

The Role of Attitude as Relationship Mediation between Products Knowledge and Ethnocentrism on Purchasing Intention of Buton Special Woven (Study on the City Of Bau-Bau)

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ABSTRACT: *The purpose of this study was to determine the role of attitude toward the product in mediating the effects of product knowledge on the purchasing intention of Buton typical weaving in Bau-Bau community, as well as to determine the role of attitude toward the product in mediating the effect of ethnocentrism on purchase intention in the weaving community Bau-Bau typical Buton. The populations in this study are all potentially community of Bau-Bau City to buy special weave results from Buton, with a total sample of 200 respondents drawn with snowball sampling method. Data were analyzed with path analysis method. The results showed that the attitude plays a mediating role of relationship between product knowledge and ethnocentrism on purchasing intention of community Bau-Bau toward Buton typical weaving.*

KEYWORDS: *Attitude, Ethnocentrism, Product Knowledge, Purchase Intention*

I. INTRODUCTION

ACFTA (ASEAN-China Free Trade Agreement) which will take effect in 2015 can make a threat to Indonesia's industries, including the textile industry. This is because the industry in Indonesia is still difficult to compete with products from other countries, especially with China's State. A product from China's State currently has mastered most of the textile market in Indonesia, such as batik and other textile products. Data sourced from the Ministry of Commerce showed that Indonesia's trade balances China in 2006 and 2010 for non-oil products are always a deficit for Indonesia. The products produced by the textile industry in Indonesia such as woven not so much; the demand is quite a lot, as does the demand for woven Typical Buton only due to the policy of regional leaders to wear local clothes on certain weekdays. Many communities buy textiles from China because of the low price and high quality. These conditions are difficult to achieve by the textile industries in Indonesia, especially the textile industry are still made in the traditional way, this is because generally the industry in Indonesia did not control the industry from upstream to downstream, as well as the Chinese State. If the products produced by foreign countries that continue to dominate the market, it can have an impact on the decline of industry in Indonesia and will eventually lead to increased unemployment.

As an initial step in the face of such competition, it requires an understanding of consumer behavior by textile industries in Indonesia, including a typical weaving industry to influence willingness Buton clients in selecting distinctive woven Buton. Typical woven handicraft business is local specific Buton is a commodities, which in addition to spur economic growth can also lift up the name of a region, such as in the pottery industry in Kasongan Yogyakarta, which is able to lift the area, became known in foreign countries. Consumer behavior is deemed important to understand because if a business enterprise has to understand the behavior of consumers, the impact on the company is to be able to retain existing customers and to survive in the market. The study of consumer behavior is an enterprise tool to reach the market and expand its market share. De Mooij (2004), consumer behavior is influenced by world and local cultures simultaneously. Globalization can lead to increased entrenchment of local culture; motivate employers to resist global forces. The results of the study Batra (2000) and Wang (2004) shows that in developing countries, consumers tend to believe that the products made by local producers are not as good as the products made by the manufacturer imports.

Research Lin and Chen (2006) found that product knowledge is positively related and significant in influencing consumer purchasing decisions. Sumner (2004) describes ethnocentrism as 'a view of the elements in the group itself as the center of all activities, and everyone is given the same value by reference. Problems that were examined in this study is whether the attitude towards the product plays a role mediating influence between product knowledge and the influence of ethnocentrism on purchase intention typical woven Buton. The purpose of this study was to determine the role of attitudes toward the product in mediating the effect of product

knowledge and the influence of ethnocentrism on purchase intention typical woven Buton. The study was conducted in the city of Bau-Bau Southeast Sulawesi. This study is expected to further deepen the theory of consumer behavior, as the basis for craftsmen and entrepreneurs distinctive woven Buton in business development and as a basis for the government of Bau-Bau in preparing business development program distinctive woven Buton.

II. LITERATURE REVIEW AND CONCEPTUAL MODEL

Consumer Behavior : This study examines the behavior of people or the consumer of typical woven fabric Buton. Consumer behavior is not a small problem because every member of society is a consumer. Consumer behavior greatly affects the survival of the company as an institution that seeks to meet the needs and desires. The success of a business depends on the quality of its marketing strategy and marketing strategy depends on the quality of the understanding, care and how to influence consumers to achieve organizational goals. According to Engel, et al. (1994) consumer behavior is an act that is directly involved in the procurement, consume and spend on goods and services, including the decision processes that proceed and action.

