

## **Effect of Attitude and Subjective Norm on Business Interest of Agricultural Products in VUC Central Sulawesi**

**Harifuddin Thahir**

*Management Department, Economics Faculty, Tadulako University, Indonesia*

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**ABSTRACT :** *This study aims to identify and analyze the hierarchy of members' attitude, priorities hierarchy of subjective norms, effect of attitudes and beliefs about the evaluation benefits and subjective norm of one member confidence to others, and members' motivation on opinions of others and to know and analyze the variables with dominant effect on members' interest to use a business transaction services at VUC (Village Unit Cooperative) in Central Sulawesi. This study population is all members of cooperatives in Central Sulawesi Province. The samples are 238 members who use business transaction services of agricultural products at VUC in Central Sulawesi Province. Analysis method is multiple regressions with SPSS software version 16.0. This study result indicates that confidence attitudes to benefit, resulting priorities hierarchy in attitude of members who use business transaction services of agricultural products in VUC Central Sulawesi Province from highest to lowest sequence as follows: (1) members' needs, (2) to provide loans, (3) services, (4) opinions and suggestions, (5) pricing, (6) the operational time, (7) facilities services, (8) and higher welfare (9) profit. Attitude evaluation to benefits create highest to lowest priorities in following sequence: (1) service, (2) to provide loans, (3) service easiness, (4) members' needs, (5) pricing, (6) an increase in welfare (7) operational time, while (8) opinions and suggestions and (9) profit has same level namely at 8<sup>th</sup> the priorities members of members' subjective norm in to use business transaction of agricultural products in VUC Central Sulawesi Province. In addition, this study proves that subjective norms have a significant effect on business transaction interests of agricultural products in Central Sulawesi Province VUC. Dominant variable to affect business transaction interests of agricultural products in Central Sulawesi Province VUC is attitude variable consisting of confidence to benefit and benefit evaluation.*

**KEYWORDS:** *attitude, subjective norm, confidence, motivation, evaluation.*

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### **I. BACKGROUND**

Some common problems that often occur in field are business owner's attitude to service customers and product quality are still relatively low. It causes customer dissatisfaction on small businesses performance. This constraint is caused by weak character of entrepreneurial spirit of small businesses owners and weak managerial role to manage their business. It needs a review the factors that will determine the small businesses performance such as ability to communicate of business owners, learning through education and training, experience, and mentoring (guidance), as well as entrepreneurial attitude owned by small businesses owners. This is consistent with Prijodarminto (1994) which states that people who succeed or excel are usually those who have an entrepreneurial attitude with high discipline. In addition, an entrepreneur must also have high discipline. An entrepreneur who firmly maintains its commitment to consumer will have a good name in eyes of consumers and gain consumers trust, which is indicated by more purchase to makes company has higher profit. Not all actions or behavior is identical to his attitude. A person may perform any act or activity that contrary to actual attitude. This contradictory attitude tends to lead to negative attitudes that tend to negative things. Cooperatives also play a role as a provider of credit that obtained from credit institutions and employers. Lending is based on establishment of agricultural commodity and has developed a market opportunity. The credit rate of return by farmers can be done through sales cutting of agricultural products to cooperative. This business unit activity will generate economic multiplier effect in people's lives. From introduction above, it needs to find the attitude and subjective norm that may affect the business transaction interests of agricultural products in village unit cooperatives (VUC) in Central Sulawesi Province

### **II. LITERATURE REVIEW**

**Consumer Behavior :** To makes marketing strategy plan, company should know rightly the consumers behavior. Similarly, in village unit cooperatives, manager or steward entrusted by members must be able to understand better the consumer's behavior who transact in cooperative. Through an understanding of consumer behavior, management can set up any appropriate strategies and programs in view of opportunities and use them in order to outperform the competitors.

Consumer behavior issues is proposed by marketing experts. Engel, et al. (in Umar, 2003: 73) states that consumer behavior is a direct action in obtaining, consuming, and spent product and services, including the decision process that precedes the action.

**Interest :** Fishbein said that: "Interest is defined as the conative component of attitudes and usually assumed that this conative component is associated with affective component." Furthermore, Kurt defines "interest is the surest foundation for the success of a process activity. This interest depends on individual attitudes toward these activities." From above definitions can be concluded that interest is the person attitude to perform certain activity. Individual who have similarity perception to object would tend to think and act positively.

