

Business Information Technology Models for Women Farmer Group in Indonesia

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Abstract. The existence of women farmer groups in the use of land for agriculture, such as existing fruit and vegetables, deserves a response to the follow-up, considering that the activities of women farmer groups have great potential. However, the professions as farmers and agricultural laborers, the income of female farmers and agricultural laborers does not necessarily depend on the season. With the ability to manage further processed agricultural products, they can have reliable income and use a marketing system that is adjusted to the times. This research is a model trial with the title "Business Information Technology Models for Women Farmer Group in Indonesia" with the aim of minimizing disparities in the village. By utilizing knowledge, skills and technology, it is hoped that poverty and disparity can be minimized or even eliminated. This research at a macro level provides benefits to stakeholders, namely human resources who supply raw materials, female farmers who are metamorphosed into entrepreneurs, so that domestic and foreign consumers will get superior regional products with high quality.

Keywords: Agriculture, Women Farmer, Business Information, Disparities, Consumers

Introduction

Indonesia is a country in Southeast Asia that is crossed by the equator and is between the continents of Asia and Australia and between the Pacific Ocean and Indian Ocean. Indonesia is the largest archipelago country in the world consisting of 13,466 islands, the alternative name commonly used is the archipelago. Indonesia's natural resources in the form of petroleum, tin, natural gas, nickel, wood, bauxite, arable land, coal, gold, and silver with the division of land consisting of agricultural land. This country of Indonesia is a country that is very rich in natural resources. The potential of natural resources owned by Indonesia itself, is a wealth that is owned by all Indonesian people and must be utilized to the maximum benefit of the people of Indonesia. The state is not the owner of all of these natural resources, but only as a ruler who cannot arbitrarily use them because all the natural wealth contained in the Indonesian State is intended for the prosperity of the Indonesian people. Relating to natural resources can be delivered as follows:

- 1) Natural resources are all things that arise naturally that can be used to meet human needs in general.
- 2) Natural resources are by their nature divided into two namely renewable and non-renewable natural resources. Renewable natural resources are natural resources that continue to exist as long as their use is not over-exploited.
- 3) While non-renewable natural resources are limited natural resources because their use is

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- faster than the formation process and if used continuously they will be used up.
- 4) Renewable natural resources are plants, animals and water, although the amount is not limited to this earth, it must be maintained in its use.

Unlike the minerals, petroleum, coal, gold, iron and others that cannot be renewed, if these natural resources are exploited continuously will be exhausted and need a very long time in their formation, while the level of community use of mining commodities every year is always increasing and can cause scarcity of these commodities. the commodity.

Indonesia's natural wealth is very abundant ranging from food in the form of rice, cassava, to medicinal plants, also often cultivated in plantations or vacant land near people's homes. And what many are interested in in the market are unique snacks that don't exist anywhere else, which are usually promoted as souvenirs typical of the area. In Indonesia, through Kartini's spirit of growing emancipation, many women play a role in improving the economy without leaving nature as a mother. Indonesian women are starting to get many opportunities to gain education and even employment. The land optimization pilot project is the domain of women as one of the domestic sectors, this activity is carried out in the hope that Indonesian women will make a greater contribution to household survival, both physically, logistically and financially. Land optimization activities are carried out in 5 provinces namely West Java, Banten, Central Java, DIY and East Java. In Indonesia there is a group of farm women, what is a farm woman? farmer women is a collection of farmer women who are in one village. Usually these women farmers are wives of farmers who want to have other activities besides farming.

The activities of women farmers or KWT in the form of empowering women farmers in the environment can be in the form of processed agricultural products such as processed foods or crafts, it can also be in terms of administration of the farm itself, the group of women farmers or KWT now has a program in the form of KRPL or an abbreviation of the food restaurant area sustainable, this KRPL is fully managed by a group of farmer women which includes administrative management, seedling house management or crop management that can help in the economic sectors of the members. For the processing of agricultural products, groups farmer women prioritize the results of the location of the area, for example in an area has the potential of cassava, then the group of women farmers do processing of cassava-based ingredients for example such as samiler crackers.

