
An Analysis of Push and Pull Factors towards Purchase Intention to Shop at Batik Trusmi Cirebon

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ABSTRACT

This research is design to analyze how the concept of push-and-pull factors positively impact the purchase intention at Batik Trusmi Cirebon. The research models are made to measure the impact between push factors and pull factors towards purchase intention. The research subject in this research is the customers who have shopped at Batik Trusmi Cirebon. 160 respondents are taken as samples and the data have been analyzed with multiple linear regression method. The result shows that push factors and pull factors are positively impact purchase intention. This means, both of the hypothesis are accepted. Batik Trusmi Cirebon could improve their marketing strategy such as promotion and quality consistency in order to attract more customers and other recommendatio n are made based on this research finding which is concluded in the last chapter.

Keyword: Push Factor, Pull Factor, Purchase Intention

I. INTRODUCTION

Indonesia has become a highly sought-after tourist destination for both domestic and foreign visitors because of its natural resources, cultural heritages and from its culinary (Indonesia Tourism, 2021). The tourism sector itself has contributed to the Indonesian economy. The data that will be shown in figure 1.1-1 indicates that the tourism sector's income has increased throughout the year. It can be seen that revenue has continued to rise, despite a drop in 2009, and has kept rising year after year until it hit USD 18,404,000 in 2019 (CEIC, 2021). This means that tourism in Indonesia is a significant source of foreign exchange earnings and can encourage national economic growth, particularly in reducing unemployment and increasing the productivity of a country. Indonesia has become a highly sought-after tourist destination for both domestic and foreign visitors because of

its natural resources, cultural heritages and from its culinary (Indonesia Tourism, 2021). The tourism sector itself has contributed to the Indonesian economy. The data that will be shown in figure 1.1-1 indicates that the tourism sector's income has increased throughout the year. It can be seen that revenue has continued to rise, despite a drop in 2009, and has kept rising year after year until it hit USD 18,404,000 in 2019. This means that tourism in Indonesia is a significant source of foreign exchange earnings and can encourage national economic growth, particularly in reducing unemployment and increasing the productivity of a country. Batik Trusmi Cirebon reported that their sales have fluctuated from 2015 until 2018.

Their sales dropped by 50.8% in 2017 and only increased by 6.8% in 2018, not nearly as much as in previous years which in 2016 increase by 13.4%. Sellers have mentioned that there are no longer many visitors coming to their shop. This decrease indicates that there are factors influencing consumer or shoppers' motivation and behavior not to buy batik in Batik Trusmi Cirebon. As the organizations and companies in the shopping tourism industry, they need to consider what shoppers want in order to develop their businesses, one of which is from their behavior or we called it consumer behavior. Consumer behavior needs customers to contribute information, skills, experience, relationships and time and alternative resources in order to influence their behavior (Roy et al., 2018).

The research of Pansari and Kumar (2017) shows that consumer behavior including customer purchases, feed-back or suggestions to the company, and helping other customers. Push and pull factors are also essential for understanding consumer behavior, and for explaining why people travel. There are many classifications and models to represent different motives (Chiang & Jogaratnam, 2006; Scott et al., 2017). The concept of push-and-pull factors involves the theory that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes (Al-Haj Mohammad & Mat Som, 2010). Al-Haj & Mat som (2010) also state the push-and- pull motivations have been used in tourism behavior studies.

All those factors; shopping, push and pull factors accompany tourists when buying clothes, souvenirs, artwork and handcrafts as a reminder of their travel experience at a destination. Tourists also spend part of their time shopping, which accounts for a large share of travel expenses (Hu & Yu, 2007; Lloyd, Yip, & Luk, 2011; Wong & Wan, 2013; Scott et al., 2017).

