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## Influence of Knowledge and Attitude towards Costumer Decision and Using Jewelry Agate

Rosnaini Daga

Post Graduate Student, STIM Nitro Makassar, University Moeslim, Indonesia

### Abstract:

*The Influence of Knowledge and Attitudes towards consumer decisions and using jewelry agate (2015). The purpose of this study is to know and analyze the influence of Knowledge and Attitudes toward consumer decisions in choosing gems jewelry. Analysis method used in this research is the validity test, reliability test, qualitative descriptive analysis, multiple linear regression analysis, T test, F test, and coefficient of determination analysis.*

*Based on the results of multiple linear regression analysis has been done data analysis on the influence of Knowledge and Attitudes toward Consumer decisions in choosing jewelry agate. The results of data analysis indicate a positive influence between the background Knowledge and Attitudes toward Consumer decisions in choosing jewelry agate. While through partial hypothesis testing (t test) shows that Knowledge and Attitudes have a significant effect on consumer decisions in choosing jewelry agate.*

**Keywords:** Knowledge, attitudes, customer decisions and agate

### 1. Introduction

In the modern era as it is today, rocks are in great demand by the people with its kind and its various forms. The best-quality agate stone can penetrate the high price and it is fantastic to hundreds of millions, so it's no wonder if many enthusiasts are trying to get it. Aquatic stone when this packed becomes more interesting. The agate is processed into jewelry such as rings, necklaces, bracelets and so on with various models and shapes.

The more agate the agate, the more visible the perksimewaannya. According to Sujatmiko (2014: 11) that the features of agate are:

- Used as jewelry
- Can bring certain benefits
- Able to cure disease
- As a means of investment
- Be involved in industrial purposes

Even young people today are no longer awkward to use jewelry made of agate and other types of rocks. Ring stone is rare and expensive then it will increase the prestige of the wearer. Jewelry enthusiasts are increasingly becoming a trend in society. The trend has become a lifestyle for the people of Bandarlampung from the bottom to upper middle class. The beginning of the agate trend is at the time of the sixth President of the Republic of Indonesia Susilo Bambang Yudhoyono gave a stone bacan to President of the United States namely Barack Obama as a souvenir. Written in the news online Kompasiana (2014) Batu Bacan from SBY to Obama Helping Ternate People's Economy which says that with the trend of bacan stone to all corners of the world also helps the economy of people in Ternate, especially unemployed can earn income from the sale of bacan. Even the mothers went down the streets selling bacan. Karena early appearance of bacan stone is at the time of President of the Republic of Indonesia Susilo Bambang Yudhoyono give bacan to American President Barack Obama. The emergence of these trends makes the enthusiasts more and more from time to time.

Ring stone market and gems are getting crowded with visitors. With so many enthusiasts agate the demand for agate and other types will increase. Increasing demand makes people try to find a piece of agate.

According to Sujatmiko (2014: 70) that according to a source, at an auction of precious stones, an investor sells a sapphire ring he has kept for 5 years. It turns out that the profit he earned from the sale of this stone reaches thousands or more than 10 times. Thus, he concluded that the average increase in the price of the stone reached 200% per year.

From these statements can be seen that investment agate can improve the economy of the owner. The growing knowledge of the public about agate is not surprising the growing demand for the community about the agate. Meanwhile, Paramita (in Sujatmiko, 2014: 71) argues that jewelry in the form of gems or stone rings can be an investment if the owner is able to choose it appropriately. With the Trendagate, opening new business opportunities that are not small profit. Agate will

be more valuable when it has been pinned on a jewelry, either ring, bracelet, necklace or earrings. Embedding requires a metal bond. According to Chandra (2014: 159) that there are several business opportunities that can be done is as follows:

- The process of taking precious stones from within the bowels of the earth or the repetition of coal
- Processing and rubbing precious stones
- Marketing process or sell and buy precious stones
- Teach how to test the authenticity of precious stones or how to identify the original precious stones
- Make a tool of authenticity of various kinds of precious stones
- Open the service of the certificate of precious stone
- Provide bonding products for various stones

The number of business opportunities arising from the existence of agate trends so many people who switched professions to benefit from the agate business. The decline of the profession can occur because agate has a good business prospects.