Furthermore, Loudon and Della Bitta (1985) defines consumer behavior as a decision process and physical activity individuals involved in evaluating, obtaining, using or may use the goods and services. While Lamb (2001) revealed that consumer behavior illustrates how consumers make purchase decisions and how they use and manage the purchase of goods or services. Based on these notions can be concluded that consumer behavior is a decision process that is done in an attempt to obtain, use and manage the purchase of goods or services. Consumer behavior is influenced by factors that are beyond the human self and factors that exist in man. The main external factor is the cultural and social factors, while internal factors are the major personal and psychological factors. According to Lamb (2001), consumer behavior is influenced by cultural factors, social factors, individual factors and psychological factors.

Consumer Purchase Intention : The theory is based on the consumer's purchase intention theory of reason action (Fishbein and Ajzen, 1975). The assumptions built into this theory that conscious consumers always consider the consequences of alternative elections resulted desire (intention) to perform/act in accordance with the choice of behavior. Purchase intention is the single best predictor of actual behavior. According to Schiffman and Kanuk (2004) purchase intention consists of three components, consumer attitudes are cognitive, affective and co native. This component relates to the likelihood or tendency of a person will perform a particular action on an object. A marketer when using measurements to predict purchase intention of buying behavior should consider the level of abstraction and distinctiveness measures, targets and time components (Peter & Olson, 2006). Even the gap in time is a decisive factor that can reduce the accuracy of prediction of purchase intentions and actual behavior. Schiffman & Kanuk (2004) said the purchase intention could also be a reflection of the size of consumer commitment. A negative answer on purchase intention hints commitment is low and vice versa. Kotler (2005) defines purchase intention as the tendency of consumers to act on an object of purchase intention is to lead to the goal is the tendency of consumers to buy the most preferred brand.

Product knowledge : Knowledge is information that is stored in the memory / mind of the consumer (Engel and Blackwell, 1994). Knowledge of the product also plays an important role in consumer behavior, because at different levels of knowledge, consumers act differently. Brucks (1985) states that knowledge products based on memory or known consumers. Based on the definition of product knowledge Brucks, can be divided into three main categories: subjective knowledge, objective knowledge, and experience-based knowledge. However, Alba and Hutchinson (1987) in Khosrozadeh and Heidarzadeh (2011) showed that knowledge of the product should contain two parts, namely; expertise and familiarity. Furthermore, Scribner and Seungoo (2001) in Khosrozadeh and Heidarzadeh (2011) classify knowledge into three categories of products: (1) knowledge of the brand; (2) knowledge of the attributes, and (3) knowledge of experience (Lee: 2007).

Ethnocentrism : The concept of consumer ethnocentrism is derived from the concept of ethnocentrism, which was first introduced in 1906 by sociologist William Sumner. Shimp and Sharma (1987) quoted from Natasa, et al (2012) have noted that consumer ethnocentrism gives the individual a sense of identity, sense of belonging, and most importantly an understanding of buying behavior is acceptable or unacceptable to the group. Further research Sharma et al. (1995) and Natasha et al (2012) found that consumer ethnocentrism is positively correlated with the patriotic and conservative attitude, but has a negative correlation with the culture of openness. Therefore, consumers who have a high ethno tend centric to be dogmatic and not open to foreign cultures. Klein, Ettenson, and Morris (19 980) have tried to apply ethnocentrism studied by Shimp and Sharma (1987) in Natasa, et al (2012) to study consumer behavior and marketing and has created "ethnocentrism consumer trends", and the beliefs held by consumers about the appropriateness and morality of purchasing foreign-made products. According to Levine and (1972), the beginning of ethnocentrism is a sociological

concept, which then builds psychosocial relevance to the level of individual personality system, such as the more general framework of cultural and socio-analytic. Sumner defined ethnocentrism as 'view of things in which the group itself is the center of everything, and all others who improved and rated with reference to it. Each group maintains its own pride and vanity, offer their own advantages superior, exalts its own gods, and looks with contempt on outsiders (Sumner 2004).

