid wax to create paintings that are rich in art. Batik comes from the word amba and tik which means writing dots in Javanese. Batik has long been associated with Indonesian heritage and has been recognized globally – officially declared by UNESCO in 2009. Oginawati et al., (2022) Apart from being a product of cultural value, Batik can also be developed as a fashion trend clothing product (Basyir, 2019). Over time, batik has

had innovations in terms of style and color (Widjaja & Sugiarto, 2022). Batik itself also gives a different feel to its users (Pekkanen & Penttilä, 2021).

Batik has been known in Indonesia since the time of the Majapahit Kingdom, batik spread in Indonesia after the 18th century or around the early 1920s. Batik in Indonesia itself has a close relationship with the spread of Islamic teachings in Java and the development of the Majapahit kingdom. The oldest batik itself is known to have come from Ponorogo with the name Wengker, before the 7th century the kingdoms in Central Java began to learn batik from Ponorogo. Ponorogo batik existed until the 20th century and became a paradise for batik makers, because batik production in Ponorogo outperformed the batik industry in Central Java or Yogyakarta which was then taken over by batik collectors in Surakarta and Pekalongan, and from the time of the Majapahit kingdom to the Islamic empire in Indonesia batik work is carried out in the palace sphere because only the king and his family and palace officials are allowed to wear it. Batik is currently a recommendation for clothing for work or school (Liang et al., 2020). In the use of batik itself, people often use during formal events. However, the current fashion trend is that the use of batik is not only worn during formal events. As time goes by, batik continues to grow in various regions, one of which is the Ponorogo area. In Ponorogo itself, during the Grebeg Suro event in 2022, a batik carnival was held along the HOS Cokroaminnoto road. With this batik carnival, people know more about the various batiks owned by Ponorogo. In the past, many people thought that batik was only worn by adults, but now batik can be used by all levels of society. Ponorogo batik itself is marketed directly and indirectly, for example through cloth traders in markets, shops, and malls. Since 2017 Ponorogo batik has become one of the mandatory uniforms for students starting from junior high school - high school, the obligation to wear batik is carried out every Thursday and by Regional Regulation No. 49 of 2017 concerning Preservation of Ponorogo Distinctive Culture (Pebrianti, 2017).

The Ponorogo area itself has unique batik with very unique motifs, one of which is the peacock batik motif (Fitinline, 2013). Other motifs from Ponorogo batik include peacocks, sudden peacocks, fighting peacocks, romantic peacocks, Sekar Jagad, Reog batik, Buketan Parang, and Truntum. Interesting motives and artistic value are important points in buying a product. However, when there was a Covid-19 pandemic, the buying power of batik decreased. Thus Abdul Halim as the Minister of Villages, Development of Disadvantaged Regions and Transmigration (PDTT), instructed all officials and employees to use batik for one month, with this instruction it is hoped that the purchase of batik by the people of Ponorogo will increase.

Buying decisions are consumer behavior where consumers carry out a process of stages to make buying decisions (Petcharat & Leelasantham, 2021). Buying decisions also have several basic determinants of consumer behavior, one of which is sub-culture, sub-culture itself is divided into 4 types, namely: nationalism groups, religious groups, racial groups, and geographic areas (Supiani et al., 2021). Buying batik is not a factor in creating a buying decision, in which the behavior is influenced by several factors. One of the factors is consumer ethnocentrism, in which consumers prefer local products but in buying something consumers also have a choice of products from outside (Alam & Roy, 2022). In addition, ethnocentrism itself refers to a strong preference for domestic products. However, if consumers are more interested in foreign products, it will threaten domestic products (Thomas et al., 2020). Therefore, if someone has a high ethnocentrism, they will buy domestic products, conversely, if someone's ethnocentrism is low, they prefer to buy foreign products (Asyhari, 2022). Ethnocentrism consumers themselves depend on attitudes, values, and habits (Alam & Roy, 2022). In addition, citizens are also responsible for supporting local products in their own country (Pekkanen & Penttilä, 2021).