II. LITERATURE REVIEW

A. Push and Pull Factors

The literature review shows that motivation for travel is regularly reviewed by motivational theory based on push and pull factors. The concept of push-and-pull factors involves the theory that people

are driven by their own inner forces and drawn by the external attributes of specified influences (Al-Haj Mohammad & Mat Som, 2010). The push and pull structure is perhaps the most perceived hypothesis in clarifying traveler motivation (Bright, 2008). Push and pull factors are fundamental for understanding travel behavior, and for clarifying why individuals travel. There are numerous groupings and models to represent various motives. Each motivational theory has its qualities and shortcomings, and more operationalization and observational help are required (Chiang & Jogaratnam, 2006). It is important to understand the relationship between push and pull motivations as they definitely have a connection (Baloglu and Uysal, 1996). Previous studies on the relationship between push and pull motivation have been carried out by a number of researchers such as Kim and Lee (2002); Kim et al. (2003); Jang and Cai (2002); Yuan and McDonald (1990); You et al. (2000); and Kozak (2002). Pyo et al. (1989) and Oh et al. (1995) examined push and pull factors simultaneously and identified the commonality that existed between those variables. Jang and Cai (2002) examined the relations between both, although both have different sets of data and categories they are best used together as a singular theory as it assists each other.

B. Push Factors

As defined above, push factors play an important role in tourism and especially shopping tourism as it can be used to examine tourist motivation in visiting a certain country (Crompton, 1979). In tourism there are multiple push factors. Correia, do-Valle and Moço (2007) and Uysal and Jurowski (1994) recorded the push factors most regularly utilized by researchers. Most push factors are intrinsic motivators, such as the desire of a retreat, relaxation, reviews from the previous experience, culture and lifestyle knowledge, luxury, health, shopping, pressure help, escape from daily routine, physical relaxation, doing various things, animating feelings and sensations, being an explorer, having a fabulous time, expanding information, finding out about various societies and ways of life, finding new places, growing dear companionships, going to places my companions haven't been, and discussing an excursion. (Crompton, 1979; Dann, 1977; Isa-Ahola, 1982). Push factors are also important to find and analyze the motivations of tourists (Baloglu and Uysal, 1996) as it provides insight to their reasons for travel.

C. Pull Factors

Pull factors which have been explained above is also an important consideration in traveler motivation. Pull factors play an important part in deciding where a tourist will go for travelling as there are different features in each location that would "pull" travelers to it (Kosak, 2002). Correia et al. (2007) and; Seebaluck et al. (2015) recorded pull factors most commonly cited in the literature, including price, goods' quality, promotion, infrastructure, the environment, attractions, nightlife

activity, sports goods, transportation, accommodation, weather, accessibility, beaches, gastronomy, health, distance, shopping facilities, relaxing atmosphere, social climate, hospitality, various ethnic groups, and living standards.

D. Consumer Behavior

According to Mooij (2010) "Consumer behavior can be defined as the study of the processes involved when people select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desire". Consumer buying behavior is influenced by factors typically not specifically observable (Pilelienė and Grigaliūnaitė, 2017; Kułyk et al., 2018). Day and Moran in 2011 point out that the history of effective business starts with a plan that focuses on the needs and desires of customers. (Varadarajan, 2020)

Psychological, social, economic, technology qualities affect the behavior (Ungerman et al., 2018). Elements such as music, lighting, product quality, and product design also influenced the consumer behavior towards the products. It was further developed that the more time a consumer spends in the shop, the greater is the possibility of purchasing (Rekha and Vinay, 2018). Khan et al. (2014) sorted different elements influencing customer buying behavior as outer improvements, for example, promotion and advertising, atmosphere (fragrance, color style, design, display of merchandise), buying frequency; internal perception for example, cash, time, feeling, way of life, and character; segment factors, for example, age, occupation, sex, salary, and so forth; lastly, buying behavior such as price, payment, and time of purchasing.

E. Purchase Intention

Kotler and Keller (2016) state that "purchase intention is a form of behavior from consumers who wish to purchase or choose a product based on their experience, use and desire for a product". Previous studies of purchase intention that have been done mention there are several factors that influence purchase intention. According to the previous study, environmental consciousness (Kumar et al., 2021), brand image and brand identity (Dash et al., 2021), and marketing mix, which include price, place, promotion, and product (Wongleedee, 2015) are the factors that determine customers' buying decision or purchase intention.

Before customers decide to purchase a product, of course there are a range of aspects that must be considered before purchasing products. These are called buying decision stages. Kotler and Keller (2011) shared that there are five stages of the buying decision process; problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Problem recognition is the situation when customers become aware of their dissatisfactions, they

look for ways to strengthen their current situation. New demands, which are created due to internal and external causes, awaken the consciousness of dissatisfaction. Internal triggers for a clothing store may include consumption target and perception; external causes may include friends, family, and promotional events (Schiffman and Kanuk, 2010; Xu and Chen, 2017).