Attitudes toward Product and Function attitude : One indicator to predict the consumer behavior and the most widely used in consumer research is research about the attitude. This phenomenon is due to the research that initially only the research on practical attitude to feelings of like or dislikes of the product are considered closest to the person's behavior. Loudon and Della Bitta (1985) defines attitude as a way of how one feels an object as a positive or a negative, something that is beneficial or harmful, or something that raises the pros or cons. Definition see attitude as a feeling or evaluative reaction to the object. Furthermore, according Kanuk (2000) attitude ".....*Learned predisposition to behave in a consistently favorable or unfavorable way with respect to give object*". Thus there are two main points: first the attitude of the attitudes that can be learned or can be established, not innate and that both attitudes can change when the situation changes. Loudon and Della Bitta in Umar (2001) suggest several important characteristics for attitude, namely: attitudes have objects; attitudes have a direction, and intensity levels. Attitude has a structure. And attitudes learned. Attitude learns as we play ball. Attitudes evolve from our personal experience with reality, from the information friends, mass media and so forth. So keep in mind that learning precedes the formation and change of attitudes, and marketers could learn this learning process to direct the formation and change of attitude.

According to Umar (2001), attitude consists of four main functions for individuals: the function of adjustment, ego-defensive function, function expression and function of the value of knowledge. Finally, these functions satisfy the human need to protect and enhance their image. In a more general sense, this function is a basic motivation that shape and reinforce a positive attitude toward the object of interest is perceived as fulfilling the needs and or negative attitude toward the object perceived punishing or threatening. Attitude allows humans to simplify the complexity of the real world. This is done through the sensory threshold and focused attention (selective). Classification and polarization are examples of human effort in simplifying the complexity of the world. Attitude is an arrangement or organization of the process of perception, cognition and emotion, tends to act or react to something. Broadly speaking, the attitude has three complementary components, namely cognitive, affective and co native (Wilkie, 1990). Based on theoretical and empirical studies have pointed out above, the conceptual model designed in this study, can be presented in Figure 1.

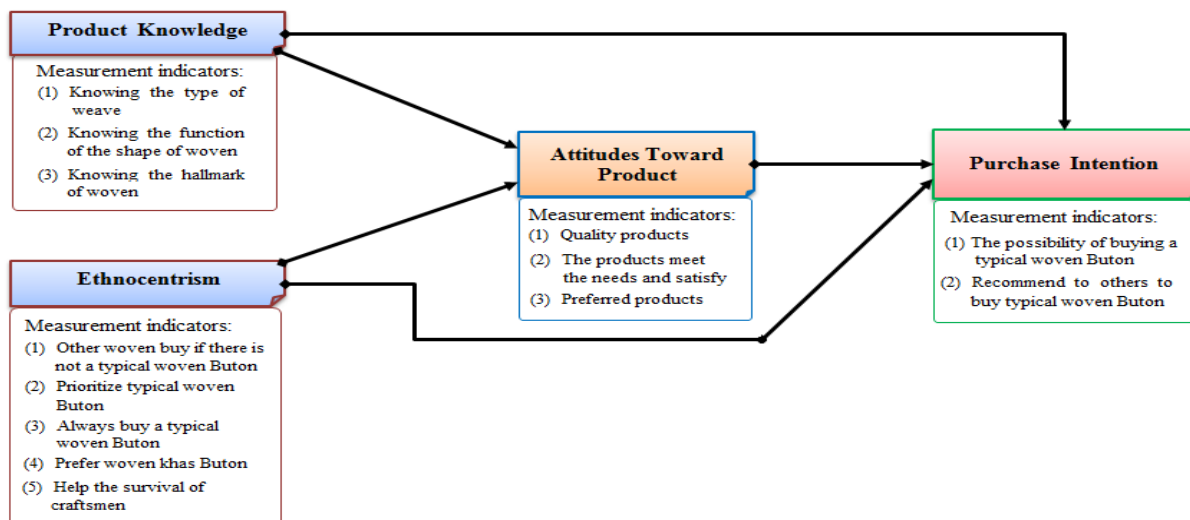


Figure1. Conceptual Model and Research Hypothesis

Based on the above conceptual model, the hypothesis that will be proposed in this study can be explained according to the research results. Herche (1992) found that ethnocentrism can predict consumer preference for buying goods that are domestically produced, not abroad, and that the ethnocentric tendency is a better predictor of purchase behavior variables demographic or marketing mix. Constructs' consumer ethnocentrism relies on the assumption that consumers have emotions' patriotic 'will have a significant effect on the attitude and purchase intention. Therefore, Shoham and Brenečić (2003) reported that consumer

ethnocentrism has a significant impact on consumer intentions to purchase goods produced in the country. Therefore, the first hypothesis proposed in this study as follows:

H1. Attitude towards the product acts as a mediating influence between product knowledge and public purchasing intentions towards typical woven Buton.