**Attitudes :** Attitude is a state of mind (mental) and state of mind (neural) are prepared to respond to an object organized through experience and affect directly and dynamically on behavior Attitude can affect a person to behave, both positive behaviors and negative. Factors to affect attitudes, according to Anwar (1995), quoted in Marselius (2002) are:

- a. **Personal experience.** It can become basis to make attitudes. Personal experience should leave a strong impression. Therefore, attitude will be more easily formed if the personal experiences occur in situations involving emotional factors.
- b. **Effect of important others.** Generally, people tend to have an attitude that consistent with people who are considered important.
- c. **Mass media.** Newspapers or radio or other communication media that delivered in objective and factual likely to be affected by author.
- d. **Educational and religion institutions.** Moral concepts and teachings of educational and religious institutions determine the belief system. It is not surprising that these concepts affect attitudes.
- e. **Emotional factors.** Attitude sometimes is a statement based on function emotional alienation of ego defense mechanisms.

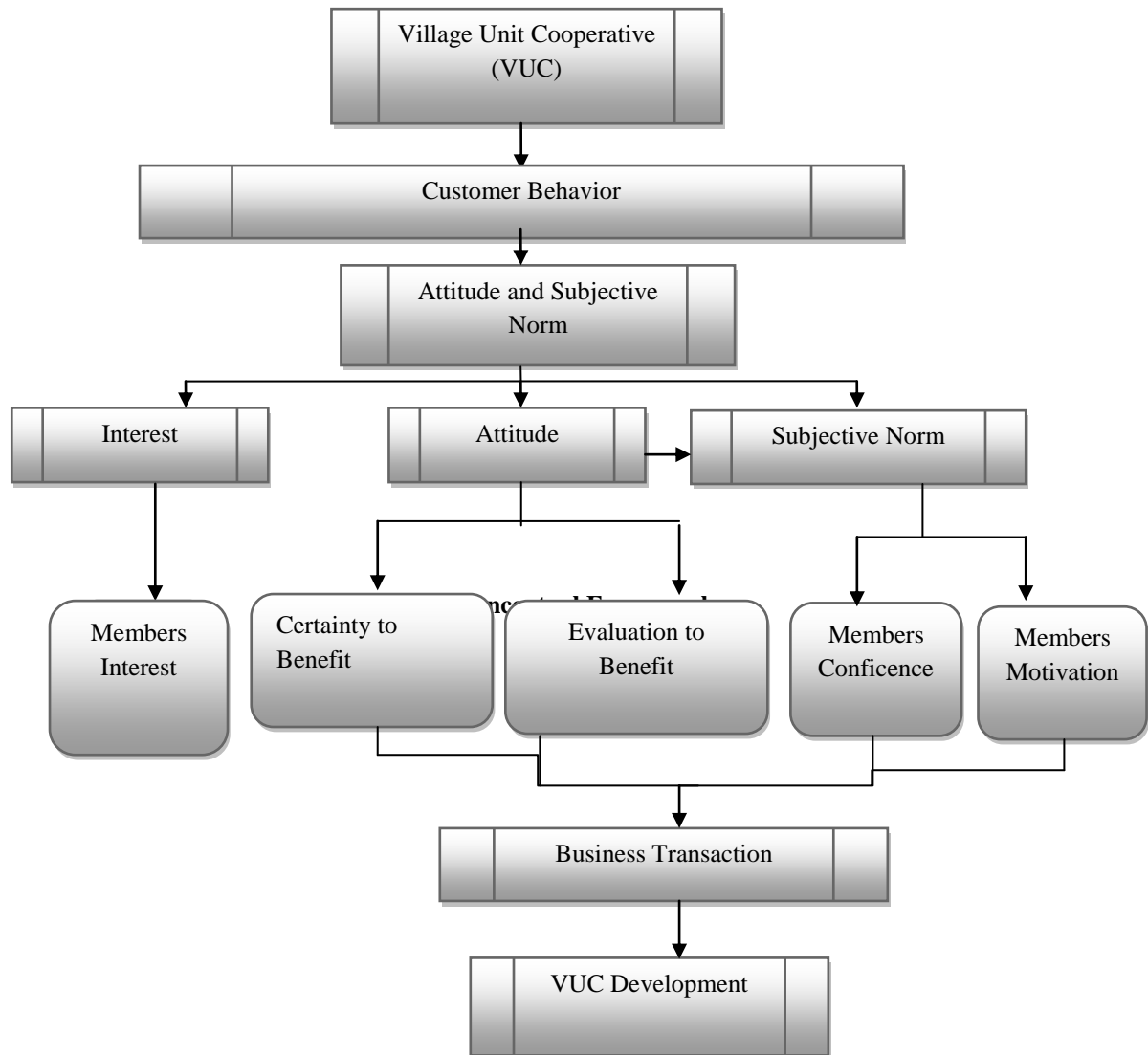
**Subjective Norms :** Subjective norm according to Fishbein and Ajzen (1975) is individual's perception in associated with most people that important to him. Individuals is expected to perform or not perform certain behaviors, those that are important to him is then used as a reference or benchmark for direct behavior. Subjective norm is determined by normative believe and motivation to comply.