The peasant women group, often abbreviated as KWT, is one of the women's organizations that has the same livelihood. This group unites women into one organization from agriculture, plantations and fishermen. This peasant women's organization is present considering that Indonesia is one of the agrarian countries whose majority of their livelihoods are sourced from agriculture, the food subsector 17.73 million households, livestock 12.77 million households, livestock 12, 97 million households, fisheries fish farming activities 1.19 million households, fisheries fishing activities 0.86 million households, forestry 6.78 million households and agriculture 1, 08 million households Agricultural activities are often identified with men, so some agricultural groups which is generally followed by most men. Seeing the reality in the field that the role of not only men, then formed a special group for women. Farmer groups, according to Sri Nuryani [1], is an important point to implement and translate the concept of farmers' rights in the policy of a category, and appropriate programs in a unified whole and as a vehicle for transformation and development into operational steps. Important

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farmer groups as a forum for fostering farmers who are incorporated in it, so as to facilitate agricultural development. The involvement of women is greater than men, showing that women also have the right to be nurtured and empowered. With this the government makes a place for women to interact and even explore their abilities. Women's farmer groups which are part of farmer groups generally have goals that are not much different, the purpose of forming farmer groups and farmer women's groups in order to increase the number of farmer groups, increase the ability of farmer groups in carrying out their functions, encouraging farmer groups to increase their capacity to become farmers' economic institutions. In this study there were 4 groups of women farmers from 4 regions that were subjected to research. The four groups of farm women are:

First:

The peasant women's group from the city of Blitar is one of the cities famous for its agriculture sector. Blitar Regency is connected with roads that are relatively easy to reach, most of which are already in the form of asphalt roads. The existence of farmer women's groups in Blitar City in the use of land for agriculture such as fruits and vegetables that are there deserves a response for the follow-up considering the potential of farmer women's groups in Blitar. Most of the population in the village of Pasirharjo kec. Talun Blitar Regency has a livelihood as farmers and farm laborers, due to land conditions and temperatures that support Blitar district for agriculture. Nearly around 2,515 ha are agricultural land. The income of women farmers and farm laborers is uncertain depending on the season, this is because many of their agricultural systems depend only on nature. Moreover, the season can not be predicted now. So if the natural temperature is good, the income they earn can be said to be sufficient to be used to finance their subsistence needs. It could be that when the season is not good they work out of town, looking for income outside the agricultural sector, working as a builder, and some of them even use a strategy to tie the belt tighter. They prefer to reduce the intensity of their normal consumption in a day of eating 3 times, but they eat 2 times a day. There are so many strategies that poor farmers (smallholder farmers with monthly income of Rp. 750,000, and farm laborers earning Rp. 30,000 per day) do it even though they have to work harder. Impacts occur disparity / disparity in the village. On the other hand, if agricultural products are managed with knowledge and technology, poverty and disparity can be minimized or even eliminated.

To realize the Small and Medium Enterprises (SMEs) and Cooperative membership of women farmers who are able to manage land products for further production, as well as increasing marketing, the use of technology, especially e-commerce, is needed by SMEs to promote their products widely. By SMEs agricultural production using information technology to promote all their products across geographical boundaries. The use of information technology for SMEs can be used to improve relational marketing, among others, it can provide flexibility in promotion, enable faster delivery to customers, send and receive offers quickly and economically, and support paperless fast transactions and increase marketing performance marked by growth. the sale. Therefore, the application of a relational marketing strategy using technology facilities is very important for SMEs and cooperatives.

Second:

Farmer women's group from Wonoploso Village, Kec. Gondang, Mojokerto District, chaired by Sri Hartini, who produces samiler from cassava trees from her garden. Wonoploso village is one of the villages in Mojokerto district, precisely in the Gondang district. The main