Herche (1992) found that ethnocentrism can predict the preferences of consumers to buy domestic products, not overseas. Furthermore ethnocentric tendency is a better predictor of purchase behavior or demographic variables of the marketing mix. Constructs' consumer ethnocentrism relies on the assumption that consumers have emotions' patriotic 'will have a significant effect on the attitude and purchase intention. Therefore, Shoham and Brenečić (2003) reported that consumer ethnocentrism has a significant impact on consumer intentions to purchase goods produced in the country. Consumer ethnocentrism is an attitude of love for the products produced in the country, the adverse consequences due to the high level of foreign imports of products that can cause serious problems for local economic development. Baughn and Yaprak, (1996) have shown that consumer purchase intent is considered a moral decision and at the same time enjoying the psychological purpose, and finally the sense of achievement and avoid any contact with other cultures, or different countries.

The results of the study Anggasari (2012) found a positive and significant effect of ethnocentrism on attitudes to the product. Further research Shimp and Sharma (1987) in Natasa, et al (2012) showed that consumer ethnocentrism has a direct and negative impact on consumer purchase intention towards foreign products. This implies that high ethnocentric tendency is unfavorable attitude on the intention to purchase foreign products. Consumers refuse to buy foreign products because they assume that they are harmful to the national economy and cause unemployment. Other researchers have also conducted a study on the impact of ethnocentric consumers on purchase intentions (Yelkur et al., 2006; Chryssochoidis et al., 2007; Nguyen et al., 2008; Evanschitzky et al., 2008; Ranjbairn et al., 2011). However, the results will be different depending on the characteristics of the consumers and the state. Consumer ethnocentrism has emerged in developed countries where consumers are generally positive in evaluating the quality of domestic products (Herche, 1992; Elliot Cameron, 1994; Ahmed et al., 2004). The study of (Supphellen and Gronhaug, 2003; Reardon et al., 2005; Klein et al., 2006 in Bamber et al. (2011) have shown that the same concept applies in the context of developing countries. Kaynak and Kara (2002) have noted that significant population growth and increasing purchasing power of consumers in developing countries such as offering opportunities to foreign markets. Thus the higher ethnocentrism Bau-Bau City community, the higher the intention to Bau-Bau City community buys the distinctive woven Buton. Therefore, the second hypothesis is proposed:

H2. Attitudes towards the product as mediate the relationship of ethnocentrism and purchasing intention to buy a Buton typical woven.

III. RESEARCH METHODS

This research uses positivist paradigm design with explanatory research typology. Data was collected by cross-section survey methods through a questionnaire. Explanatory research was intended to provide an explanation the causal relationships between variables through hypothesis test or it aims was to acquire right conclusions of causality between variables, and then choose alternatives action (Cooper & Schindler, 2003). The unit of analysis in this study is the potential community of Bau-Bau City to buy a typical woven Buton. Populations in this study are all potentially community of Bau-Bau City to buy the typical woven Buton. As the population in this study, the sample in this study is the infinite, for the total sample of 25 respondents assigned to each sub-district in the City Bau-Bau. The number of districts in the city Bau-Bau as many as eight districts, therefore the number of samples set at 200 respondents, to be taken with a snowball sampling method. Data collection in this study used survey method through a questionnaire instrument. Data needed for the measurement variable product knowledge, ethnocentrism, attitudes, and buying interest is in the form of primary data. Measurement data for all study variables use Likert scale. Likert Scale in this study was determined using 5-point Likert from 1 to 5 for all variables, 1 indicates "strongly disagree/good", 2 indicates "disagree/good", 3 indicates "quite agree/good", 4 indicates "agree/good", and 5 indicates "strongly agree/good" (Malhotra, 2010; Cooper & Sehindler, 2003).

