



Consumer Preferences For Imitation Jersey Shirts: A Conjoint Analysis

Sya'dullah E, Siti Zuhroh*
STIE PGRI Dewantara Jombang
*Correspondence: zuhroh.stie@gmail.com

Received: September 2020, Revised: December 2020, Published: February 2021

Abstract

This research, which was conducted in 2019, aims to determine the consumer preferences of the Persebaya imitation T-shirt jersey in Jombang district. The method used in this research is a descriptive exploratory method with a quantitative approach. The population in this study were unknown Persebaya imitation jersey consumers, so the sampling technique was determined by non probably sampling by taking 100 respondents. The data used are primary and processed using conjoint analysis. The results showed that from all respondents the combination of Persebaya soccer jersey products that became the consumer's preference was the jersey price <Rp. 100,000, dark green jersey color, no collared jersey shape, and a jersey image (there is a name, jersey number, and sponsor). Thus it can be concluded that in choosing the Persebaya T-Shirt jersey, the most important attributes that influence consumer purchasing decisions are: 1) color, 2) shape, 3) image, and 4) price.

Keywords: analysis conjoint, customer preference, Persebaya T-shirt jersey

A. INTRODUCTION

In Indonesia, fashion has started to look at jersey as a fashion trend for various ages and genders, making jersey a profitable business opportunity (Haryanto, 2018). According to Haryanto (2018), the jersey's current development is not only a football player costume or as an identity for the support team community. Still, it has become a fashion style for the community. This is marked by the emergence of jersey ladies, which are specifically for women. This lady's jersey's appearance proves that football fans are all people regardless of class, race, age, and gender (Haryanto, 2018). With the birth of the soccer jersey phenomenon, it is not surprising that many people wear a jersey or soccer shirts in places that are not related to football in Indonesia. Still, people wearing jerseys can now be found on campuses, cafes, public nets, malls, or other public places (Stride, C., Williams, J., Moor, D., & Catley, N. 2015; Haryanto, 2018;).

In Jombang, jersey store which sells original or non-original (imitation) jersey, can be found at sports stores. The variety of jersey types provided is a magnet for jersey buyers to buy at the sports store. The increasing number of sports stores shows the increasingly tighter competition in jersey sales in Jombang district. This requires sellers to make their sports store superior to others, such as the jersey that is always updated, the marketing strategies used, and competitive prices. In Jombang, 12 sports stores sell jerseys – original and non-original/imitation - for various sports clubs (Syadulloh, et al., 2019). The jersey products that are sold are quite diverse from various types of clubs and sports, but most of them are the jersey from the Persebaya club in Surabaya. Of the 12 sports stores, there are 2 (two) sports stores that specifically sell Persebaya club jersey (syadulloh, 2019). This is because, in Jombang, there are so many Persebaya club fans; even the Persebaya club fans in Jombang district are known as "Bonek Jombang."

Until the end of 2019, 5,647 Bonek people were officially registered as members of "Bonek Jombang."

This is an opportunity for sports shops and Persebaya to market their jersey products to the club fans who handle them. For this reason, producers understand the desires of consumers to be able to plan, develop and market well so that in the end, they can provide recommendations on more effective marketing strategies according to their needs (Haryanto, 2018). In understanding consumers, including in it, understanding how consumer preferences for a product offered to them. According to Kotler, customer preferences are consumers' preferences from a wide selection of existing goods or services (Rahardi and Wiliasih, (2016): 185). Several factors influence customer preferences for clothing products, including the model and color of clothing; the second is the price, and the third is the brand (Lestari, 2017).

There has been a lot of research on customer preferences. Data from Google Scholar accessed on November 17, 2020, shows that there are as many as 305,000 article titles with different research objects. However, very little is known specifically about customer preferences for sports club jerseys, especially football clubs. This is an opportunity for researchers to analyze more deeply the consumer preferences of Persebaya football club jersey. Based on the background presented above, the formulation of the problem raised in this study is the customer's preference for buying Persebaya Surabaya football club jersey.