The transition of the profession will bring a lot of advantages if directly get it from the miners, not the seller of the stone agate as well. However, according to Albab (2014: 83) aggregates that can be commercialized must meet the following criteria:

- Looks beautiful and interesting.
- Rare both in terms of shape and design.
- Have a clear market.
- Can be used and taken anywhere with ease.
- Worth of high art.

Being in a society that codified agate as a valuable item. Therefore, there are communities and collectors. Initially always associated with the mystical world, has now shifted and turned into a fashion trend and lifestyle.

Based on the above description, the authors feel interested to research and then pour it in the form of scientific writing or thesis with the title: "The Influence of Knowledge and Attitudes Against Consumer Decisions choose Jewelry Agate Stone".

- The problem formulation in this research:
  - Does Knowledge affect the consumer's decision to choose Agate Stone jewelry?
  - Do Attitudes affect consumer decision making choose Agate Stone jewelry?
  - Do Knowledge and Attitudes affect the consumer's decision making choose Agate Stone jewelry?
- Research Objectives:
  - To analyze the influence of Knowledge of consumer decisions choose jewelry of Agate Stone
  - To Analyze the Influence of Attitude on the consumer's decision to choose a jewel of Agate Stone.
  - To Analyze the Influence of Knowledge and Attitudes on consumer decisions choosing Jewelry of Agate Stone.

## 2. Literature Review

### 2.1. Knowledge

(Notoatmodjo, 2005: 50) According to the WHO (World Health Organization) theory cited by Notoatmodjo (2007), it is false one form of health object can be spelled out by the knowledge gained from experience alone.

According to Notoatmodjo (2007) knowledge or cognitive is a very important domain for the formation of one's actions. From experience and research, it turns out that behavior based on knowledge will be more lasting than behavior that is not based on knowledge. Before people adopt new behaviors (new behaviors within a person occur a sequential process), namely:

#### 2.1.1. Awareness (Awareness)

Where the person is aware in the sense of knowing first of the stimulus (object).

#### 2.1.2. Interest (Feel Interested)

Against the stimulus or object. Here the attitude of the subject has begun to arise.

#### 2.1.3. Evaluation (Weighing)

Against the good and whether the stimulus for him.

#### 2.1.4. Trial

The attitude in which the subject begins to try to do something in accordance with what is desired by the stimulus.

#### 2.1.5. Adaption

Where the subject has a new behavior in accordance with knowledge, awareness and attitude toward the stimulus.

## 2.2. Level of Knowledge

According to Notoatmodjo (2007) there are 6 levels of knowledge, namely:

### 2.2.1. Know (know)

Tofu can be interpreted as remembering a material that has been studied previously.

### 2.2.2. Understanding (Comprehension)

Understanding is defined as an ability to correctly explain the known object and be able to interpret the material correctly.

### 2.2.3. Application (Application)

Application is defined as the ability to use the material that has been learned in real situations.

### 2.2.4. Analysis (Analysis)

Analysis is an ability to describe a material into components, but still within the organizational structure that is still related to each other.

### 2.2.5. Synthesis

Synthesis is an ability to put or connect parts in a new whole shape by being able to construct a new formulation.

### 2.2.6. Evaluation

Relating to the ability to conduct an assessment of a research subject is based on a self-determined criterion or an existing criterion.

## 2.3. Factors That Affect Knowledge

Notoatmodjo (2007) argues that there are several factors that affect one's knowledge, namely:

### 2.3.1. Education

Education is an attempt to develop personality and abilities in and out of school and lasts a lifetime.

### 2.3.2. Mass Media / Information

Information obtained from both formal and non-formal education can provide immediate impacts (immediate impact) to produce changes or increase knowledge.

### 2.3.3. Socio-Cultural and Economic

Habits and traditions that people do without going through reasoning whether done good or bad.

### 2.3.4. Environment

The environment is everything that exists around the individual, whether physical, biological, or social.

### 2.3.5. Experience

Knowledge can be gained from experience both from personal experience and from the experiences of others.

### 2.3.6. Age

Age affects the capability and mindset of a person. Increasingly aged will also develop the ability to catch and the mindset, so that knowledge gained better.