Testing validity and reliability of the research conducted prior to the respondents as many as 30 people. The results show that the overall instrument valid and reliable. The result of the validity test all items of the instrument has a correlation coefficient of ≥ 0.30 and a significance value smaller than the specified level of significance is 0.05. Thus it can be interpreted that all items are statements that are used as an instrument in this study is valid. Reliability test results showed a Cronbach alpha coefficient of the entire statement item as an instrument in this study is still above ≥ 0.60 . This means that all of the items that made the statement as a

reliable instrument reliability. From the results of the validity and reliability of the instrument can be concluded that the entire item statements used are valid and reliable. Therefore, the questionnaire used may be feasible as an instrument to measure each variable. The analytical tool used in this research is the path analysis.

IV. DATA ANALYSIS AND RESULTS

The results of data analysis known characteristics of the study respondents by gender the majority (60.00%) were female. The age of the respondents mostly between 25 to 35 years is 47.00 percent. Qualification respondents generally are bachelor degree (S1), and some high school graduates and diploma. It shows that most respondents have the ability to perform analyzes to determine the results of a typical woven Buton. Furthermore, based on the work of the respondents generally are self-employed (merchants), and others are civil servants and employees. Revenues between Rp. 3,000,000-5,000,000 majorities of respondents at 50 percent. More details are presented in the following Table 1.

Table 1: Demographic Characteristics of Respondents

	Sample Demographic	Frequency	Percent	Cumulative Percent
Gender	Male	80	40.00	40.00
	Female	120	60.00	100
Age	≤ 25 (year)	20	10.00	10.00
	25 – 35 (year)	94	47.00	57.00
	35 – 45 (year)	68	34.00	91.00
	45 < (year)	18	9.00	100
Education	Elementary Schools	5	2.50	2.50
	Junior High Schools	14	7.00	9.50
	High Schools	66	33.00	42.50
	Diploma	23	11.50	54.00
	First degree	82	41.00	95.00
Profession	Magister	10	5.00	100
	Civil Cervantes	45	22.50	22.5
	Employees	45	22.50	45.00
	Entrepreneurship	70	35.00	80.00
Revenue (Rp.)	d. Others	40	20.00	100
	< 3.000.000	52	26.00	26.00
	3.000.000 - 5.000.000	100	50.00	76.00
	> 5.000.000	48	24.00	100

Notes: n = 200

The description of the respondents to the study variables, known Knowledge products are described through the knowledge of the kinds of distinctive woven Buton, knowledge of the function of each fabric, and knowledge will be the hallmark of distinctive woven Buton obtained a mean value of 3.73. This means that in general the respondents had knowledge of the distinctive woven Buton. However, knowledge of the distinctive woven Buton not specifically and in detail, this is because such knowledge is only obtained from parents or relatives. Assessment of respondents to ethnocentrism variable of 3.77, meaning that the majority of respondents feel happy and prefer distinctive woven Buton compared with products from other countries and regions. Perceptions of respondents to the variable attitude toward the product is equal to 3.71, meaning that the majority of respondents considered that the results of a typical woven Buton made by craftsmen in the city relatively Bau-Bau quality, it meets the needs of the community and satisfying, and like a typical woven Buton. Respondents to the variable purchase interest is 3.83, meaning that the majority of respondents willing to buy a typical woven Buton. Tools of analysis used in this study is the analysis of the path, assuming normal distribution of data and linear. The test results show that the multivariate normality assumption of multivariate normality assumptions are met because they obtained critical ratio (C.R.) skewness 5.033, while the critical value of Z-statistics for $\alpha = 0.05$ is 1.96, a value smaller critical ratio critical value. Nonetheless, given the sample size in this study is relatively large, i.e. a total of 120 respondents, based on the proposition that the central limit definition of Free states; when the larger sample (many argue > 30) then the statistics are likely to be normally distributed. Thus you no longer need the assumption of normality of data (Solimun, 2010). In this study a large sample (n = 100) is deemed to have fulfilled the central argument of the limit, so the assumption of normality of the data is not critical and can be ignored. Path analysis the accuracy of the modeling accuracy is largely determined by the degree of linearity between variables in the model. Testing the assumption of linearity in this study using the Curve Fit, this is calculated with the help of SPSS software. References used in the testing of this linearity is the principle of parsimony, i.e. if the linear model is significant or all of the models

used as the basis of a non-significant test then the model is said to be linear. The results show that all variables are linear relationship, so that the assumption of linearity is fulfilled. Referring to the feasibility of the path analysis testing assumptions, the results of this study can be seen in Figure 2.