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occupation of the population is farmers, other jobs are overseas and entrepreneurs and traders. Farming is a community choice because of the supportive geographical condition of the village, evenly distributed rainfall almost every year and very fertile land for any cultivation. Including corn, cassava, rice, fruits, vegetables, etc. Based on research observations, women in the village of Wonoploso play a dominant role in agriculture. Men only play a role in the process of using heavy agricultural tools, in the case of tractors, using water pumps and carrying crops. Before the formation of farmer women in this village, farmer groups were domiciled by men, and when women felt bored there was no work at home, finally the women worked in the fields to help men and in the end a farmer group was formed in the village of Wonoploso. Farmer groups that are followed by men do not cover the possibility of providing benefits, for example the existence of free fertilizer or free seeds. However, those who do things that are considered not heavy are still women. Cassava is a plant commodity that has the potential to increase income and as a basic livelihood for rural communities. This also applies to residents of the village of Gempol, Wonoploso Village, Kec. Gondang, Kab. Mojokerto. Even with the presence and togetherness the goal among cassava farmers in that location, in the form of farmer women's groups to process cassava farming in the village. Initially, the group which was chaired by Sri Hartini had some cassava trees in his garden, then he tried it processing cassava into samiler crackers. It turned out that the success of Sri's mother Hartini processed cassava into crackers, this samiler many liked and wants to join with Ms. Sri Hartini to produce military crackers in large quantities. It is not difficult for women farmers' groups in Wonoploso Village, Kec. Gondang, Mojokerto Regency is to make cassava into processed snacks This Samiler Crackers is because the raw material is very easy to get and the price very affordable raw materials. So now the cassava processing business this samiler cracker has been widely known by the people of Mojokerto it even became one of Mojokerto's typical souvenirs.

Third:

Farmer women's group from Batu Putih Laok Village, Sumenep, Madura, Java Timur, chaired by Mrs. Slamet. The number of small and medium businesses are producing snacks / snacks made from cassava, such as tape cassava, gethuk, telatela, and cassava chips, have inspired to utilize waste produced from the industry, namely leather waste cassava which is no longer used by food entrepreneurs. Part of skin cassava which is considered waste from cassava also still has content carbohydrate. Utilization of cassava waste to be processed into snacks is one form to deal with cassava skin waste. This snack is one answer to the desire of people who want snacks delicious, delicious, and different from the others but still pay attention to aspects health, because it does not contain harmful substances. These chips are made from cassava peels which become waste from para food entrepreneurs made from cassava. We will pack this snacks interesting as possible to be able to attract the interest of the community to try it and finally made these chips as snacks in their home. Product we offer is a new snack and certainly healthier than snacks that are on the market because they do not contain chemicals dangerous for health. In addition, we strive to present products with attractive presentation and hygienic packaging. Thus we can meet people's expectations in serving snacks healthy and free of chemicals that are harmful to human health.

Fourth:

Farmer women's group chaired by Mrs. Titiek Widayati Sugiantoro, Location of initial planting around Jl. Juanda Airport I and II. A farmer group consisting of mothers in the city of Malang, East Java makes organic crops as income. Starting from a group of 10 people, now it has become 22 people and their efforts have received attention and also awards from various

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parties. The hard work carried out by the chaired farmer group, Titiek Widayati Sugiantoro who was given the name "Vigur Asri Organic ", currently has 9500m² of land planted with organic plants such as tomatoes, mustard greens, chilies and many more. Vigur Asri Organic farmer group is a group of farmers engaged in the field of organic crops by utilizing the yard residential neighborhood members. This vegetable growing activity at first as one of the hobbies of mothers by optimizing land yards and free time owned by each member on the sidelines busy taking care of family and work, and to fulfill consumption needs of family vegetables.

After getting counseling from farmer Kurnia Kitri Ayu who located in Sukun owned by Mr. Hari S. in May 2007, 10 members who initially did not have a background in knowledge / education or skills in agriculture and most housewives agree to form groups and jointly provide capital, with the main activity is growing organic vegetables whose orientation is not just for meet the needs of members, but business oriented / business. Because most of the members are mothers, this group calls itself the "Vigur Asri Women's Farmer Group". The name "Vigur" is short for Villa Gunung Buring, while the word "Asri" is a desire that the housing environment becomes beautiful, fresh eye to eye because of the green vegetables. Since August 2007 the location of the Vigur Asri organic garden occupies home yards on Jalan Airport II BB 30B, as well as additions 300m of land for cultivation of fruitful and non-fruitful plants use a poly bag on Jalan Bandara II CC 20B Residential Villa Gunung Buring Malang. Not only move in processed, but in groups the peasant woman tries to move forward by making packaging interesting to be marketed, of course, with permission from the government in the form of a PIRT permit or home industry food and SIUP License or Letter trade business permit. With the empowerment of women farmer groups or KWT it is hoped that farm women can add insight and certainly help the welfare of farm families around the area.