Then, information search is considered when a consumer recognizes the problem, they need to search for information whether it be internally or externally. Internal factors such as culture and purchasing experience, and external factors such as public or business sources advertisement of product and product display (Xu and Chen, 2017).

In the third stages, evaluation of alternatives means the consumers gathered all the information and evaluate all of their product and brand choices on a scale of attributes that can provide the value that the customer is looking for (Kotler and Keller, 2011).

Afterwards, the final purchasing decision of consumers is influenced by the outcomes of alternative evaluations, environmental conditions, and store selection. Physical situation is the most important factor in clothing buying when it comes to environmental conditions. The word "physical condition" refers to a situation that takes the shape of physical life and has the ability to affect consumer perception. Place, decoration, lighting, music, smell, and atmosphere are all factors in clothing stores. The variables have a huge effect on customer purchasing decisions (Xu and Chen, 2017; Lynn and Pierre, 2012).

The final stage of the consumer decision process is post-purchase evaluation, in which the customer assesses whether he is pleased or unhappy with a purchase based on the price, quality and service. MacInnis et al. (2014) notes in this stage "consumers correlate their expectations to perceived value, and then look for opinions from friends or family, in order to sum up experience, which have great influence on their next purchase decision".

Based on the literature review, following hypothesis are developed and tested in this research:

H1 : There is a positive impact between Push Factors towards Purchase Intention (PI).

H2 : There is a positive impact between Pull Factors towards Purchase Intention (PI).

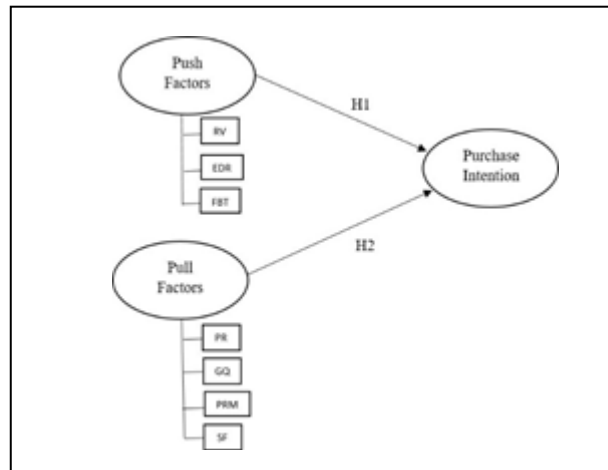


Figure 1. Research Model by the Author

With following details:

RV : Reviews
EDR : Escape from Daily Routine FBT : Fabulous Time
PR : Price
GQ : Goods' Quality PRM : Promotion
SF : Shopping Facilities

III. RESEARCH METHODOLOGY

A. Type of Study

The aim of this chapter is to look into the study's methodology. The secondary research is discussed first, then the primary research. In this analysis, there are two types of studies: qualitative and quantitative. Both quantitative and qualitative analysis was discussed, with the quantitative research and descriptive analysis are being justified. The research instrument is examined, as is the final section of methodology, which focuses on data analysis.

B. Population and Sample

For the purpose of this study, the population target is the customers who had shopped Batik in Cirebon, particularly who had shopped at Batik Trusmi Cirebon. The sampling strategy that will be used in this research is the non-probability sampling, in particular, snowball sampling approach. 'Snowball sampling is based on referrals received from an initial subject to generate additional subjects. In this sampling approach, members of the sample group are recruited via chain referral.' (Gaulee et al., 2020). Because the population size is unknown for this study, the author chooses Wibisono's formula which resulting a survey of minimum 96 respondents will be used for this

research.

C. Type of Data and Collection Method

For the purpose of the study, the primary data will be collected through questionnaires. The questionnaire will be conducted through Google Forms. The survey was voluntary and anonymous, taking 8-10 minutes for the individual to complete the survey. All questions were developed on the basis of each keyword identified in the literature review to satisfy the data needed to complete this research.