B. LITERATURE REVIEW

1. Purchase Decision

According to Schiffman et al. (2007), consumer behavior is shown by consumers when looking for, using, buying, evaluating, or spending goods and services that are expected to satisfy their needs. A purchase decision is an action or consumer behavior that can cause a purchase process to occur or not; a large number of consumers in decision making is one of the factors determining whether the company's goals are achieved (Firdaus, 2018). Meanwhile, according to Kotler and Gary (2001), purchasing decisions are a stage in the buyer's decision-making process when consumers buy a product. So, the purchase decision is a process of consumers learning a product before making the purchase process. The purchase decision is an alternative for consumers in determining their choice.

Kotler and Gary (2008) state that there are five purchase decision processes that each individual goes through in making a purchase. First is the introduction of needs, the stage where consumers first recognize the need for a product or service to be purchased. The second is information retrieval, which can encourage consumers to search for additional information about the product they are going to buy. The third is alternative evaluation, a process carried out by consumers in using the information obtained to evaluate various alternative brands in a series of choices. The fourth is a purchase decision; consumers plan to buy a product and then buy a certain product to meet their needs. And the last is post-purchase behavior, the follow-up that is done after purchasing the product it uses.

2. Customer Preference

Kotler (2008) states that customer preferences are consumers' preferences from a wide selection of existing products or services. Meanwhile, according to Frank (2011), customer preference is a process of ranking all things that can be consumed to a

preference for a product or service. Customer preferences appear in the third stage in the purchasing decision process at the evaluation stage. At that stage, consumers face various product or service choices with various attributes (Putri and Iskandar, (2014). Therefore, it can be eliminated. That preference is an option taken and selected by consumers from a wide selection of available products.

For the products and services to be marketed to attract consumers' interest, these products must have various benefits and uniqueness attached to the product, which are called product attributes. Kotler and Gary (2008) state that product attributes are a communication of the benefits of developing a product or service that the product will offer. Product attributes consist of several things. The first is product quality. This is important because it is very close to customer value and satisfaction. Product quality has a direct impact on product or service performance that can be felt by consumers. Completing their basic functions Third is Product Design, namely the totality of features that affect the appearance, taste, and function of the product based on the product's core needs to be purchased by consumers.

C. RESEARCH METHOD

This research is a descriptive exploratory type with a quantitative approach. The population in this study were unknown consumers of club Persebaya imitation jersey, so the sampling technique was determined by non-probably sampling by taking 100 respondents. The data used are primary and processed using conjoint analysis with the choice-based conjoint method with the concept of full profile and orthogonal arrays as a reduction from stimulation or a combination.

The purpose of conjoin analysis is to provide an assessment or ranking of several combinations of attribute levels offered (Santoso, (2016). The main thing in conjoin analysis, researchers must identify attributes by determining the level or level of each attribute first (Ismayasari, et al. .al, (2015): 19) The formation of a combination of the level of attributes (stimuli) that are commonly used, namely the complete combination (full profile). The complete combination (full profile) can evaluate all combinations of attributes. Evaluating all existing combinations will make it difficult for respondents to choose the available combination variations, for that it is necessary to reduce these combinations. fractional factorial design) in this design will obtain a combination of attributes that ha It only measures the main effect, while interactions between immeasurable attributes will be ignored, so that the number of stimuli formed will be much reduced (Ismayasari, et.al, (2015): 19). In conjoin, the analysis that uses the concept of a combination of complete or full-profile stimuli is the choice-based conjoint method (Suprpto, 2004).

According to Ismayasari, et.al, (2015): 19) the choice-based conjoint method is a different method from other methods, this is because based on its main characteristics, respondents state preference through choosing from a set of product concepts. This method cannot be used in a large number of studies. The maximum number of attributes that can appear in the concept of a combination of complete stimuli or full profiles in this conjoint analysis technique is 6-10 attributes.