Specifically this research aims to:

1. Identifying technology-based relational marketing models at the area of agricultural business development in the Province of East Java.
2. Conduct a need assessment in order to obtain data about interests and the needs and desires of the general public and business developers agriculture in particular to be developed based relational marketing information technology to improve marketing performance.
3. Perform supporting determinants and constraints of the relational marketing model based on information technology to improve marketing performance.
4. Develop a design model for the economic empowerment of SMEs and cooperatives through information technology-based relational marketing for improve marketing performance.
5. Obtaining the design model of UKM and cooperative economic empowerment through information technology-based relational marketing for improve marketing performa.

There are several previous studies related to the research that will be done. The results of previous studies show the effect of that significant on the CRM factor. Hsui Ju Rebecca Yen and Gwinner conducted a research entitled "Internet Retail Customer Loyalty: the mediating role of relational benefits". This study proposes a conceptual model that utilizes variables relational benefit to explain the relationship between Self Service Technology internet based (ISST), loyalty and satisfaction. This conceptual framework argues that ISST attribute, that is perceived control and performance can be influential on satisfaction and loyalty is mediated by the variable relational benefit, i.e. confidence benefit.

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Rose and Fogarty's research titled "Determinants of Perceived Usefulness and Perceived Ease of Use in The Technology Acceptance Model: Senior Consumers Adoption of Self Service Banking Technologies ". Research Rose and Fogarty uses the TAM that was developed (extended TAM) to test customer acceptance of the use of self service technology at the bank.

Joon Hong and Thong's research titled "Understanding continued information technology usage behavior: a comparison of three models in the context of mobile internet ", Decision Support Systems. Joon's research Hong and Thong use the Technology Acceptance Model as the basis for developing an Expectation-Confirmation Model in scope behavior of the use of mobile internet information technology by adding Confirmation variable and user satisfaction. Confirmation variable used to find out the experience of mobile internet users, and experience interact with service providers.

Research problem

How marketing online models can increase revenue for farm woman group?

Objectives

The purpose of this study is to utilize the business potential of the results agriculture of farmer women in East Java Province optimally community economic empowerment in the region that develops the business agriculture through technology-based relational marketing to improve marketing performance. By identifying a relational based marketing model information technology that takes place in the object of research environment 10 sustainable, it is hoped that an empowerment model design can be prepared the agricultural product development community oriented marketing relational information technology based that can be accepted by the community people in the region even outside the province of East Java. This design will be arranged in an applicable and feasible model make it easy for policy makers to develop Community economic empowerment is oriented towards agriculture based businesses information technology in other regions that have potential and that community same. Specifically this study aims to

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Method

This study was designed as explanatory research, because it aims to explain the effect of

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because and effect relationships between variables in research problems that have been clearly identified by Zigmund [2]. This study aims to explain the relationship between the variable is between perceived ease of use against Perceived usefulness, social benefits, confidence benefits, special treatment benefits, satisfaction and usage intention KWT sells online products in East Java. Data type in this study is a cross-section data that is data retrieval on time certain not long term (longitudinal).

This research is a research that uses an approach qualitative research location in East Java with a women's agriculture center. The location of the study was determined propursively in Blitar, Mojokerto, Sumenep, Malang. The object used in this study is KWT. Unit of analysis East Java KWT namely cities: Blitar, Mojokerto, Sumenep, Malang. This research aims to test and analyze the effect of TAM which consists of perceived ease of use to perceived usefulness, relational benefits which consists of social benefits, confidence benefits, special treatment benefits, marketing outcome consisting of satisfaction and usage intention of how the producer (KWT) prepares product purchase transactions online.

Identification of farm woman businesses that take place in the area of research Blitar Regency, Mojokerto, Sumenep, Malang, how was he? carrying out his activities related to his profession. Including identification determinants of supporting factors and inhibiting the implementation of activities management of agricultural land. Identification of the development of a technology-based relational marketing model information that takes place in the area of research object including identification determinants of supporting and inhibiting factors in the implementation of relational marketing information technology based. The design of this study was using an action research model such as participant action research, action research and empirical diagnosis action research by Kemmis and Taggart [3]. In addition to its scientific level The type of research chosen was also in accordance with the objectives of the study produce a relational marketing model that can be a reliable model in improving the marketing performance of the area under study. In the need assessment phase, the focus discussion method will be used group. This method is very good for digging up data from service officials industry and trade, because with this method they can express their opinions openly and in groups. Although thus in the implementation of this focus group discussion, researchers (guides) must can raise problem questions in a way that can be understood and according to the respondent.