D. Data Analysis Technique

1.1.1 Pre-Test

However, before the questionnaires will be distributed the author will do the pre-test which is piloting. After the first pilot project, questionnaires can be administered effectively (Ledgerwood and White, 2006). Piloting is a question(s) that serves as a preliminary model for a real experiment (Mehdi, 2005). It is a small-scale observation to evaluate a questionnaire in order to reduce the likelihood of participants having difficulty answering the questions and to assess the questions as well as the reliability and validity of the data to be obtained (Saunders et al., 2016).

1.1.2 Post-Test

After the data has been subjected to the pre-test process, which includes ensuring the validity and reliability of each query, a post-test or real test can be administered. The test including validity test, reliability test, and multiple linear regression test that including T-test and F-test are conducted.

This research will be using the Pearson's correlation to measure the validity of the data, which the items are considered as valid if the R-Value is bigger than R-table. The continuity of answers to questions is referred to as reliability, while the precision of the measurement is referred to as validity. It is possible to have reliability without validity, but the test must be accurate in order to be legitimate (Reid and Bojanic, 2010). Cronbach's Alpha, also known as Coefficient alpha, is the most commonly used method for measuring data internal accuracy.

In multiple linear regression test, the T-test is used to test variables individually in relation to dependent variables; it can determine how important an independent variable is in relation to the dependent variable. This test is often used to determine whether or not the hypothesis is approved (Saunders et al., 2016), while F-test is a statistical test that is used to measure the discrepancy between the group means in ANOVA calculation, which is the outcome is collected from SPSS program (Saunders et al., 2016). From the result, it can be examined whether or not the hypothesis is approved.

IV. RESULT AND DISCUSSION

A. Respondent Profile

The questionnaire has been completed by 160 people from May 11th, 2020 until May 18th, 2021. After screening the data, the result shows that only 116 of them are eligible to be analyzed, while the other 44 are held aside due to haven't been to the Batik Trusmi Cirebon and show invalid results. The respondents were asked seven questions about their profile in order to determine the demographics of the respondents. The result shows that 56.1% of those who completed the questionnaire were female (66 respondents), while the remaining 43.9% were male (50 respondents). It can be inferred that the majority of those who shop at Batik Trusmi Cirebon are female. Most of the respondents were in the age range of 45-54 years old and they are business owner who has an income over IDR 10,000,000.00 per month. The majority of the respondents are living in DKI Jakarta and West Java area.

B. Validity and Reliability Test

After collecting the data, a validity test must be performed to ensure that the query is still accurate after being filled out by other respondents. Since its total sample size for the research that met the requirements was 116 respondents, the df is 114. This implies that the R-table is 0.1824 with a margin of error of 0.05 or 5%. From the results all 26 questions are valid.

C. Validity Test

Table 1. Push Factor Items Validity Post-test Results

Items	R-Value	R-Table (0.05)	Result
RV1	.587**	0.1824	Valid
RV2	.499**	0.1824	Valid
RV3	.671**	0.1824	Valid
EDR1	.594**	0.1824	Valid
EDR2	.652**	0.1824	Valid
EDR3	.725**	0.1824	Valid
FBT1	.558**	0.1824	Valid
FBT2	.646**	0.1824	Valid
FBT3	.701**	0.1824	Valid

Table 2. Pull Factor Items Validity Post-test Results

Items	R-Value	R-Table (0.05)	Result
PR1	.450**	0.1824	Valid
PR2	.691**	0.1824	Valid
PR3	.783**	0.1824	Valid
GQ1	.423**	0.1824	Valid
GQ2	.677**	0.1824	Valid
GQ3	.643**	0.1824	Valid
PRM1	.634**	0.1824	Valid
PRM2	.550**	0.1824	Valid
PRM3	.742**	0.1824	Valid
SF1	.630**	0.1824	Valid
SF2	.742**	0.1824	Valid
SF3	.656**	0.1824	Valid

Table 3. Purchase Intention Validity Post-test Results

Items	R-Value	R-Table (0.05)	Result
PI1	.717**	0.1824	Valid
PI2	.819**	0.1824	Valid
PI3	.813**	0.1824	Valid
PI4	.771**	0.1824	Valid
PI5	.740**	0.1824	Valid

D. Reliability Test

The items are often checked for post-test reliability to ensure that they are still correct and reliable after being filled out by other respondents. All three variables; Push Factors, Pull Factors, and Purchase Intention, are subjected to reliability testing.