**Relationship of Attitudes and Subjective Norms on Interests :** Relationship of attitude and subjective norm on interest can be shown in a model developed by Fishbein and Ajzen, known as Reasoned Action Theory to explain the behavior concept the factors effecting the attitude and subjective norm to create interest and after that someone will behave towards an object or product and others. Model of Fishbein's attitude basically would count (Attitude toward the Object), namely person's attitude towards the object. One will recognizes an object with seeing, feel, or try the object. Consumer will have a certain attitude towards the object used, usually before the consumer uses the object he must have had an expectation to object. So after seeing, feeling and try to use, the consumer can assess whether the object is in accordance with expectations/desires.

**Village Unit Cooperatives (VUC) :** Village Unit Cooperatives (VUC) is a multi business cooperative venture consisting of villagers and located in rural areas. Work areas usually include one district. This cooperative formation represents the union of several small agricultural cooperatives, and many in countryside. Additionally, VUC is officially encouraged its development by government.

### **III. CONCEPTUAL FRAMEWORK AND HYPOTHESIS**

**Conceptual Framework :** Attitude study is key to understand why people behave in certain way. In addition, attitude is result of an evaluation to reflect the likes and dislikes of object to know the results of these evaluations; we can guess how much potential purchase. Based on this potential, marketers can develop a more effective strategy. Attitude comes from learning and this means that human beings are not born to bring a specific attitude. Therefore, attitude is a tendency to behave and can be effected by situation. Consumer's attitude to particular products or services may positive or negative. Important thing to economy is social and cultural situation of a nation to affect directly on growth and development of cooperatives. It will have effect of a strong socio-cultural environment to provide positive life patterns of cooperative. Future development of cooperatives in rural areas also can not be separated from socio-cultural situation that developed in rural areas. If the socio-cultural circumstances tend to be static in a period as a result of something that changed drastically, the cooperative will also change anyway. It can be seen in following framework:



**Research Hypothesis**

- H1: Priority attitude that consist of can meet the immediate members needs, members get profit, family income addition as VUC Members, members receive loan assistance, obligation as a member of cooperative, cooperative has diverse business units, improving the common welfare, board and employees ready to serve members, each member may transact when will make hierarchy in agricultural products trade in Central Sulawesi Province VUC.
- H2: Attitude of can meet immediate need is dominant variable in agricultural products trade in Central Sulawesi Province VUC.
- H3: Hierarchy of subjective norm priorities (parents, siblings, friends, and wife/brother) will be hierarchical in agricultural products trade in Central Sulawesi Province VUC.
- H4: Parent is the dominant variable in agricultural products trade in Central Sulawesi Province VUC.
- H5: Attitude and subjective norm (belief in benefits, evaluation of benefits, confidence in members of opinions of others, motivated members of opinions others) has significant effect on transaction business interest of agricultural products in Central Sulawesi Province VUC.
- H6: Belief in benefits, evaluation of benefits has significant effect on business transactions attitude of agricultural products in Central Sulawesi Province VUC.
- H7: Members confidence, motivation member of opinions others have significant effect on transact business subjective norm of agricultural products in Central Sulawesi Province VUC.
- H8: From these variables, which one has the dominant effect on business transaction interest of agricultural products in Central Sulawesi Province VUC.

### III. MATERIALS AND METHODS

**Time and Research Location.** This research location is Village Unit Cooperatives (VUC) in Central Sulawesi Province. Research duration is five months

**Research Methods.** This is a survey research that focused on analysis the effect of attitudes and subjective norms on member's interest to use business transactions services of agricultural products in Central Sulawesi Province VUC. Survey research conducted to obtain facts of existing symptoms and seek good factual descriptions of social institutions, economics or politics of a group or an area (Emory, 1999: 284). Data used are qualitative data and quantitative data. Primary data is obtained directly from study sites. Secondary data is obtained from documents and literature

**Population and sample.** This study population is VUC members in Central Sulawesi Province who use services of business transactions of agricultural products. Samples are all 238 active VUC member