Social support can be a factor in making buying decisions for local products (Chen et al., 2021). Support that can be provided includes information, and product recommendations (Puspawati, 2014). Recommendations or support from the surrounding environment can also be positive or negative support for someone, depending on the person's response (Liang et al., 2020). Apart from that, a desire to buy a product is created by social interaction between consumers (Singletary et al., 2021). The quality of close social support not only has a direct effect but also has an indirect effect on a person (Han et al., 2021). For this reason, social support is also an approach that can encourage consumers to buy a product.

When buying a product, it is important to consider whether the product is worth buying or not (Blazquez-Resino et al., 2021). In considering it, we also need product knowledge in buying a

product, because we also need to know what the function of the product we are buying is, and what is the quality of the product we are going to use. That way product knowledge before we buy has a significant influence (Satria, 2016). Apart from product knowledge, market knowledge is also needed which reflects the new business understanding of competitors and their customers (Jin et al., 2019). For example, knowledge of batik starts from its history, uses, and functions (Lin & Xu, 2021). The sellers themselves also need extensive knowledge to be able to market their products (Marvel et al., 2020).

The phenomenon of the problem that became the basis of the research was the finding related to the problem of buying decision of Ponorogo batik among teenagers. These problems include the lack of interest of teenagers in preserving culture, for example by getting used to using batik, those teenagers generally prefer to look fashionable with references to foreign styles. Among teenagers who do not like to wear batik because they see batik as a trend in the past, teenagers are more comfortable looking in modern clothes than wearing batik which will help preserve and maintain existence. That way the behavior of teenagers who are less interested in using batik can have an impact on the decision to buy Ponorogo batik.

Table 1
GAP Research

No	Gap Type	Findings
1	Research Controversy	<ul style="list-style-type: none"> a. Amri & Prihandono (2019) found that ethnocentrism has a positive and significant influence on buying decisions, while Khairani & Abdillah (2018) found that ethnocentrism only had a positive effect b. Satria, (2016) found that product knowledge had a significant and positive effect on buying decisions, while Putri (2021) found that product knowledge did not have a significant effect on buying decisions
2	Methodology Gap	Fauzi, (2020) using the quantitative method found that the ethnocentrism variable had a positive and significant effect on buying decisions, whereas (Thomas et al., 2020) using the cross-validation methodology, found that the ethnocentrism variable had little role in buying decisions.

source: processed data

Literature Review

Consumer Culture Theory

This study uses the basic theory of consumer culture theory. This theory was first coined by Arnould & Thompson (2005). Consumer culture theory is an umbrella term that refers to various sociocultural approaches to consumer behavior and market research. From the perspective of consumer culture theory, consumer culture is dynamic (Arnould et al., 2019). The theory of consumer culture refers to what consumers do and believe. In addition, consumer culture is expanding culture into the field of marketing and management theory (Arnould & Thompson, 2015). Consumer experience is always informed by the socio-cultural and historical context (Arnould et al., 2019). Within the classic consumer culture theory approach that begins with consumer behavior, interpretive claims are based on real-world consumer narratives and observations, aiming to systematically uncover the layers of cultural meaning that motivate and frame consumer behavior. Consumer culture theory has a relationship with ethnocentrism, namely a consumer behavior that prioritizes the culture of one's own country.

Ethnocentrism

Ethnocentrism is a person's tendency to prefer products produced domestically compared to those produced abroad (Van Loo et al., 2019). Ethnocentrism itself is related to how buying habits of each individual are influenced by loyalty to their own country (Lewis & Grebitus, 2016). Blazquez-Resino et al., (2021) said that consumer ethnocentrism is defined as a belief or belief that consumers have regarding the appropriateness of buying foreign-made products, where buying foreign products is wrong because it harms the national economy. This statement is also the same as that of (Čutura, 2006) who argues that buying products from abroad harms the domestic economy. In general, ethnocentrism tends to refer to an individual's tendency to judge others based on their own group's values and standards and reject ideas from different cultures (Huang et al., 2020).