In this study, the data analysis method used was conjoint analysis. The purpose of conjoin analysis is to provide an assessment or ranking of several combinations of attribute levels offered (Santoso, (2016). The main thing in conjoin analysis, researchers must identify attributes by determining the level or level of each attribute first (Ismayasari, et al. .al, (2015): 19) The formation of a combination of the level of

attributes (stimuli) that are commonly used, namely the complete combination (full profile). The complete combination (full profile) can evaluate all combinations of attributes. Evaluating all existing combinations will make it difficult for respondents to choose the available combination variations, for that it is necessary to reduce these combinations. fractional factorial design) in this design will obtain a combination of attributes that ha It only measures the main effect, while interactions between immeasurable attributes will be ignored, so that the number of stimuli formed will be much reduced (Ismayasari, et.al, (2015): 19). In conjoin analysis that uses the concept of a combination of complete or full-profile stimuli is the choice-based conjoint method (Suprpto, 2004).

According to Ismayasari, et.al, (2015): 19) the choice-based conjoint method is a different method from other methods, this is because based on its main characteristics, respondents state preference through choosing from a set of product concepts. This method cannot be used in research with a large number of attributes. The maximum number of attributes that can appear in the concept of a combination of complete stimuli or full profile in this conjoint analysis technique is 6 - 10 attributes.

Because research on customer preference will produce products that are preferred by consumers, according to Santoso (2016), the right data analysis technique in customer preference research is to use conjoint analysis, and many previous researchers have indeed applied to conjoin analysis techniques in research on customer preference, as in Yusra's (2019) research entitled "Analysis of Consumer Preferences for Aceh Songket Products Using Conjoint Analysis (Case Study: Banda Aceh and Aceh Besar)". In this study, the stages of the analysis carried out were:

1. Formulating Problems. At this stage, the researcher must identify or identify attributes with the level or level each used to form a stimulus. The attribute level shows the value assumed by the attribute. The attributes chosen should be very important in influencing customer preferences and choices. Based on previous research on consumer preferences about fashion products, the attributes that are raised in this study are price, color, shape, and image (Lestari, 2017; Suresh, G, 2018, Yusra, E, 2019). In this study, the attribute factor and attribute level were carried out by researchers by conducting interviews with 15 consumers of soccer jersey products in Jombang district, of the 15 people interviewed by researchers, 8 of them considered the price, color, and shape of the jersey to influence consumers in buying soccer jersey and the rest more influenced by the image factor. So in this case there are various attribute factors and attribute levels that are indicated as forming consumer preferences for Persebaya soccer jersey which can be seen in Table 1 below:

Table 1: Influencing Attribute Factors and Attribute Levels Consumer Preferences

Attribute Factor	Attribute Level
Price	< 100.000 (IDR)
	> 100.000 (IDR)
Colour	Light green
	Dark green
	Combination of light & dark green
Design	collar
	Un-collar
Picture	With name, no and sponsor
	Without name, no and sponsor

2. Forming the stimulus.

There are two ways in the formation of a conjoint analysis stimulus, namely the pairwise approach and the full-profile procedure. For the full-profile approach, the number of stimulus profiles can be reduced by using the fractional factorial design, a special class of fractional designs, called orthogonal arrays, making it possible to estimate all the main effects. Orthogonal arrays allow measurement of all main effects of interest on an uncorrelated basis, this design assumes that all nonessential interactions can be ignored. In this study, soccer jersey follows a full profile approach. Furthermore, to determine the number of stimuli, multiplication was carried out between the attribute levels for each factor, namely $2 \times 3 \times 2 \times 2 = 24$ stimuli. To reduce the evaluation task of the respondents because of the too many stimuli, the researchers reduced the stimulus using the orthogonal arrays method with the help of SPSS, which resulted in 8 stimuli. After the researcher performs the above procedure, the following results from the combination of attributes that have been reduced using the orthogonal design method by creating a combination of Persebaya soccer jersey

3. Determine the Form of Input Data. For the two-attribute or pairwise approach, respondents rank all cells from each matrix expressed in terms of their desirability, while for the full profile approach, they rank all stimulus profiles. In this study, the researcher used a full profile approach, meaning that in choosing 8 stimuli contained in the questionnaire, the respondents were sufficient to provide a ranking for each stimulus with a value range of 1-8 as a form of data input that would be processed with the help of SPSS. The value of 1 in this study is the value criterion with the lowest value interpretation and the value 8 is the interpretation of the highest value in the respondent's questionnaire assessment.
4. Choosing a Conjoint Analysis Procedure
5. Interpretation of Results. To interpret the analysis results, it is necessary to plot the part-worth function or utility estimates value. Interpretation of these results is carried out at all levels of importance of the attributes by making a comparison graph between each attribute and its importance value. To get an interpretation in this research, it is necessary to carry out the SPSS procedure to obtain a table of utility and relative importance.