The objects of this study were (1) farm women (2) farm women managing agricultural products further or selling from the produce agriculture without further management. That already sells by processing further how the marketing system. good at doing marketing online via facebook, wordpress blogs, simple websites up to who can already interactively order online; (3) entrepreneurs who process agricultural products in marketing it has not yet done online marketing. Expected results in first year research; (1) business identification farmer women (2) identification of development models for farmer women / entrepreneurs who do online marketing through facebook, wordpress blogs and website that has not been interactive with customers (still simple not updated periodically) ; (2) identification of women farmers / entrepreneurs who have not yet done online marketing to be developed online marketing. The research subjects in the first year were women farmers who were already processing agricultural products and who have done online and marketing who have not done online marketing, elements of the industrial service apparatus and trade and service, agricultural service, cooperative service and related service others are tasked with fostering the

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empowerment of peasant women's communities, cooperatives in the area of the research area.

The technique used to collect data is to focus group discussion, observation and documentation. Focus group discussions supported with interviews used to identify interests and needs peasant women community and surrounding community members in the area research object. Observation is used to observe the conditions and potential that can be developed through marketing of agricultural products online as a means improvement of community economic empowerment - oriented towards improvement marketing performance in the study area. The documentation method is used to capture related data with data stored in documents at the Trade Office and Industry, Department of Agriculture, Office of Cooperatives in Mojokerto Regency support the research process.

Determination of the sample to explore the data in this need assessment, determined the service industry and trade as the related service directly with the process of economic empowerment of women farmers, in the environment Mojokerto Regency government. For this reason, it will start from the key person in the office industry and trade government of Mojokerto Regency and in snow ball based on the recommendation from the key person. Other officers, farmer groups that are included in the SME group and women's cooperatives agriculture, it was determined by several people to be actively involved in the forum discussion group, as the method determined in this study. With this method, it is hoped that a marketing model prototype can be produced relational information technology based in the area under study.

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From the research object, comparative descriptive analysis was performed to obtain general conclusions, from the performance of the relational marketing model based on information technology developed in the research area. The analysis technique used in this study is model analysis interactive as developed by Miles and Huberman [4] who consists of 3 (three) components of analysis, namely data reduction, data presentation, and drawing conclusions. Data reduction is the initial step of analysis for looking for data that is most relevant to the research problem. Data then displayed in the form of distribution model tables frequencies with the intent to be easily understood which will then be analyzed based on relevant social theories. While using descriptive statistics the percentage formula and the mean formula are to analyze data from the results of need assessment.

Results

1. Perceived ease of use

Perceived ease of use is the degree to which the user believes that the technology /

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system can be used easily and free of problems Davis et al. The more commonly used system shows that the system is better known, easier to operate and easier used by users. Perceived ease of use consists of 3 (three) indicators that is:

- a) Easy and clear online shopping (X.1),
- b) Shop online functions as a controller (X.2) and
- c) Flexible online shopping (X.3).

A complete picture of respondents' responses to perceived ease of use can be seen in the table below. Shopping online is easy and clear (X.1) presented by Four question items: - The first question item is an easy online shopping procedure, where as many as 1.67% of respondents stated strongly disagree, 16.67% respondents stated disagree, 54.44% of respondents agreed, 28.33% of respondents expressed strongly agree, 8.89% of respondents stated very agree. - The second question item that is shopping batik online is easy to find best seller, where as many as 1.67% of respondents stated strongly disagree, 13.33% of respondents said they did not agree, 47.22% of respondents stated agree, 28.89% of respondents expressed strongly agree, 8.89% of respondents stated very much agree. - The third question item is easy online batik shopping procedure operationally, where as many as 1.11% of respondents said very no agree, 12.22% of respondents said they disagree, 40.56% of respondents. states agree, 35.56% of respondents strongly agree, 10.56% the respondent stated very much agree.

