

Matoa Brand Watch Products Online Purchase Decision on Makassar City Students

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ABSTRACT

The purchase decision is a problem identification process carried out with several series of processes in accordance with consumer wants and needs. This study aims to analyze how the decision to purchase Matoa watch products. In this study, the method used is a qualitative method with data collection techniques using the Research library technique and field studies or field research by interviewing 5 informants. Based on the research results, the results of the decision making of Matoa watches through online media are based on several factors such as problem recognition, information search, information before using the product, purchase decisions, and post-purchase evaluation.

Keywords – Purchase Decisions; Watches; Matoa

INTRODUCTION

Today's marketing world allows every consumer to interact directly with marketers and with other consumers who form groups and individuals. Prisgunanto in Setiawaty (2014) writes that "current developments in communication greatly affect economic development. McLuhan states that if a country's geographic, legal, economic, and political boundaries have been reached by mass media or electronics, it can be said that it can open the door to the development of progress. From this concept, McLuhan proved that the presence of the Internet as super fast and reliable in the necessities of life can facilitate the communication life of a civilization. Internet itself is a medium of communication which consists of various characteristics such as the media used eg the media to transmit something like radio, television and newspapers. Another characteristic of the Internet itself is the nature of network usage (1).

The many uses of the Internet can be used as a medium for business development. One of the human habits of this modern era is to buy through social networks or online store applications, this activity is an activity of making purchases through online media. It really depends on a network connection and working devices like laptop or cell phone. Relying on consumer behavior when using, researching, evaluating, purchasing and after

providing a product or service is believed to meet the wants or needs of a consumer. The number of studies that deal with consumer behavior issues in making purchasing decisions is something very mandatory for owners who will be engaged in virtual world business.

Several factors that generate an interest in buying in-store are influenced by several factors such as seeking information, brief reviews to choose a product. According to Tan, Kwek and Lau (2017) believe that part of a person's lifestyle begins with a person's interest, perception, whether personal or influenced by groups towards activities that feel shopping (2). Most expert opinions say that the purpose of shopping is the point of view of a person or a consumer based on their social class, culture, economy, person's environment or of the consumer himself. The buying orientation itself is an important factor in making purchasing decisions on online sites.

Online shopping has influenced the minds of consumers as consumers believe that online prices are cheaper. That is why many consumers prefer to buy online, in addition to saving time, consumers can also compare prices. In making a decision, a person or a consumer essentially aims to overcome the problems that he has already encountered. It is also inseparable from the process of meeting their needs. The online shopping system provides easy access to the necessary information about a product. This of course gives a positive impression to consumers which means they can find as much information as possible before making a purchase.

It is the practicalities described above that become an attraction in online shopping. But on the other hand, online shopping also provides various types of information, either with the help of visual aids, texts or narrative information, but also by using its role of informant. The development of marketing methods is also changing models of product promotion, the role of informants in providing good product information (testimonials) is becoming a new conception of news research media.

An increase in lifestyle has an influence on the choice of the use of a product. Without exception, it is also the selection of watchmaking products. At this time, the choice of watch products was very selective considering the unique appearance and design and limitations of the product. Most designers and producers choose teenagers as unique and limited products. The selection of young people itself is based on the characteristics of adolescents who are easy to be influenced by the things they see. According to Santrock in Ulfah Nigrum (2011) says that adolescence is a period of transition in life that begins in nature from children to adults, where the search for identity becomes a process that has many influences in determining the Interest in choosing a product, it provides give teens the opportunity to be easily influenced by the things around them. It also understands changing fashion roles and appearance trends (3).