D. RESULTS AND DISCUSSION

From the results of data processing, overall statistics on SPSS are obtained as:

Table 2. Utility and Relative Importance

Attribute Factor	Attribute Level	Utility Estimate	Relative Importance
Price	< 100.000 (IDR)	0,327	15,16%
	> 100.000 (IDR)	- 0,327	
Colour	Light green	- 0,667	42,11 %
	Dark green	1,150	
	Combination of light & dark green	0,185	
Design	collar	- 0,587	27,21 %
	Un-collar	0,587	
Picture	With name, no and sponsor	0,335	16,53 %
	Without name, no and sponsor	- 0,335	
		Constant (4,5)	100%

In determining consumer preferences for club Persebaya imitation soccer jersey in Jombang Regency, it can be seen with 2 (two) values, namely the value of utility and the value of relative importance in table 5, with the following interpretation:

The price factor is <Rp. 100,000, - has a value of 0.327 and> Rp. 100.000, - of - 0.327. This shows that the price factor that the respondent most likes is <Rp. 100.000, - because the value is the highest in the price factor and is positive. Inversely proportional to the price factor> Rp. 100.000, - which is negative, which means that the respondent does not like it. The reason consumers like this price are because consumers in Jombang district have an economic stratum from the middle to lower levels so they prefer jersey prices below Rp. 100,000, - and if they buy a jersey in the number of parties then get a bigger discount.

Price is the main attribute that consumers consider in buying Persebaya imitation jersey products. (Lindgreen, A., Hingley, M., Lee, C. W., & Liao, C. S., 2009; Cho, S., & Workman, J., 2011; Valaei, N., & Nikhashemi, S. R. 2017). This is because consumers of Persebaya imitation t-shirt jersey are fans of middle to lower class Persebaya clubs who cannot afford original products. However, because of his love for Persebaya club, consumers want to have a Persebaya club jersey, even though it is only an imitation. For this reason, price is important for consumers.

Color is also important for consumers (Grossman, RP, & Wisenblit, JZ 1999; Forney, JC, Park, EJ, & Brandon, L. 2005; Funk, D., & Ndubisi, NO 2006; Law, D., Wong, C., & Yip, J, 2012; Jegethesan, K., Sneddon, JN, & Soutar, G. N, 2012; Barnes, L., Lea - Greenwood, G., Watson, MZ, & Yan, RN , 2013). The color factor that is the choice or preference of consumers is dark green. This can be seen from the largest number of values than other colors and a positive value of 1,150 and the table 4.6 Persebaya soccer jersey colors. The less preferred color according to respondents is light green. This can be seen from the smallest value and has a negative value, namely - 0.667. The reason consumers prefer dark green is that consumers think that the dark green color, when exposed to dirt or stains, is not very visible and the dark green color indicates Persebaya's nickname, "Bajol Ijo".

The shape attribute is also a consideration for consumers (Wang, C. L., Siu, N. Y., & Hui, A. S. 2004; Bachleda, C., Hamelin, N., & Benachour, O; 2014). In the form factor which is the choice or preference of the consumer, it is not a problem. This can be seen from the value which is the largest and has a positive value, which is equal to 0.587. The reason consumers prefer this form is that consumers consider the uncalled form to be more modern. Besides, the jersey is the uniform or identity of the football club supporting team. So that if the jersey is not collared, it cannot be interpreted as a T-shirt.

And the last important point according to consumer preferences is the image. This is consistent with research conducted by (Grossman, R. P., & Wisenblit, J. Z, 1999); Yu, Y., 2009; Choi, T. M., et al, 2012). In the image factor, the consumer's choice or preference is the pictorial one (there is the name, back number, and sponsor). This can be seen from its largest and most positive value, namely 0.350. The reason is that the jersey with the name, jersey number of the favorite players, and sponsors are their way of showing their support for the club and Persebaya players they idolize.