Table 2
Ethnocentrism and its measurement

No	Variable Name	Dimensions	Source
1	Ethnocentrism	1. Prioritizing local products over products from outside the region 2. Never buy foreign products that can be produced by the region/if the region can produce its products 3. Support local MSMEs	(Van Loo et al., 2019)
2		1. Like regional products rather than products from outside the region 2. Buying local products is a form of loving local products 3. Support local products rather than products from outside the region	(Anggasari Popy, Yuliati Noor Lilik, 2014)
3		1. Buying local products grows the regional economy 2. Buying local products is a good thing 3. If the product is not available in the area, I buy the product outside the area	(Ćutura, 2006)

source: processed data

The ethnocentrism of each consumer can be seen from the level of trust, if consumers have a high level of trust in domestic products, then a person's ethnocentrism is high, but if a person's level of trust in domestic products is low, then a person's ethnocentrism is low (Anggasari Popy, Yuliati Noor Lilik, 2014). For this reason, if the level of consumer ethnocentrism is high, then the attitude or desire to make purchases will be higher, conversely, if the level of ethnocentrism is low, then the desire to buy is also low (Sumantri, 2021). Research conducted by (Amri & Prihandono, 2019) states that consumer ethnocentrism has a positive and significant effect on buying decisions. The higher the value of consumer ethnocentrism will increase the buying decision. Based on this elaboration, the first hypothesis proposed in this study is as follows:

H₁: The higher the consumer's ethnocentrism, the higher the consumer's buying decision towards Ponorogo batik

Product Knowledge

Product knowledge, namely knowledge about products includes several things starting from previous experience in using products, beliefs about products, product features, and information obtained (Satria, 2016). Prakosa & Tjahjaningsih (2021) says that product knowledge is when consumers know products, are looking for information about products directly, or are just looking for information around them. Product knowledge has an important role when buying something.

Table 3
Product Knowledge and Its Measurement

No	Variable Name	Dimensions	Source
1	Product Knowledge	1. Product class 2. Product form 3. Brand 4. Model/feature	(Satria, 2016)
2		1. Subjective knowledge 2. Objective knowledge	(Braunsberger et al., 2008)
3		1. Looking for information about the product 2. Do not have experience in buying these products 3. I know the product better than my friends	(Nepomuceno et al., 2014)

source: processed data

Product knowledge is a source for consumers to create a sense of trust in the product. Research conducted by Hanjaya (2016) and Prakosa & Tjahjaningsih (2021) states that product knowledge has a positive and significant effect on buying decisions. With knowledge about the product, consumers will know and believe that the product consumed is useful in meeting needs so

that consumers who know the product will make a buying decision. Based on this elaboration, the hypothesis proposed in this study is as follows:

H₂: The higher the consumer's product knowledge, the higher the consumer's buying decision towards Ponorogo batik.

Social Support

Social support or social support is a form of attention, appreciation, and assistance that individuals receive from other people or groups (Shinta, 2015). Puspawati (2014) argued that social support refers to individual experiences that are cared for, responded to, and assisted by other individuals. Social support itself can also be defined as individual perceptions of support from people, which can protect us from adverse outcomes (Lyell et al., 2020). There are several types of social support, including emotional support (covering, trust, approval, encouragement), instrumental support (covering, providing resources such as time or other physical forms), informational support (such as providing information or advice), material and financial support (including, providing materially or financially), family support (such as support provided by the family).

Table 4
Social Support and its measurement

No	Variable Name	Dimensions	Source
1	Social Support	1. Information Support 2. Emotional Support	(Puspawati, 2014)
2		1. Emotional support 2. Instrumental support 3. Informational support	(Morey et al., 2021)
3		1. Emotional support 2. Material and financial support 3. Family support	(Singletary et al., 2021)

source: processed data

The role of social support can be theorized that when there is social support in social networks, sharing of commercial information and recommendations is commonplace as supporting information. When the user feels that other people have cared about them and helped him to provide useful information, then he is also obliged to share valuable information to shop for others. The level of sharing of supporting information can increase friendship and trust among users or members of social networks, to increase the intention to make purchases. Research conducted by (Puspawati, 2014) states that social support influences buying decisions. Based on this elaboration, the hypothesis proposed in this study is as follows:

H₃: The higher the support from someone, the higher the buying decision for Ponorogo batik.