In the city of Makassar itself, especially among adolescents, watches are one of the supporting accessories or complements in daily activities. Besides function and style, watches also stand out for their uniqueness, one of the most well-known and international brands, namely Matoa watches. The peculiarity is that these watches are made of wood and another peculiarity lies in the denomination of the wooden watches, namely Matoa Flores,

Alor, Matoa Sumba, Matoa Gili, Matoa Rote and Matoa Moyo. When the names of these products are based on multiple islands in Indonesia, the products can only be found on their Instagram social media accounts and the official website. @matoa_id and www.matoa-indonesia.com. Matoa is the leading brand of wooden watches in Indonesia. Matoa's mission is to combine Indonesian culture with urban fashion styles and make wooden handicrafts so they don't look out of fashion. Basically, matoa products are watch products that have functions like other watch products, however, matoa watches have special characteristics, namely maple and ebony wood (characteristics of wood with beautiful fibers and colors). A simple and modern design, as well as a limited number of productions, give an exclusive and elegant image of matoa products. In addition, Matoa is also the pioneer of the first wooden watch in Indonesia. Based on the phenomenon in the above description, the authors feel interested in conducting research related to the role of consumers as testimonials about a product or service. Then the title to be named by the researcher is "The Decision to Buy Matoa Brand Watches Online for Students in Makassar City".

METHOD

This research is a qualitative descriptive research whose results and description will be presented in descriptive form. In this research, the main instrument is the researcher himself. The research location was carried out in Makassar with the coverage of several universities in the city of Makassar including UNIFA, UNIBOS, UMI, IBK NITRO, STIKES NANI.

Data collection uses primary and secondary sources. Primary data sources can be obtained from interviews and direct observations of informants. Secondary data sources are obtained from several media such as the Internet and other social media. The data collection used in this research is library research and field research, including through interview and observation techniques.

RESULTS

Based on research conducted with Makassar City students on purchasing decisions for Matoa branded watches online for students in Makassar City. The research was conducted using interview techniques with informants who, in this study, were several students from several universities in the city of Makassar. The existence of informants from different places where the interviews took place in several places of the city of Makassar. Not only took place on several campuses, but also in places such as cafes, malls and eating places included in the places used for the interviews.

The use of accessories, including a fashionable watch, in fact nowadays it is not difficult for us to meet every day on its existence.

Watches are one of the necessities that are currently being discussed among young people. This need is getting a lot of attention from manufacturers, so many different watch

brands have emerged including the Matoa brand. The research results obtained by the researchers during interviews are as follows: How to choose a watch product?

According to the results of the interviews, up to 5 informants gave different statements about the following statements:

"If I choose a watch based on its quality design" (Results of the interview of June 10, 2020, Eko arie wibowo)

"Personally, I choose watches based on their uniqueness" (Results of the interview of September 15, 2020, Andi nindi aulia faradillah)

"I chose by looking at the shape and design of the watch" (Interview results 01 October 2020, Nasiyrah)

"I usually depend on the trend or the hits" (Results of the interview of August 20, 2020, Faitul lilo saynuddin).

"When choosing a watch, I look at the price offered and also the quality of the watch" (Results of the interview of July 15, 2020, Yusni gaffar)

From some of the results of the above interview, it shows that the recognition of the problem was made in the purchasing decision process by selecting what you want.

Then, the researcher asked the question, what prompted you to use the watch product from the matoa brand? From several interviews, students are interested in using it due to its unique design, as stated by the following informants:

"I saw that the material used was very eco-friendly and also unique, and the wooden packaging finally got the urge to use it, especially the information I received was that it was about the first wooden watch in Indonesia" (Results of the interview of August 20, 2020, Faitul lilo saynuddin).

Another thing that was also conveyed by an informant during the interview was:

"When I saw it for the first time, I liked it straight away because it was unique, it was very light in use. Moreover, the brand is already well known compared to other wooden watches (Results of the interview of June 10, 2020, Eko Arie Wibowo).

From the results of the above interview, it shows that product design is one of the factors to influence consumers in their purchasing decisions. Matoa is one of the most popular watch brands because it has a wooden base and a unique design. With increasingly fierce competition, design will be a way of showing the identity of the product. Asshihiddieqi (2012) the characteristics of a product will ultimately distinguish it from similar products of other brands of competitors. Then, the researcher asked the 6th question, have you ever compared Matoa watch products with other watch products?

From the results of the interviews, 5 informants gave statements with different answers, while the statements of the informants were as follows:

"I never compare because I have seen and tried matoa products from friends who use them" (Results of the interview of June 10, 2020, Eko arie wibowo).

"Never but just compare models" (Interview results October 01, 2020, Nasiyrah) "If I had the time to compare the price with other watch products" (Results of the interview of July 15, 2020, Yusni gaffar).