From the above results, the sequence of consumer preference attributes in choosing Persebaya soccer jersey is a color attribute with a percentage of 42%, form

attribute with a percentage of 27%, image attribute with a percentage of 16% and the last is price attribute with a percentage of 15%.

The Level of Accuracy of the Analysis Conjoint Model Prediction Results

To determine the level of accuracy of the prediction of the conjoint analysis result model, it can be seen through the correlation value of Pearson's R and Kendall's Tau.

Table 3: Correlation

	Value	Sig
Pearson's R	.950	.000
Kendall's tau	.889	.001

Based on the table above, Pearson's R-value shows that there is a high correlation between consumer preferences and the stimulation of Persebaya soccer jersey products offered in this questionnaire. In other words, 95% of consumer preference is influenced by the combination of attributes in this questionnaire, while the remaining 5% is influenced by other factors.

Based on the above table, the Kendall's Tau value shows that the level of consumer preference for the Persebaya soccer jersey can indeed be explained by the price attributes (<Rp. 100.000, - and> Rp. 100.000, -), color (Dark Green, Light Green and Light Green Combination), forms (Collared and Uncollected) and pictures (including name, jersey number, sponsor and no name, jersey number, sponsor) included in this questionnaire. In other words, based on table 6, because Kendall's Tau correlation value is significant, this shows that the combination of attributes in this questionnaire affects if asked or submitted to respondents because the answers obtained will show the level of consumer preference for Persebaya soccer jersey.

So the conclusion is based on table 6 shows that the significant values on Pearson's R and Kendall's Tau which are worth 0.000 and 0.001 where 0.000 and 0.001 <0.05, the great Ho is rejected so that the interpretation is that there is a strong relationship between estimation preferences and actual references, or there is a real relationship between conjoint results with the initial opinion of 100 respondents.

E. CONCLUSION

From the results of the study, it is known that the combination of the Persebaya club imitation soccer jersey product which is the consumer's preference is the jersey price <Rp. 100,000, dark green jersey color, no collared jersey form, and a jersey image (there is a name, jersey number, and sponsor) In choosing the Persebaya soccer jersey, the order of the most important attributes that influence consumer purchasing decisions, the first is the color attribute, the second is the shape attribute, the third is the image attribute and the last is the price attribute.

From the results of this research, it can be taken into consideration for the manufacturer of the imitation football jersey club Persebaya to focus their production on a variety of jersey products with jersey prices <Rp. 100,000, dark green jersey color, no collared jersey shape, and a jersey image (name, jersey number) and sponsors). Because consumers prefer the variety of product attributes, so when producers know what Persebaya soccer jersey consumers want through these product variations, producers can satisfy consumer needs according to their wishes and become an opportunity for producers to get more profit. The results of this study also provide an opening for further research that is interested in examining customer preference to include other

attributes that shape customer preferences such as lifestyle, consumer characteristics, and the environment.

REFERENCES

- Bachleda, C., Hamelin, N., & Benachour, O. (2014). Does religiosity impact Moroccan Muslim women's clothing choice?. *Journal of Islamic Marketing*.
- Barnes, L., Lea-Greenwood, G., Watson, M. Z., & Yan, R. N. (2013). An exploratory study of the decision processes of fast versus slow fashion consumers. *Journal of Fashion Marketing and Management: An International Journal*.
- Cho, S., & Workman, J. (2011). Gender, fashion innovativeness and opinion leadership, and need for touch. *Journal of Fashion Marketing and Management: An International Journal*.
- Choi, T. M., Lo, C. K., Wong, C. W., Yee, R. W., Shen, B., Wang, Y., & Shum, M. (2012). The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management: An International Journal*.
- Firdaus, A. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Pada Go - Food Di Kota Surabaya.
- Forney, J. C., Park, E. J., & Brandon, L. (2005). Effects of evaluative criteria on fashion brand extension. *Journal of Fashion Marketing and Management: An International Journal*.
- Frank, R. (2011). *Microeconomics and Behavior*. Mc. Graw: Hill International Edition.
- Funk, D., & Ndubisi, N. O. (2006). Colour and product choice: a study of gender roles. *Management research news*.
- Ghozali, M.Com, Akt, P. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Semarang: Universitas Diponegoro.
- Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' color choices. *Journal of marketing practice: Applied marketing science*.
- Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' color choices. *Journal of marketing practice: Applied marketing science*
- Haryanto, B. A. (2018). Jersey Bola Pembentuk Identitas Kaum Muda.
- Ismayasari, I., Nugroho, S., & Sumandi, E. (2015). Analisis Konjoin Preferensi Mahasiswa Dalam Memilih Produk Smartphone Android.
- Jegethesan, K., Sneddon, J. N., & Soutar, G. N. (2012). Young Australian consumers' preferences for fashion apparel attributes. *Journal of Fashion Marketing and Management: An International Journal*.