## 2.4. Attitude

### 2.4.1. Definition of Attitude

Attitudes are also responding to a person's cover against a particular stimulus or object, which already involves the factors of opinion and emotion in question (happy-not happy, agree-disagreeing, good-not good, etc.). Newcomb, one of the social psychologists, stated that attitude is a readiness or willingness to act, and not an exercise of a particular motive. In other words, the attitude function is not yet an action (open reaction) or activity, but is a behavior predisposing factor (closed reaction) (Notoatmodjo, 2005) Key Components Attitudes consist of three components:

- Beliefs or beliefs, ideas, and concepts of objects, meaning how beliefs and opinions or thoughts of a person to the object
- Emotional life or evaluation of the object, meaning how the assessment (contained therein emotional factors) the person against the object.

- The tendency to act (tend to behave), meaning attitude is a component that precedes an open act or behavior. Attitudes are designed to act or behave openly (Actions) These three components together form a total attitude. The formation of this whole attitude, knowledge, mind, belief and emotion plays an important role. Like knowledge, attitudes also have levels based on their intensity, as follows:

- Receiving It means that a person or subject receives a given stimulus (object).
- Responding (Responding) Responding here interpreted to provide Answers or responses to questions or objects faced.
- Respect is defined as the subject, or someone gives a positive value to the object or stimulus, in the sense of discussing it with others and even inviting or influencing or encouraging others to respond.
- Responsible (Responsible) The attitude of the highest level is responsible for what he has believed.

#### 2.4.2. Factors that affect attitude Factors that affect the attitude of the family against the object of attitudes, among others:

- Personal experience in order to form the basis for attitude formation, personal experience must leave a strong impression.
- The influence of others who are considered important in general, individuals tend to have a conformist attitude or direction with the attitude of people who are considered important.
- The Influence of Culture, Without Realizing Culture has instilled a line of influence of our attitude towards various problems.
- Mass media, In the news of newspapers or radio or other communication media, news that should be factually submitted objectively tend to be influenced by the attitude of writing, consequently affect the attitude.
- Educational institutions and religious institutions the moral and teaching concepts of educational and religious institutions are crucial to the system of trust is not surprising if in turn the concept affects attitudes.
- Emotional Factors, A form of attitude is an emotion-based statement that serves as a sort of frustrating channel or diversion of the form of an ego defense mechanism. Direct questions can also be done by giving opinions by using the word "agree" or "disagree" with certain object statements, using the Likert scale (Notoatmodjo, 2005)

#### 2.5. Consumer Decision

The purchase decision, according to Kotler and Armstrong (2001: 226) is the stage in the buyer's decision-making process in which the consumer actually buys. Purchasing decisions are individual activities directly involved in obtaining and using the goods offered.

The purchase decision by Kotler and Armstrong (2012: 154) is the buyer's decision about the choice of brand to be purchased, but two factors can lie between purchase intention and purchase decision. The first factor is the attitude of others. If someone who has important meaning to you think that you should buy the cheapest car, then your chances to buy a more expensive car is reduced. The second factor is the unexpected situational factor.

Consumers from buying interest based on factors such as revenue, price and expected product benefits. However, unexpected events can change the purchase intent. For example, the economy may deteriorate, a close competitor may lower the price, or a friend might tell you that he has ever been disappointed with the car you love. Therefore, purchase preferences and intentions do not always result in an actual purchase choice

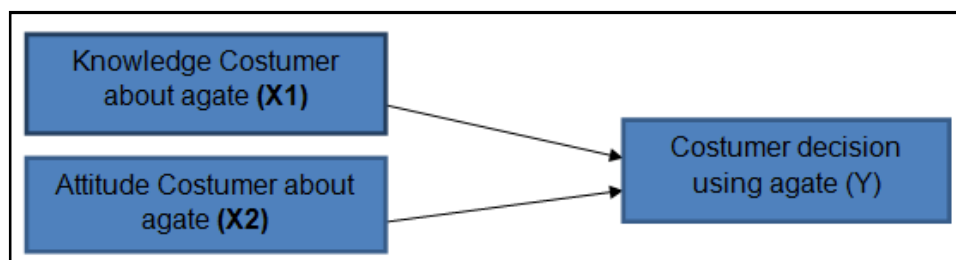


Figure 1: influence of knowledge and attitude towards decision customer and using jewelry agate

Based on the study of problem theory raised in this study, the researchers will start from the background of agate phenomena in Makassar. With the consumer's knowledge of agate and consumer attitudes toward the benefits of agate, will affect consumers in choosing jewelry agate that will be used to increase the prestige of consumers.