"I compared the problem of the materials used with watch products in general" (Results of the interview of August 20, 2020, Faitul lilo saynuddin).

Looking at the statements of some of the above informants, most of the comparisons were made from several factors, such as some of the informants who compared matoa watch products in terms of price, raw materials, to the models offered. by matoa watches. As for the 7th statement, what made you decide to use a matoa watch?

"I am interested in what matoa watches have to offer, especially with the unique raw materials" (Results of the interview of June 10, 2020, Eko arie wibowo).

"My reason is because of the uniqueness offered, with the model of the product" (Results of the interview of August 20, 2020, Faitul lilo saynuddin).

From the results of the interview, it was stated that the decision to use the matoa watch product was due to the supply of raw materials with a fairly good design. Then the researcher asked the 8th question, in deciding to buy the matoa brand watch, was there any encouragement from family, friends or groups?

From the results of the interview, the informant said that friends were encouraged to decide to buy matoa products. As the informant said during the interview, namely:

"From a friend, because the first one who recommended the matoa clock was a friend who had used it before and had used it for a long time." (Results of the interview of July 15, 2020, Yusni Gaffar)

The informant also conveyed the same thing during the interview:

"The friend who recommended it for the first time said the product was good." (Interview results October 01, 2020, Nasiyrah).

Reference groups are one of the sources of information available in the community. Reference groups influence people in at least three ways, namely to introduce new behaviors and lifestyles, to influence attitudes and self-concept, and to create comfort pressures that can influence their product choices (4). Then the researcher asked the 9th question. When you decided to buy the product, after making a purchase, did you feel satisfied or regret after purchasing it? From the results of the interview, the informant said he believed in online shopping, as the informant said:

"I am satisfied because the products offered meet my expectations" (Interview results October 01, 2020, Nasiyrah).

The same was conveyed by other informants:

"Personally, I am very satisfied and do not regret having purchased matoa watch products" (Results of the interview of September 15, 2020, Andi nindi aulia faradillah).

"If I am satisfied with the product, even more of all the ingredients is what I want" (Results of the interview of July 15, 2020, Yusni gaffar).

From some statements made by the above informants, it can be seen that some of them are very satisfied with the products of matoa watches, this is because what is offered is in accordance with the wishes of consumers and also with the use. of raw materials naturally creates added value for consumers themselves. This is consistent with the theory

that belief is descriptive thought that someone believes in something. Trust can be based on genuine knowledge, opinion, and faith (5).

Also, on the last question with questions regarding the perception of the informant of the informant, as for the answer to the last research question, namely, what do you think of the matoa watch product?

Based on the results of the interviews with the 5 informants of this study, the informants gave almost the same statements as for the following statements of the informants:

"I think the matoa watch is quality with an attractive design" (Interview results October 01, 2020, Nasiyrah).

The same was also given by other informants regarding attractive designs and excellent quality.

"Personally, this watch product is very good, especially in terms of quality and design" (Results of the interview of June 10, 2020, Eko arie wibowo).

"In my opinion, this product is very good, especially the quality of the raw materials used" (Results of the interview of September 15, 2020, Andi nindi aulia faradillah).

Based on the results of the interviews conducted by the 5 informants of this study concerning the perception of the product of the matoa watch, most of them responded with specifications concerning the quality or the offered quality of the product with good assumptions and this was also supported by a fairly unique product design. Which makes it an added value to the matoa watchmaking product. This is also supported by the theory according to Asshiddieqi (2012) the characteristics of a product will eventually be able to distinguish it from similar products of other competing brands. So that it can bring its own advantages to manufacturers.

DISCUSSION

The use of accessories, including watches, fashionable, indeed, nowadays it is not difficult for us to discover every day the existence of students who use watches, which are more and more numerous. The increasing number of watch users has a positive impact for these watch manufacturers to be able to create new designs.