Buying Decisions

Prakosa & Tjahjaningsih (2021) said buying decisions as a basic psychological process play an important role in understanding how consumers make their buying decisions. Meanwhile, according to Hanjaya (2016) buying decisions are a process where consumers know the problems they face, then look for brand or product information and consider each option that can complete the problem so that it leads to buying decisions. Decisions can be influenced by several external and internal factors. Internal factors include attitudes and beliefs, personality, perceptions, knowledge, lifestyle, status and roles. On the other hand, external factors include social class, culture and membership groups (Hanaysha, 2022).

Table 5
Buying Decisions and Measurements

No	Variable Name	Dimensions	Source
1	Buying decision	1. Product selection 2. Brand selection 3. Time of purchase 4. Number of purchases	(Mappesona et al., 2020)

2	1. Confidence in the product purchased 2. Knowledge of the product 3. Lifestyle	(Hanaysha, 2022)
3	1. Product price 2. Product brand 3. Product type 4. Product information	(Macall et al., 2021)

source: processed data

METHOD

This study uses a type of quantitative research, which is a type of research that has a purpose of developing hypothetical theories related to phenomena, this type of quantitative research itself is a way of collecting data - data that can be measured using statistics. The scope of this research variable is Social Support, Product Knowledge, Consumer Ethnocentric, and Buying Decisions. The population in this study were Ponorogo batik consumers, then the sample itself was students and students in Ponorogo. In the sampling method with the Purposive Sampling technique, the number of samples in this study was 250 respondents. While the data collection method uses distributing questionnaires to respondents online using Google form and offline, in using a questionnaire by submitting several statements to respondents, the statements given are closed, because the answers have been limited by the researcher so that respondents can only provide answers that have been provided by researchers.

Table 6
Variables and their Measurements

No	Variable Name	Dimensions	Source
1	Ethnocentrism	1. I prefer to buy Batik Ponorogo products rather than Batik products from outside Ponorogo 2. I prefer to buy Batik Ponorogo products rather than similar products from Outside Ponorogo 3. I bought Batik Ponorogo products as a form of love for the original Ponorogo products 4. I support UMKM in the Ponorogo area by buying Batik Ponorogo products	(Anggasari Popy, Yuliati Noor Lilik, 2014; Čutura, 2006; Van Loo et al., 2019)
2	Product Knowledge	1. I have a taste for the model of Ponorogo Batik products 2. I have knowledge about Batik Ponorogo 3. I'm always looking for updated information about Batik Ponorogo 4. I have experience using Ponorogo batik	(Braunsberger et al., 2008; Nepomuceno et al., 2014; Satria, 2016)
3	Social Support	1. I get information support about Batik Ponorogo 2. I get emotional support from people closest to me about Batik Ponorogo 3. I have family support to wear Ponorogo Batik 4. I got financial support to buy Batik Ponorogo products	(Morey et al., 2021; Puspawati, 2014; Singletary et al., 2021)
4	Buying decision	1. I always buy branded batik from Ponorogo 2. I bought batik for my formal wear needs 3. I bought Batik Ponorogo products to support my lifestyle 4. I am confident in my decision to buy Batik Ponorogo clothes	(Hanaysha, 2022; Macall et al., 2021; Mappesona et al., 2020)

source: processed data

The data analysis technique in this study used SEM (Structural Equation Modeling). The method used for data analysis in this study was to use the Structural Equation Modeling analysis (SEM) tool from the IBM SPSS AMOS 26 statistical software package for modeling and testing hypotheses. Structural Equation Modeling (SEM) is a statistical method of testing and considering causal relationships using a combination of statistical data and qualitative causal assumptions. The reason for using the (SEM) analysis tool in this study is because (SEM) can examine relatively complex relationships between constructs, and can confirm the dimensions of a concept, as well as its ability to measure theoretical relationships.