**Analysis Method.** Analytical method used is quantitative, using statistical tools, to analyze data

### V. RESULTS AND DISCUSSION

**Frequency distribution :** This study is a measurement of VUC members' interest in Central Sulawesi Province in business transactions of agricultural products. Independent variables are attitude of belief in benefits, evaluation in benefits, namely, to meet the immediate members needs, members get profit, family income addition of VUC members, members receive loan assistance, obligation as a member, Cooperative has various business unit, improving the common welfare, board and employees ready to serve members, members can transact any time. The dependent variables are subjective norm of member belief, member's motivation, namely; parents, siblings, friends and wife/husband. More details will be described below,

**Attitude and self-confidence to benefit.** It is behavior of cooperatives members in business transactions of agricultural products in Central Sulawesi Province VUC. In conducting activity, one must have faith in himself that what is done can produce something expected. Confidence is the basis that encourages a spirit in a person to continue to perform an activity or action. Belief in benefits received on results of work done is reciprocal to encourage someone seriously and fully to obtain these benefits. Similarly, members confident to Central Sulawesi Province VUC to benefit obtained by conducting business transactions of agricultural products. Benefits received of activity tend to be pushed further desire to behave in a business transaction of agricultural products in Central Sulawesi Province VUC.

**Evaluation to benefit.** In carrying out activities, sometimes what we want to achieve can not be realized. If desire has been reached then we should need to evaluate what has been and will be done later to make corrections and improvements towards to improve the results achieved. Likewise, in terms to do business transactions of agricultural products Central Sulawesi Province VUC, members evaluate and assess the extent to benefits will be accepted. In this research, business transactions benefit evaluation of agricultural products in Central Sulawesi Province VUC also explained also in 9 (nine) statement. Furthermore, confidence to business transactions benefit of agricultural products in Central Sulawesi Province VUC can foster member's interest to sell their agricultural products to VUC.

**Subjective norms on Confidence in opinion of others.** It is the effect obtained for opinions or judgments of others. Human life as creatures needs others around them because basically people can not live a perfect life if in no other people around him. Similarly, interest members to transact business of agricultural products in Central Sulawesi Province VUC can be effected by other people's responses. The others are parents, wife/husband, friend, brother. Consent to opinions of others members to conduct business transactions at VUC agricultural products in Central Sulawesi Province is known to provide four (4) point declarations in accordance with existing indicators.

**Subjective norm to motivation agreement.** It is a boost or a person's willingness to follow the opinion or advice from others that members should transact business of agricultural products in Central Sulawesi Province VUC. Member's cooperative willingness to follow other people's opinions or suggestions is based on factors and fact that doing business transactions of agricultural product at Central Sulawesi Province VUC, members will get a lot of advantages or benefits and easiness. All input and advice of others in neighborhood will encourage members to create intent or interest in member's behavior to conduct business transactions of agricultural products on cooperatives in Central Sulawesi Province

**Hypothesis Testing :** Hypothesis testing will be done in 2 tests, namely Fishbein model data analysis and multiple regression analysis. In accordance with Fishbein model, stages of data analysis done by calculating the value of confidence attitude of VUC members symbolized by b (belief), then the member's evaluation attitude of each statement is symbolized by e (evaluation). By obtaining both the value of each conviction and evaluation, obtained value of member's attitude of VUC which is sum of confidence (b) and evaluation (e).

Based on attitude belief of these benefits, hierarchy of priority attitude from highest to lowest in order are as follows: (1) members needs, (2) to provide loans, (3) services, (4) opinions and suggestions, (5) pricing, (6) the operational time, (7) facilities services, (8) and higher welfare (9) profit. Attitude evaluation to benefits create highest to lowest priorities in following sequence : (1) service, (2) to provide loans, (3) service easiness, (4) members needs, (5) pricing, (6) an increase in welfare (7) operational time, while (8) opinions and suggestions and (9) profit has same level namely at 8<sup>th</sup> level. Based on beliefs evaluation and attitudes of each statement, Fishbein value on statement in transaction of agricultural products is 150.9152. To get meaning of these figures, first is calculated a positive attitude scale up to negative scale range. If member cooperatives have a level of confidence "very confident", the ideal value of confidence has scores 5. Therefore, Fishbein highest scores can be calculated as follows.

NO	QUESTION ITEM	CERTAINTY (B)	EVALUATION (E)	FISHBEIN (B*E)
1	Members need	5	4.0750	20.3750
2	Profit	5	3.9925	19.9625
3	Pricing	5	4.0500	20.2500
4	Loan grant availability	5	4.2525	21.2625
5	Statement and suggestion	5	3.9925	19.9625
6	Service facility easiness	5	4.0775	20.3875
7	Welfare increase	5	4.0350	20.1750
8	Service facility easiness	5	4.3025	21.5125
9	Operational time	5	4.0000	20.0000
TOTAL				183.8875

Based on table above, maximum value Fishbein attitude is 183.8875. By dividing the scale with 5 (according to 5 confident level of respondents) By comparing which is equal to 183.8875, it can be concluded that members attitude of business transactions of agricultural products is positive and agree. This means that members have a positive preference for agricultural products transactions in Central Sulawesi Province VUC.