Table 1. Respondents' responses

No	Question	Scoring					Average
		1	2	3	4	5	
Batik shopping Online is easy and clear (X.1)							
1	The procedure for shopping batik online is easily studied.	1,67%	6,67%	54,44%	28,33%	8,89%	3,361
2	Batik online shopping is easy to find best seller	1,67%	13,33%	47,22%	28,89%	8,89%	3,300
3	The procedure Batik online shopping is easy to operate.	1,11%	12,22%	40,56%	35,56%	10,56%	3,422
4	Batik online shopping is easy to find information	2,22%	13,33%	45,56%	28,89%	10,00%	3,311
The score of Batik shopping Online is easy and clear							3,349
Batik online shopping as control function (X.2)							
5	Batik online shopping is easy to control price	1,11%	15,56%	54,44%	18,89%	10,00%	3,211
6	Batik online shopping is easy to know other costumers' comments	1,11%	7,78%	46,11%	28,33%	16,67%	3,517
The score of Batik online shopping as control function (X.2)							3,364
Batik online shopping is flexible (X.3)							

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7	Batik online shopping can be done anytime	1,11%	5,00%	32,78%	36,11%	25,00%	3,789
8	Batik online shopping can be done anywhere	0,56%	1,67%	41,67%	31,11%	25,00%	3,783
The score of batik online shopping is flexible							3,786
The average score of <i>Perceived Ease of Use</i>							3,462

The fourth question item Shopping batik online is easy to find batik information, where as many as 4 respondents (2.22%) stated strongly disagree, 24 respondents (13.33%) said they did not agree, 82 respondents (45.56%) agreed, 52 respondents (28.89%) strongly stated agree, 18 respondents (10.00%) stated very much agree.

Shopping online functions as a controller (X2) presented by two question items.

The first question item for shopping batik products online is easy to control the price, where as many as 1.11% of respondents said very no agree, 15.56% of respondents said they did not agree, 54.44% of respondents states agree, 18.89% of respondents strongly agree, 10.00% the respondent stated very much agree.

The second question item shopping for batik products is easy to find out comments from other consumers, where as many as 1.11% of respondents stated strongly disagree, 7.78% of respondents said disagree, 46.11% respondents agreed, 28.33% respondents agreed strongly, 16.67% of the respondents stated very strongly agree. Shop online flexibly presented by two items question.

The first question item for shopping for batik products online can be done at any time, where as many as 1.11% of respondents said very no agree, 5.00% of respondents stated disagree, 32.78% stated agreed, 36.11% of respondents stated strongly agree, 25.00% of respondents stated very agree.

The second question item for shopping batik products online can be done in any place, where as many as 0.56% of respondents said very disagree, 1.67% of respondents stated disagree, 41.67% of respondents stated agree, 31.11% expressed strongly agree, 25.00% of respondents stated very much agree. Based on Table 2 page 50 of the results of respondents' responses to indicators:

First:

Namely shopping online is easy and clearly known that with an average value 3,349. This shows that the procedure for shopping batik online easy to learn, easy to operate and clear. Shop online already guided steps on how to order from the step of seeing goods, entering item code that has been prepared correctly, confirmation and payment amount until delivery to the customer's address. From the results of respondents' responses to the indicator

Second

That is shopping online also functions as a controller of an average value of 3,364 shopping online also provides convenience to control prices, because each online shop is presented with batik products that are sold at once the price, so that the total amount to be purchased is known for the price and in accordance with the budget budgeted. In the online shop also presented a comment column, in that column can be seen the opinions of consumers about batik products sold, ranging from materials, motifs, prices and delivery. From this column, potential buyers can see the comments of consumers who have made online purchases

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both positive and negative comments.

Third.

E.shopping online is very flexible, an average value of 3,786. The flexibility of online shopping can be done anywhere and anytime. This is supported by the increasing number of cafes invarious malls or even restaurants in villages that have provided WIFI facilities, thus encouraging consumers to be more free to shop online.

It shows that the variable perceived ease of use is positively perceived by respondents. Descriptive analysis results show that the perceived ease of use variable is in the quite good category, it is shown that the average score of 3,462. It can be said that respondents believe that the technology / system can be used easily and free from problems. Based on the assessment, respondents believe that online shopping procedures are easy and clear, online shopping functions as a controller, online shopping is flexible.

2. Satisfaction (Y)

Satisfaction according to Kotler is the level of a person's feelings after comparing the performance or results he feels with his expectations. Satisfaction consists of 3 (three) indicators, namely Attributes related to the product (Y.1), Attributes related to service (Y.2), Attributes related to purchase (Y.3). A complete picture of respondents' responses for each indicator can be seen in Table 3 page 53 showing the Attributes related to the product (Y.1) indicator presented by seven question items.