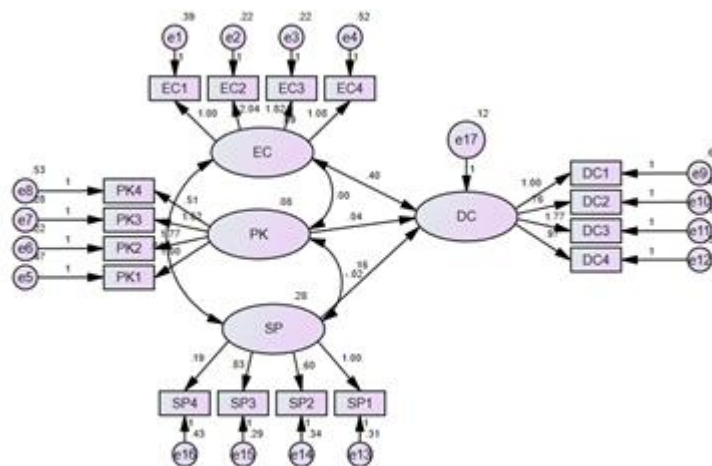
RESULTS

Table 7
Profile of Respondents

Element	Frequency	(%)
Ages		
a. 16 years	3 respondents	1.2%
b. 17 years	5 respondents	2%
c. 18 years	19 respondents	7.6%
d. 19 years	15 respondents	6%
e. 20 years	38 respondents	15.2%
f. 21 years	81 respondents	32.4%
g. 22 years	72 respondents	28.8%
h. 23 years	12 respondents	4.8%
i. 24 years	5 respondents	2%
Genders		
a. Male	58 respondents	23.2%
b. Female	192 respondents	76.8%
Source of income		
a. Independent	72 respondents	28.8%
b. Adults	178 respondents	71.2%

Number of respondents (n=250)
source: processed data

Based on table 7 it can be seen that majority of adolescents in Ponorogo still rely on their parents to support them financially and 28.8% can generate finance independently. Based on this, the buying decision activities carried out by teenagers still get the role of intervention from parents as the provider of pocket money to teenagers. Therefore, most of them carry out buying activities that are very necessary, such as formal clothes such as batik.



source: processed data

Figure 1
Model Analysis Results

In the following analysis, we will analyze the NFI, Chi-square, CMIN/DF, CFI, RMSEA, TLI, AGFI and GFI values. All results show Good fit, which means that a fit model can be used in research as a basis for analyzing this research problem. From the table above it can be concluded that overall it is fit and in accordance with the specified criteria.

Table 8
Goodness of Fit

Criteria	Cut of Value	Result	Information
Chi-square	Expected small	153.269	Good Fit
CMIN/DF	≤ 2.00	1.564	Good Fit
GFI	≥ 0.90	0.930	Good Fit
AGFI	≥ 0.90	0.903	Good Fit
CFI	≥ 0.90	0.905	Good Fit
RMSEA	≤ 0.08	0.048	Good Fit
NFI	Approach	0.782	Good Fit
TLI	Approach	0.900	Good Fit

source: processed data

Hypothesis testing with the SEM method was carried out to determine whether or not there was an influence of the independent variables on the dependent variable.. The hypothesis is accepted if the probability value $P < 0.05$ and Critical Ratio (CR) > 1.96 .

Table 9
Regression Weights

	Estimate	S.E	C.R	P	Validity Test	Decisions
DC <--- EC	.399	.138	2.893	.004	Valid	Hypothesis accepted
DC <--- PK	.042	.113	.372	.710	Valid	The hypothesis is rejected
DC <--- SP	.159	.073	2.165	.030	Valid	Hypothesis accepted

source: processed data

It can be said that if the P value < 0.05 then the hypothesis is accepted but if the P value > 0.05 then the hypothesis is rejected, based on table 9 the results of hypothesis testing are obtained as follows:

1. Buying Decision (DC) <--- Ethnocentrism (EC) has a P value of 0.004, which means the value of $P < 0.05$, it can be concluded that the hypothesis is accepted. So it can be said that there is a positive and significant influence of ethnocentrism on buying decisions.
2. Buying Decision (DC) <--- Product Knowledge (PK) has a P value of 0.710, which means that the P value > 0.05 , it can be said that the hypothesis is rejected. So it can be concluded that product knowledge has a positive but not significant influence on buying decisions.
3. Buying Decision (DC) <--- Social Support (SP) has a P value of 0.030, which means the value of $P < 0.05$, it can be concluded that the hypothesis is accepted. So it can be said that there is a positive and significant influence of Social Support on buying decisions.