Further testing is done to Fishbein model. Norm value is calculated by average value of subjective norm. Based on subjective norm value of member belief, priorities hierarchies of subjective norm from highest to lowest order are follows: (1) Parents, (2) Sibling (3 ) wife/husband, and (4) Friends. Based on the value of member's motivation of subjective norm, it can be seen in priorities hierarchy of subjective norm from highest to lowest order are follows: (1) parents, (2) sibling, (3) Wife/Husband, and (4) Friend. Based on beliefs value and subjective norms of motivational value of each statement, it is obtained values above the norm Fishbein transaction statement on agricultural products is 65.699375. To obtain meaning of these figures, first is calculated the positive norm scale range up to negative scale. If member cooperatives have a level of confidence "very confident" the ideal value of confidence scores is 5. By comparing the value Fishbein that subjective norm members in conducting business transactions of agricultural products to local cooperatives, which amounted 79,2625, with interval value, it can be concluded that members attitude on business transactions of agricultural products is positive and agree. It means that member's views about the statement of subjective norm in business transaction of agricultural products are positive. This means that members have a positive preference for agricultural products transactions in Central Sulawesi VUC.

## VI. CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on research results and discussion above, it can be concluded as follows:

- [1]. Research result of beliefs attitudes to benefits, resulting priorities hierarchy in attitude of members who use transact business services of agricultural products in VUC Central Sulawesi Province from highest to lowest sequence as follows: (1) members needs, (2) to provide loans, (3) services, (4) opinions and suggestions, (5) pricing, (6) the operational time, (7) facilities services, (8) and higher welfare (9) profit.
- [2]. Attitude evaluation to benefits create highest to lowest priorities in following sequence : (1) service, (2) to provide loans, (3) service easiness, (4) members needs, (5) pricing, (6) an increase in welfare (7)

operational time, while (8) opinions and suggestions and (9) profit has same level namely at 8<sup>th</sup> the priorities members of members subjective norm in to use business transaction of agricultural products in VUC Central Sulawesi Province. Member's attitudes to business transactions of agricultural products are positive and agree. It means that member's opinion about transaction of agricultural products is positive. This means that members have a positive preference for agricultural products transactions in Central Sulawesi Province VUC.

- [3]. Priorities hierarchies of subjective norm from highest to lowest order are follows: (1) Parents, (2) sibling, (3) Wife/Husband, and (4) Friends.
- [4]. Member's motivation of subjective norm has priorities hierarchy of subjective norm from highest to lowest order are follows: (1) parents, (2) sibling, (3) Wife/Husband, and (4) Friends. Member's attitudes of business transactions of agricultural products are positive and agree. This means that members have a positive preference for agricultural products transactions in Central Sulawesi Province VUC.
- [5]. Hypothesis testing using the F test, concluded belief in benefits attitude and benefits evaluation, and subjective norm of members belief on opinions of others, and members motivation of opinions others have significant effect on business transactions evaluation of agricultural products in Central Sulawesi Province VUC. This means that stronger belief attitude to benefit and evaluation of benefits, and subjective norm members confidence in other people's opinions, and members motivation on opinions others, can increase business transaction interests of agricultural products in Central Sulawesi Province VUC.
- [6]. Results of t test analysis show that attitude significantly affect on members interest of business transactions of agricultural products in Central Sulawesi Province VUC. Respondents gave a positive response to a belief in benefits and attitude with indicators given statement. This is closely connected with public perception that cooperatives in Central Sulawesi Province provide positive benefits to community, especially its members.
- [7]. Subjective norm has significant effect on member's interest to transact business of agricultural products in Central Sulawesi Province VUC. This effect can be seen because respondents gave a positive response to effect of others and motivation with indicators statement.
- [8]. The dominant variable affecting the member's interest to transact business in Central Sulawesi Province VUC is attitude that consists of belief in benefits and evaluation of benefits.

**Suggestions :** Further research should improve the respondents response to a questionnaire distributed to create generalization of research results more widely and have a higher response rate than this study although it requires a longer time and larger funds. Researchers can further develop the measurement variables of attitudes and subjective norms Subjective. In addition, further research can also control the respondents so that respondent can be honest to fill the questionnaire study.

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