### 3. Methodology

Variables research Variables used in this study consisted of two (2) independent variables, knowledge (X1) and Attitude (X2) with the dependent variable, customer decisions of agate (Y).

### 3.1. Operationalization of Variables:

- Knowledge referred to in this study is the knowledge of the community or the respondent for the benefits of waste.
- Attitudes referred to in this study are the attitudes of respondents or the community on sustainable waste management, such as separating the type of waste from the source, the attitude in processing waste into a recycled product.
- Consumer decision is a process that consumers do when making decisions, then consumers choose an alternative from the existing alternative.

Analysis of data the analytical methods used to analyze the data in this study are:

### 3.2. Statistical Methods

Calculations using data processing analysis techniques with SPSS version 20. In this case the data processing with SPSS is the formulation of multiple linear regression analysis is based on the relationship between the two (2) independent variables (knowledge and attitude) with the dependent variable is the decision costumer and using jewelry agate with the formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where :

Y = decision costumer and using jewelry agate

a = Value Constant

b1 = regression coefficient / factor of X1

X1 = Knowledge

b2 = regression coefficient / factor of X2

X2 = Attitude

e = Error Term

## 4. Result and Discussion

The population in this study is Makassar population amounting to about 1.5 million. Sample in this study restricted to people Makassar in 2015 as many as 100 people. Distribution of respondents by sex is dominated by male respondents in the amount of 65.00 % compared to 35.00 % of female participants only.

### 1. Test Instruments

#### a. Test Validity

Instrument Variable Validity Test	Indicator	R Count	R table	Information
Knowledge (X1)	1	0.837	0.30	Valid
	2	0.791		Valid
	3	0.854		Valid
	4	0.808		Valid
Attitude(X2)	1	0.648	0.30	Valid
	2	0.854		Valid
	3	0.804		Valid
	4	0.815		Valid
	5	0.713		Valid
Costumer decision (Y)	1	0.846	0.30	Valid
	2	0.840		Valid
	3	0.857		Valid
	4	0.793		Valid
	5	0.850		Valid

Table 1: Instrument Validity results test  
Source: processing results in 2015

Based on Table 1 Validity Test Results for Variable knowledge, attitude and decision of consumers in choosing jewelry agate is declared valid for use as a variable measuring tool because it has a correlation value above 0.30.

Variable	Cronbach's Alpha	Standard Reliability	Information
Knowledge (X1)	0,835	0.60	Reliable
Attitude (X2)	0,823	0.60	Reliable

Table 2: Instrument Reliability results test  
Source: processing results in 2015

Based on Table 2 shows the value of Cronbach alpha of all variables has a value of Cronbach alpha greater than 0.60 so it can be concluded that the indicator or questionnaire used in the variable knowledge, attitude and consumer decisions in choosing jewelry agate all declared reliable or can believed to be a measure.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	2.970	1.819		1.632	.106	
	Knowledge	.792	.077	.702	10.331	.000	.907
	Attitude	.224	.084	.181	2.670	.009	.907

Table 3: Coefficients<sup>a</sup>  
Source: processing results in 2015

Based on table 3 we get the regression equation as follows:

$$Y = 2.970 + 0.792X_1 + 0.224X_2$$

The equation shows that all the variables have a positive effect on Knowledge. The constant of the above regression is 2,970 this means that with the knowledge and attitude towards consumer's decision in choosing jewelry agate. While the regression coefficient variable x1 for 0.792 states that each addition of responses of respondents about knowledge then followed by attitude. The regression coefficient of variable x2 of 0.224 states that any addition of respondents' responses on attitude background can then be followed by consumer decision. a. Correlation Coefficient and Coefficient of Determination the value of correlation coefficient (R) shows how big the correlation or relationship between independent variables with dependent variable. The correlation coefficient is said to be strong if above 0.5 and close to 1.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 <sup>a</sup>	.603	.594	2.04134	1.810

Table 4: Summary Model  
Source: processing results in 2015  
a. Predictors: (Constant), Knowledge, Attitude  
b. Dependent Variable: Costumer decision

Based on the calculation using SPSS program, obtained correlation coefficient value (R) of 0.776 which shows that the relationship between independent variables and dependent variable is high because it has a positive R value above 0.5 and close to the number 1.