The Effect of Ethnocentrism on Buying Decisions

The results of the research that has been done found that ethnocentrism has a positive effect and a p-value < 0.05 , which means that ethnocentrism has a significant effect on buying decisions. This is because consumers have confidence in local products. This means that if consumer ethnocentrism is high, it will also be followed by high buying decisions as well (Amri & Prihandono, 2019). In addition, consumers who have a high level of ethnocentrism can also be referred to as moderate-to-high ethnocentric consumers who always choose to buy local products. Consumers who have high ethnocentrism have an important role in contributing locally made products. Consumers who have a high ethnocentric attitude also tend to have a positive perception of local products rather than foreign products (Miguel et al., 2022). Consumers with high ethnocentrism, besides having an important role in contributing to local products, also contribute to the economy by supporting local MSMEs (Nurcaya, 2020). The findings of this study are in line with research conducted by (Amri & Prihandono, 2019; Braun, 2017; Fauzi, 2020; Kurnianto et al., 2015; Nurcaya, 2020) which revealed that ethnocentrism has a significant effect on buying decisions. This study also contradicts the results of research conducted by (Asyhari, 2022) which revealed that ethnocentrism has no significant effect on buying decisions.

Effect of Product Knowledge on Buying Decisions

The results of the research conducted found that product knowledge has a positive effect and $p\text{-value} > 0.05$, which means that product knowledge does not have a significant effect on buying decisions. This is because consumers do not have sufficient information about products, which results in consumers having limited knowledge (Erida & Rangkuti, 2017). In addition, consumers lack knowledge and tend to rely on information from other people (Conyette, 2014), so it can be said that if information from other people is lacking, consumers in making purchases are also not sure about buying it. Apart from a lack of knowledge which is one of the reasons, consumers who know have also not been able to improve their buying decisions (Putri, 2021). Inadequate product-related information is also one of the causes, therefore consumers become uninformed. So, this could be the view that in making buying decisions it is necessary to seek information first, besides that it is also the view that having sufficient knowledge is also not enough. can increase the buying decision. The findings of this study are in line with research that has been conducted by (Putri, 2021) which reveals that product knowledge has no significant effect on buying decisions. This research also contradicts the results of research conducted by (Hanjaya, 2016; Prakosa & Tjahjaningsih, 2021) which revealed that product knowledge has a significant effect on buying decisions.

The Influence of Social Support on Buying Decisions

The results of the research that has been done found that social support has a positive effect and a $p\text{-value} < 0.05$, which means that social support has a significant effect on buying decisions. This is due to the high social support from around to buy Ponorogo batik products. This means that social support is very helpful for decision-making, because of the way of various information, family support, recommendations from close friends, and also financial support. Emotional support from friends, such as recommendations to buy a product, is also a factor because getting recommendations from friends is also an incentive to buy Ponorogo batik products (Liang et al., 2020). The family is also one that provides support to members in making decisions (Karunia Helmi, 2021). Providing social support which gives confidence in a product, this support is emotional, namely influencing to try batik products (A. Chen et al., 2017). so it can be concluded that social support can influence someone in making buying decisions. The findings of this study are in line with research conducted by (Puspawati, 2014) which revealed that social support has a significant effect on buying decisions.

CONCLUSIONS

The focus of this study was to determine the effect of social support, product knowledge, and consumer ethnocentrism on buying decisions for Ponorogo batik, based on the analysis of the data above the results are known that (X1) Consumer Ethnocentrism has a positive and significant effect on buying decisions, (X2) Product Knowledge has a positive effect but not significant effect and (X3) Social Support has a positive and significant effect on buying decisions. This is because consumers do not have sufficient information about the product, which results in consumers having limited knowledge. In addition, consumers lack knowledge and tend to rely on information from other people, so it can be said that if information from other people is lacking, consumers making purchases are also not sure to buy it. In addition, further research is suggested to further explore product knowledge, because this research finds product knowledge does not influence buying decisions.

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