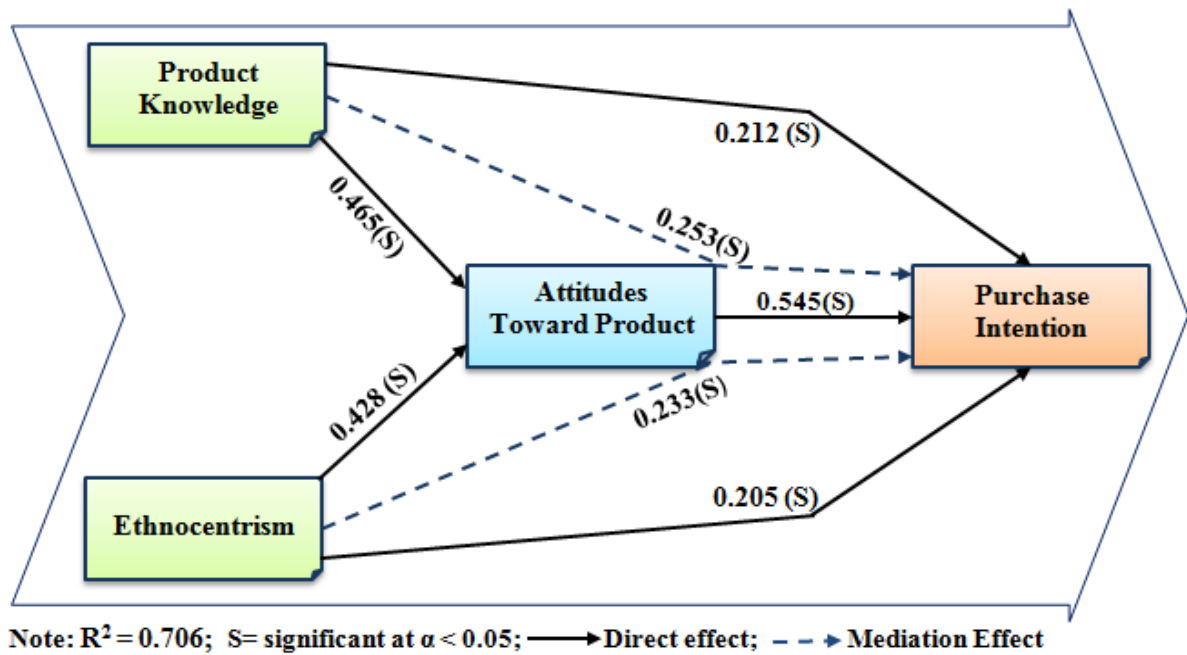


Figure 2: Path coefficients and hypothesis testing

Table 2: Hypothesis testing and path coefficient

Direct Influence	Path Coefficients	p- value	Result
Product knowledge → Attitude toward product	0.465	0.000	Significant Accepted
Product knowledge → Purchase intention	0.212	0.003	Significant Accepted
Ethnocentrism → Attitude toward product	0.428	0.000	Significant Accepted
Ethnocentrism → Purchase intention	0.205	0.004	Significant Accepted
Attitude toward product → Purchase intention	0.545	0.000	Significant Accepted

Test For The Impact of Mediating Variable						
	Exogenous	Mediation	Endogenous	Path Coefficient	Empirical Evidence	
H1.	Product knowledge	→ Attitude toward product	→ Purchase intention	0.253	Partial Mediation	Significant Accepted
H2.	Ethnocentrism	→ Attitude toward product	→ Purchase intention	0.233	Partial Mediation	Significant Accepted

Note: p-value = significant at $\alpha < 0.05$

Figure 2 and Table 2 above shows that the path coefficient of product knowledge on attitudes toward the product of 0.465 with a probability value (p-value = 0.000 $< \alpha = 0.05$). This means the product knowledge and a significant positive effect on attitudes towards typical woven Buton. These results indicate that the higher or more respondents who have knowledge of the product it will reinforce the attitude of respondents to a typical woven Buton. Path coefficient of product knowledge of the results of a typical woven Buton on consumer purchase intention of 0.212 with a probability value (p-value = 0.003 $< \alpha = 0.05$). This means that knowledge of the product positive and significant impact on consumer purchase intentions. These results indicate that the higher or more respondents who have knowledge of the product, the higher the intention of consumers to purchase a typical woven Buton. Effect of variable attitude toward the product with the consumer's purchase intention obtained coefficient value of 0.545 with a probability value (p-value = 0.000 $< \alpha = 0.05$).