Table 4. Reliability Post-test Results

Items	Cronbach' s Alpha	N of Item s	Result
Push Factors	.801	9	Very Good Reliability
Pull Factors	.865	12	Very Good Reliability
Purchase	.830	5	Very Good Reliability

Table 4 indicates that all elements from the push factors, pull factors, and purchase intention have a Cronbach's Alpha value greater than 0.800. As a result, all items are regarded as reliable, with an Internal Consistency decision of Very Good Reliability.

E. Multiple Linear Regression Test

To determine regression and correlation of each variable in the model towards purchase intention, a multiple linear regression tests are done. With the following results:

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL PULL, TOTAL PUSH ^b		Enter

a. Dependent Variable: TOTAL PI
b. All requested variables entered.

Figure 2. Variable Entered for Multiple Linear Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.568	.560	1.803

a. Predictors: (Constant), TOTAL PULL, TOTAL PUSH

Figure 3. Model Summary for Multiple Linear Regression

In this multiple linear regression test, an equation $Y = a + bX_1 + cX_2 + e$ is applied. As can be seen in figure 3, the independent variables; push and pull factors are entered, with the dependent variable is purchase intention. Besides, figure 4.6-2 illustrates the R value is 0.753 which means that the prediction of correlation between both Push Factors – Pull Factors and purchase intention is 0.753 or 75.3%. Meanwhile, the R square (Coefficient Determinant) is 0.568. Therefore, the percentage of the impact Push Factors – Pull Factors simultaneously towards Purchase Intention is 56.8%.

F. Hypothesis Test

1.1.3 F-Test

A F test is needed to test the first key hypothesis, that perceived simultaneity influences purchase intention. To evaluate a F test, if the Sig. score is less than 0.05 or the F-value is greater than the F-table, it means that variable X has an effect on variable Y at the same time. In comparison, if the Sig. score is greater than 0.05 or the F-value is greater than F-table, it means that there is no concurrent effect of variable X on variable Y.

To determine the F-table, the following formula is:

$$F\text{-table} = F (K; N-K)$$

$$F\text{-table} = F (2; 116-2) = F (2; 114)$$

$$F\text{-table} = 3.08$$

In which:

K: Number of independent variables N: Number of respondents

The results for f test is done and shown in figure 4. The results show the number of F value is 74.149 which is greater than F table (3.08), also the number of Sig. is <,001 which means less than 0.05. it can be concluded that the push factors, pull factors simultaneously have an impact towards purchase intention.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	481.956	2	240.978	74.149	<.001 ^b
	Residual	367.242	113	3.250		
	Total	849.198	115			

a. Dependent Variable: TOTAL PI
b. Predictors: (Constant), TOTAL PULL, TOTAL PUSH

Figure 4. F-Test Results for Multiple Linear Regression

1.1.4 T-Test

A T test is used to examine the effect of independent and dependent variables individually. To assess a T test, if the Sig. score is less than 0.05 or the T-value is greater than the T-table, it indicates that variable X has an effect on variable Y. In contrast, if the Sig. score is greater than 0.05 or the T-value T-table, there is no relationship between variable X and variable Y.

To determine the T-table, the following formula is:

$$T\text{-table} = T(\alpha/2; N-K-1)$$

$$T\text{-table} = T(0.05/2; 116-2-1) \quad T\text{-table} = (0.025; 113) = 1.981$$

In which:

α : Margin of error (0.05) N: Number of respondents

K: Number of independent variables

The result of T-test in figure 5 illustrates that T-value of push factors and pull factors has greater number than T-value, which is 3.775 and 5.658. The T-value is 1.981. Then, both of push and pull factors show the less number of the Sig. score of 0.05, which is <.001. To be concluded that both of push factors and pull factors has a positive impact towards purchase intention.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.955	1.447		2.733	.007
	TOTAL PUSH	.172	.045	.326	3.775	<.001
	TOTAL PULL	.225	.040	.489	5.658	<.001

a. Dependent Variable: TOTAL PI

Figure 5. T-Test Results for Multiple Linear Regression

To summed up, the summary of the hypothesis accepted is as below:

H1 : Push factors has a positive impact towards purchase intention.