- Kotler, Philip, & Gary, A. (2001). *Prinsip-prinsip Pemasaran (Terjemahan)*. Jakarta: Erlangga.
- Kotler, Philip, & Gary, A. (2008). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip, & Kevin, L. K. (2009). *Manajemen Pemasaran, Edisi ke 13. Terjemahan oleh Benyamin Molan*. Jakarta: PT. Indeks.
- Law, D., Wong, C., & Yip, J. (2012). How does visual merchandising affect consumer affective response?. *European Journal of marketing*.
- Lemeshow, S., David, W., J. J., & Stephen, K. (1997). *Besar Sampel dalam Penelitian Kesehatan*. Yogyakarta: Gajah Mada University Press.
- Lestari, L. T. (2017). Analisis Preferensi Konsumen Terhadap Pakaian Bekas Impor (Studi Kasus Pada Pasar Gedebage Bandung).
- Lindgreen, A., Hingley, M., Lee, C. W., & Liao, C. S. (2009). The effects of consumer preferences and perceptions of Chinese tea beverages on brand positioning strategies. *British Food Journal*.
- Putri, N. E., & Iskandar, D. (2014). Analisis Preferensi Konsumen Dalam Penggunaan Social Messenger Di Kota Bandung Tahun 2014 (Studi Kasus : Line, Kakaotalk, Wechat, Whatsapp).
- Rahardi, N., & Wiliasih, R. (2016). Prinsip-Prinsip Pemasaran. *Analysis Of Factors Affecting Consumer Preferences Of The Hotel Syariah*, 185.
- Santoso, A. D. (2016). Analisis Konjoin Terhadap Preferensi Pengguna Layanan Perpustakaan Universitas Negeri Malang.
- Schiffman, Leon, G., Leslie, L., & Kanuk. (2007). *Perilaku Konsumen. Edisi ke 7. Terjemahan oleh Drs. Zulkifli Kasip*. Jakarta: PT Indeks.
- Suprpto, J. (2004). *Analisis Multivariate Arti Dan Interpretasi*. Jakarta: PT. Rineka Cipta.
- Valaei, N., & Nikhashemi, S. R. (2017). Generation Y consumers' buying behavior in the fashion apparel industry: a moderation analysis. *Journal of Fashion Marketing and Management: An International Journal*.
- Wang, C. L., Siu, N. Y., & Hui, A. S. (2004). Consumer decision-making styles on domestic and imported brand clothing. *European Journal of Marketing*.
- Widyawati, W., Sitepu, R., & Napitupulu, N. (2014). Penerapan Analisis Konjoin Pada Preferensi Mahasiswa Terhadap Pekerjaan. *Saintia Matematika*.

- Yu, Y., Sun, H., Goodman, S., Chen, S., & Ma, H. (2009). Chinese choices: a survey of wine consumers in Beijing. *International Journal of Wine Business Research*.
- Yusra, E. (2019). Analisis Preferensi Konsumen Terhadap Produk Songket Aceh Menggunakan CA (Studi Kasus : Banda Aceh dan Aceh Besar). Stride, C., Williams, J., Moor, D., & Catley, N. (2015). From sportswear to leisurewear: The evolution of English football league shirt design in the replica kit era. *Sport in History*, 35(1), 156-194.