That is the attitude towards the product positive and significant impact on consumer purchase intentions. These results indicate that the higher consumer attitudes, the higher consumer intentions to purchase a typical woven Buton. Based on the coefficients of the three lines of product knowledge and attitudes towards a product, track product knowledge and purchase intention and attitudes toward products lines with the intent to buy, it is known that the direct effect of the variable product knowledge on purchase intention is significant. Judging from the indirect effect on the intention to buy the product knowledge mediated by attitudes toward the product also have a significant effect, and greater than the coefficient of the direct effect of product knowledge on purchase intention. Further the test result of path coefficient and hypotheses for the impact of mediation variable in Table 2 shows that the impact of product knowledge on purchase intention through attitudes towards product is partial mediation. There was enough empirical evidence to accept (H1), the high attitudes towards product act as mediating the relationship between product knowledge and purchase intention. That was, the product knowledge directly has significant effect on purchase intention. However, through attitudes towards product as mediation variable, product knowledge significantly can affect purchase intention.

Path coefficient of ethnocentrism on attitudes toward product of 0.428 with a probability value (p-value = 0.000 $\alpha = 0.05$). That is ethnocentrism positive and significant effect on attitudes towards typical woven Buton. These results indicate that the higher ethnocentrism respondents will reinforce the attitude of respondents to a typical woven Buton. Path coefficient of ethnocentrism on the results of a typical woven Buton on consumer purchase intention of 0.205 with a probability value (p-value = 0.004 $\alpha = 0.05$). That is ethnocentrism positive and significant impact on consumer purchase intentions. These results indicate that the higher or more respondents who have knowledge of the product, the higher the intention of consumers to purchase a typical woven Buton. Effect of variable attitude toward the product with the consumer's purchase intention obtained coefficient value of 0.545 with a probability value (p-value = 0.000 $\alpha = 0.05$). That is the attitude towards the product positive and significant impact on consumer purchase intentions. These results indicate that the higher consumer attitudes, the higher consumer intentions to purchase a typical woven Buton. Finally the test result of path coefficient and hypotheses for the impact of mediation variable in Figure 2 and Table 2 shows that the impact of ethnocentrism on purchase intention through attitudes towards product is partial mediation. There was enough empirical evidence to accept (H2), the high attitudes towards product act as mediating the relationship between ethnocentrism and purchase intention. That was, the ethnocentrism directly has significant effect on purchase intention. However, through attitudes towards product as mediation variable, ethnocentrism significantly can affect purchase intention.

V. DISCUSSION

The results showed that the attitude of respondents to a typical woven Buton role mediating influence of product knowledge and ethnocentrism on the intention to buy a typical woven Buton. Knowledge of typical woven Buton has positive and significant effect on the purchasing intention of Buton typical woven. The results showed that people's knowledge of typical woven Buton may affect attitudes toward typical woven Buton, and that attitude will further increase public purchasing intentions of Bau-Bau to buy a typical woven Buton. Society of Bau-Bau is still relatively little knowledge types typical woven Buton, such as woven motifs betanowalona koncuapa, colo makbahu motive, motive bongko pomegranate, pomegranate motif sapua, mangura pomegranate motif, motif kambano sampalu, kalukubula bancamo motive, motive leja, lau motive, and the motive of the fence. But for each function in detail form mentions the weave characteristic of each type of weave, Bau-Bau society today tend not to know. Knowledge of the past woven obtained from the family for generations, such as parents or grandparents, which provides an explanation of the types, functions and characteristics of a typical woven Buton. Although not every type of woven explained the function and characteristic of, but at least woven owned by a parent or family explained to the children or the next generation. But today parents or family most no longer give an explanation of a typical woven Buton owned, even many of the parents who did not understand its distinctive woven Buton. Thus there is the knowledge that is lost on Buton distinctive woven in a family. Knowledge of typical woven Buton today, by some people who have a curiosity about the results obtained in addition to distinctive woven Buton family of explanation, also obtained from the Internet, either through writings obtained from search engine, or information from social media such as Face book and Twitter. Nevertheless, the knowledge gained through the media or media friendships is not much gain knowledge, because it is read in at the moment and without any deeper understanding. The results of this study support the research of (Brucks, 1985), which states that during the buying process, the number of consumers who have knowledge of the product will not only affect the behavior of information seeking behavior, but also, at the same time, at the same time, affecting attitude towards the product processing and decision making. Furthermore, it affects consumer purchase intentions (Lin & Chen, 2006).