Then the coefficient of determination (R square) of 0.603 indicating that the percentage contribution of independent variables to the dependent variable of 60.3%, this means that Knowledge and Attitude can be explained by both independent variables of 60.3% and the remaining 40.7% explained by other factors which is not described in this study.

#### 4.1. Partial Test of Hypothesis

To know whether there is influence of each variable that is Knowledge and Attitude to Consumer decision, hence done t test (partial test). Where if significant <0.05, then Ho is rejected and Ha accepted.

- Knowledge Influence (X1) Against Consumer Decision choose jewelry agate (Y). Variable X1 that Knowledge has value significance 0.000 > 0.05 Show that Knowledge (X1) significant to decision Consumer choose jewelry agate.

- Influence of Attitude (X2) Against Consumer Decision choose jewelry agate (Y). Variable X2 That is the attitude of significance value  $0.009 > 0.05$  which indicates that attitude (X2) significant to the decision Consumer choose Jewelry agate.

#### 4.2. Simultaneous Hypothesis Testing

To know whether there is influence simultaneously (together) independent variable, that is Knowledge and Attitude to decision of Consumer choose agate jewelry, then test done f (simultaneous test). Where if the significant value  $< 0.05$ , then hypothesis rejected and hypothesis accepted. and if significant  $> 0, 05$ , then ho accepted and hypothesis rejected. As for the test results simultaneously on the independent variable consisting of Knowledge and Attitudes significant value  $0.000 < 0.05$ , which means that the independent variables (Knowledge and Attitude) are significant to the consumer's decision to choose jewelry agate.

As has been done data analysis on the influence of Knowledge and Attitudes to Consumer decisions in choosing jewelry agate. The results of data analysis indicate a positive influence between the background Knowledge and Attitudes toward Consumer decisions in choosing jewelry agate. While through partial hypothesis testing (t test) shows that Knowledge and Attitudes have a significant effect on consumer decisions in choosing jewelry agate. This can be described as follows:

- Effect of Knowledge on Consumer Decision in choosing jewelry agate. Based on the results of regression tests that have been done to obtain the result that between Knowledge of Consumer Decision in choosing jewelry agate has a positive influence which means that the higher Knowledge of a person then consumer decisions will increase. While from the results of partial tests that have been done to obtain results stating that between Knowledge of consumer decisions have a significant effect. The meaning, that Knowledge has a significant influence on consumer decisions. Thus, the first hypothesis (H1) which states Knowledge positive and significant influence on the decision of Consumer Decision in choosing jewelry agate.
- Influence of Attitude Against Consumer Decision in choosing jewelry agate. From the results of regression tests that have been done show that there is a positive influence between knowledge of Consumer Decision in choosing jewelry agate, where the higher Knowledge of a person then the decision of Consumer Decision in choosing jewelry agate will be increasing. While the partial that has been done obtained the results that states that Knowledge of Consumer decisions have a significant effect. Its meaning, that Knowledge to Decision of Consumer Decision in choosing jewelry agate to consumer have a significant influence to consumer decision. Thus, the second hypothesis (H2) which states Attitudes have a positive and significant impact on Consumer Decision in choosing jewelry agate.
- Influence Knowledge and Attitude Consumer Decision in choosing jewelry agate. Based on the results of regression analysis that has been done before, has obtained results that simultaneously found positive influence between the independent variables in this case Knowledge and Attitudes towards Consumer Decision in choosing jewelry agate. While on the simultaneous test results, indicating that the two independent variables have a significant effect on the dependent variable. Thus, the third hypothesis (H3) which states that simultaneously Knowledge and Attitudes have a positive and significant influence on Consumer Decision in choosing jewelry agate.

#### 5. Conclusion and Recommendation

Based on the results of analysis and discussion that has been done then it can be drawn some conclusions from the analysis that is as follows:

- Knowledge has a positive and significant impact on Consumer Decision in choosing jewelry agate with significance value  $0.000 > 0.05$
- Attitudes have a positive and significant impact on Consumer Decision in choosing jewelry agate with significance value  $0.009 > 0.05$ .
- Simultaneously Knowledge and Attitudes have positive and significant influence on Consumer Decision in choosing jewelry agate.

The suggestions that can be given in connection with the results of this study are as follows: It is better for the agate jewelry business to know more about Consumer Knowledge and Attitude toward Consumer Decision in choosing agate jewelry which become market segmentation, so it can determine and provide services according to the needs and desires of Consumers.

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