H2 : Pull factors has a positive impact towards purchase intention.

This related to the previous study from Seebaluck et al., 2015 that stated Push and pull factors are clearly influence tourists which trigger the need of travel, with help from marketing could be a powerful tool to responding consumer needs and behavior.

G. Hypothesis Test Discussion

1.1.5 Hypothesis 1

The first hypothesis of the study shows that H1 which Push Factors has significant impact by 37.8% towards purchase intention to shop at Batik Trusmi Cirebon. In this case, the indicator of push factors is reviews, escape from daily routine and having fabulous time showing a good result from the respondents. Hence, it is aligned with the arguments discussed in chapter 2 from Correia et al. (2007), Mohammad and Mat Som (2010) and Uysal and Jurowski (1994), but the difference between their study and this finding is they are mainly focused on travel motivation, they mentioned that push factors are intrinsic motivators that used to provides insight of their reasons of travel. So, it also concludes that this finding, push factors also affecting people's purchase intention.

Aside from that, it should be noted that even though the respondents decided that they feel happy while shopping, this does not mean that they forget about their everyday problems, as it has a lower score than the other indicators.

1.1.6 Hypothesis 2

The study's second hypothesis, H2, which states Push Factors has more significant impact by 56.6% towards purchase intention to shop at Batik Trusmi Cirebon. In this case, the predictor of pull factors is price, product quality, promotion, and shopping facilities. This result is related to the previous study described in chapter 2. (Seebaluck, 2015; Correia et al., 2007 and; Kosak, 2002). They stated that people's intentions are mainly attracted by pull factors, one of which is a marketing effort, which one of them is a promotion that will draw more people's desire. Other than that, among all the indicators, the respondents are really considering the price and products quality checking as the most important factors before deciding to purchase the products.

V. RECOMMENDATION

Based on the discussion in chapter four, two recommendations are directed for managerial purposes

in the Shopping industry, in particular in Batik Trusmi Cirebon, and for further studies relating in push-pull factors and purchase intention.

1.2 For Managerial

Recommendations for Batik Trusmi Cirebon (Owners, Managers, staffs):

1. Push and pull factors both have a beneficial effect on purchase intent. Knowing these results, Batik Trusmi Cirebon should optimize their management, particularly in marketing mix management, in order to meet the demands and desires of their customers when they shop. For instance, they could improve their sales by making their own online shop and make advertisements as interesting as possible to attract more customers, since the respondents are more likely to shop by online because it is more simple and efficient.
2. The results show that customers really considering promotion as the important factor when they shopping. Meanwhile the respondents see that Batik Trusmi don't have a such variety of promotion. It may be considered as a consideration that Batik Trusmi can offer various promotions such as buy one get one free, discount, free merchandise, and many more, but they must also consider the marketing strategy so that there is no loss if they continue to hold promotions. so that both sides benefit from customers who enjoy shopping there as well as Batik Trusmi who gets more customers.
3. The owner could directly participate in the batik-making process, such as selecting materials, controlling the process, or providing advice to the batik maker so that the resultant batik can be finalized maximally, as well as providing buyers with information about the originality of the batik that is produced.
4. Because people assess the quality of a product when buying, Batik Trusmi can increase the quality of batik that is not deemed good such as choosing good and durable fabrics, conducting research on the colors to be used and the coloring process, and also innovating on trends in batik motifs. And preserve the quality of batik that is clearly good. It is not uncommon for many buyers from many regions and nations to be eager to buy batik or other current products if the existing product is of good or expected quality.

1.3 For Further Research

As for the time and resource limitation in this study, there are several recommendations that can be used for future research:

1. There are only two dimensions that was the focus of this research. For further literature, considering other dimensions such as brand image, brand awareness customer satisfaction, and marketing mix are recommended to provide a new insight.
2. Although this research was conducted using a quantitative method to examine the entire

population, future research might be undertaken using a qualitative way to observe how the results would differ.

3. The research only focuses on Batik Trusmi Cirebon as the main case study. Having a different Batik shop should be taken into consideration for further research as it will be generating a different result.

4. Seeing that the findings on this research shows that push-pull factors have impact the purchase intention through customers' perspective, future study may also have considered on looking in the batik shop or shopping industry's perspective.

5.

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