The results showed that ethnocentrism distinctive woven Buton society will be able to influence the attitude toward typical woven Buton. Attitude is expected to further increase public purchasing intentions Bau-Bau city on Buton typical woven. The results showed that people in alignments distinctive woven Buton be relatively high, although to date the use of typical woven Buton is still largely limited to the traditional event, such as weddings. According to some craftsmen, purchase a typical woven Buton generally done in traditional markets in the city Bau-Bau, as in Market Wameo located in the Village Market in the Village Bataraguru Karya Nugraha, and Central Market in the Village Wale. Subdistrict Wolio weekly Market area of the city is located in the Village of New Works, Village Ngkaringkari, Lowu-Lowu Village, Village Kalialia and Palabusa the Village District of Lea-lea. The results of this study support the research of Herche (1992) who found that ethnocentrism can predict consumer preference to buy domestically produced goods, not abroad, and that the ethnocentric tendency is a better predictor of purchase behavior variables demographic or marketing mix. Constructs' consumer ethnocentrism relies on the assumption that consumers have emotions' patriotic 'will have a significant effect on the attitude and purchase intention. Likewise, this study supports the results of research and Brenečić Shoham (2003), who reported that consumer ethnocentrism, has a significant impact on consumer intentions to purchase goods produced in the country. The results study of Anggasari (2012) which showed a significant effect of ethnocentrism on attitudes toward the product. The results of this study do not support the research of Shimp and Sharma (1987) in Natasa, et al (2012) which showed that consumer ethnocentrism has a direct and negative impact on consumer purchase intention towards foreign products. This implies that high ethnocentric tendency is unfavorable attitude on the intention to purchase foreign products.

VI. LIMITATIONS RESEARCH

Judging from the wearer group, there are types of distinctive woven Buton used for noble descent and of weaving used by the general public. This study examines ethnocentrism product knowledge and society as a whole, regardless of the community of descendants of nobles and common people. Therefore, further research can be done for a comparative analysis of product knowledge and ethnocentrism people who descended from the nobility and the general public, as well as their impact on product knowledge and attitudes towards buying interest.

VII. CONCLUSION

Attitudes acts to mediate the relationship of product knowledge on the intention to purchase the community Bau-Bau distinctive woven Buton. Thus, the higher the knowledge societies of Bau-Bau City toward Buton distinctive woven products will improve public attitudes toward the product, and purchasing intentions for the product will be higher. Attitudes toward products mediate the relationships of ethnocentrism contribute to society Bau-Bau intention to buy distinctive woven Buton. Thus, the higher ethnocentrism City community will Bau-Bau distinctive woven products will improve public attitudes toward the product, and will purchase intentions for the product will be higher. The results showed that the attitude towards the product acts to mediate the effect of product knowledge on the intention to purchase the community Bau-Bau distinctive woven Buton. Therefore, to increase public knowledge of typical woven Buton, it is expected that the government of Bau-Bau to socialize on a typical woven Buton. Socialization can be done as early as possible at the elementary through high school students by incorporating distinctive woven Buton knowledge in the subjects of local content. While the general public, socialization can be done through community organizations, and socializing in the village. It is expected the public attitude towards the results of Bau-Bau distinctive woven Buton will increase and will eventually have the intention to buy a typical woven Buton.

The results showed that the attitude towards the product plays a role mediating influence of ethnocentrism on the intention to purchase the community Bau-Bau distinctive woven Buton. Therefore, to improve the community ethnocentrism typical woven Buton, it is expected to provide an understanding of Kendari's authority to the people of Bau-Bau to buy distinctive woven Buton. As a first step, these recommendations can be done by adding a weekday wear uniforms typical of Buton woven throughout the agency. Besides, ethnocentrism communities can also be grown by providing an understanding of the benefits of buying a typical woven Buton, both for economic growth and sustainability of Bau-Bau distinctive woven Buton. It is expected the public attitude towards the results of Bau-Bau distinctive woven Buton will increase and will eventually have the intention to buy a typical woven Buton

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