Watches are one of the necessities that are currently being discussed among young people. This need is getting a lot of attention from manufacturers, so many different watch brands have emerged including the Matoa brand. Matoa is the leading brand of wooden watches in Indonesia. Matoa's mission is to combine Indonesian culture with urban fashion styles and make wooden handicrafts so they don't look out of fashion. This matoa product is in fact the same as other watches, only the material used is wood, namely maple and ebony (characteristics of wood with beautiful fibers and colors). A simple and modern design, as well as a limited number of productions, give an exclusive and elegant image of matoa products. In addition, Matoa is also the pioneer of the first wooden watch in Indonesia. There are several reasons given by users of Matoa brand watches, especially students in the city of Makassar. From several opinions regarding watches today, they

argue that in determining fashion, especially watches, they look at several criteria in the need for personal use of watches. As for the criteria given by the five informants to the introduction of the need for watch products, namely quality, design, price and current trends.

This is in accordance with the theory of Kotler and Teller (2008), that the introduction of needs includes the process of analyzing a desire and a need with the main aim of knowing a desire and a need that does not 'were not satisfied and satisfied (6).

The uniqueness and the materials used are one of the attractions of this product according to consumers. The matoa watch is an original watch made in Indonesia and is the first product made of wood as the main material for making the watch. This aspect becomes a very strong value for consumers to choose this product as a product suitable for use. Although this product does not yet have outlets or stores in all the islands of Indonesia, consumers do not feel difficult to obtain the product. A responsive and up-to-date online system facilitates information and communication between consumers. One of the things that makes consumers feel at ease when shopping online is that there is a guarantee that the product purchased is a product that meets the expectations of every consumer.

Meanwhile, from interviews with 5 informants regarding the reasons for using matoa watches, several informants said that the reasons for using matoa watches were based on daily needs, lightweight watch materials, as well as fashion support from informants. Based on this assertion, it can be seen, in line with what has been said by Kotler and Keller (2008), that purchasing decisions are a genuine purchasing process of the consumer. Where before making a buying decision has gone through stages involving a series of decisions such as type of product, brand, sales, quality and how to buy (7).

Several factors influence informants in making matoa watch product purchasing decisions based on the influence of relatives or friends. In general, friends are one of the factors that play a big role for a student in deciding to buy a matoa watch. Experience and the contribution of friends sometimes becomes a special consideration when a student feels the need for additional information about the matoa watch they want. It's not even just about product information, in the purchasing system, students are always exchanging with friends who already have their own experience.

Consumer trust is the main thing in the process of buying a product, consumers who trust a product will build loyalty and value the product. A responsive and informative service system provides convenience and creates positive value in the minds of every consumer, prompt and communicative response is also a reason consumers want to buy Jam matoa products both online and in person. The process of purchasing decisions made by consumers not only stops the purchasing process, but continues through to the post-purchase process. This process is usually a conscious and unconscious process performed by a consumer after consuming or purchasing the product they want. Post-purchase behavior is also typically used by consumers to describe attitudes and satisfaction with a product, both positive and negative in the form of complaints about a product.

Based on several statements made by informants regarding feelings of satisfaction or not after making a purchase on the matoa watch product, most responded that they were satisfied with the matoa watch product because the products offered met expectations and standards, consumer desires. This is also in accordance with the theory put forward by Kotler and Keller (2008), that the post-purchase process is a process concerning the achievement of consumer satisfaction which, if concluded, can be interpreted as the task of the consumer (7). producer or company is not just trying to get consumers to just buy the product. Rather, it guarantees satisfaction and maintains consumer confidence throughout the post-purchase process.

As for the other things that have been put forward by consumers during the purchasing process of the research stages, namely regarding the given evaluation, from several statements made by consumers responding to the matoa watch product saying that The matoa watch product is of very good quality, attractive design and also resistance or quality which resists unique raw materials.

CONCLUSION

Based on the results of the discussion in the previous section, here are some of the conclusions and results of this study, namely: 1) The purchasing decisions made on the online matoa brand watches for students of the city of Makassar are in accordance with the 5 steps of the purchasing decision process. 2) When deciding to buy a watch product that consumers need, several aspects have an influence, such as the recognition of needs, the search for information, the alternative evaluation. Based on the results of the proposed research, the researchers found that the concept of marketing mix and the quality of matoa watch products have an important role in the decision to purchase the matoa watch product online.

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