Question items:

First

I am satisfied with the price of batik products offered online, where as many as 2.22% of respondents stated strongly disagree, 10.00% of respondents stated disagree, 5.00% of respondents stated agreed, 27.78% of respondents stated strongly agree, 5, 00% of respondents said that they strongly agreed.

Second

I am satisfied with the quality of batik products offered online, where as many as 1.67% of respondents stated strongly disagree, 12.78% of respondents stated disagree, 54.44% of respondents stated agree, 25.56% of respondents stated strongly agree, 5, 56% of respondents stated strongly agree.

Third

I am satisfied with the suitability of the price of batik products offered online compared to quality, where as many as 1.67% of respondents said very no agree, 18.33% of respondents said they did not agree, 50.00% of respondents said they agreed, 25.56% of respondents strongly agreed, 4.44% of respondents stated strongly agree.

Fourth

I am satisfied with the freedom to make batik products offered online, where as many as 2.78% of respondents stated strongly disagree, 6.11% of respondents stated disagree, 53.89% of respondents stated agreed, 31.11% of respondents expressed strongly agree, 6.11% of respondents stated very much agree. The fifth question item I am satisfied with the freedom to participate in determining the style and color of batik products, where as many as 2.78% of

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respondents expressed strongly disagree, 15.56% of respondents stated disagree, 50.00% of respondents stated agreed, 25.00% of respondents stated strongly agree, (6.67% of respondents expressed very much agree.

Sixth

I am satisfied with the guarantee given in online purchases, where as many as 1 respondent (0.56%) stated strongly disagree, 32 respondents (17.78%) stated disagree, 92 respondents (51.11%) agreed, 43 respondents (23.89%) stated strongly agree, 6.67%) strongly agreed.

Seventh

I am satisfied with the company's response in receiving complaints, where as many as 2.22% of respondents stated strongly disagree, 5.56% of respondents stated disagree, 43.33% of respondents stated agreed, 40.00% of respondents stated strongly agree, 8.89 % of respondents strongly agree

The indicators of Attributes related to service (Y.2) are presented by three question items.

First

I am satisfied with the guarantee given for returning products that are not in accordance with the order by first having an agreement, where as many as 2 respondents (1.11%) stated strongly disagree, 15.56% of respondents stated disagree, 41.11% of respondents agreed , 31.67% respondents stated strongly agree, 10.56% of respondents stated very much agree.

Second

I am satisfied that online batik product providers openly accept complaints, where as many as 1.11% of respondents stated strongly disagree, 7.78% of respondents stated disagree, 47.22% of respondents stated agreed, 32.78% of respondents stated strongly agree, 11 , 11% of respondents stated very strongly agree.

Third

I am satisfied responsive online batik product providers, where as many as 1.67% of respondents stated strongly disagree, 12.22% of respondents stated disagree, 42.22% of respondents stated agreed, 31.11% of respondents stated strongly agree, 12.78 % of respondents strongly agree.

Table 2. The indicators of Attributes

No	Question	Scoring					Average
		1	2	3	4	5	
1	I am satisfied with the price of batik products offered online	2,22%	10,00%	55,00%	27,78%	5,00%	3,233
2	I am satisfied with the quality of batik products offered online	1,67%	12,78%	54,44%	25,56%	5,56%	3,206
	I am satisfied with the						

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3	appropriateness of price and quality of batik products offered online	1,67%	18,33%	50,00%	25,56%	4,44%	3,128
4	I am satisfied with the flexibility to select batik product offered <i>Online</i>	2,78%	6,11%	53,89%	31,11%	6,11%	3,317
5	I am satisfied with the						
	Freedom to choose pattern of batik product	2,78%	15,56%	50,00%	25,00%	6,67%	3,172
6	I am satisfied with the warranty provided by online shopping	0,56%	17,78%	51,11%	23,89%	6,67%	3,183
7	I am satisfied with the company responses in handling complainnts	2,22%	5,56%	43,33%	40,00%	8,89%	3,478
The average score of attributes related to the product							3,245
<i>Attributes related to service (Y5.2)</i>							
8	I am satisfied with the substitution of inappropriate product with warranty stated by the agreement in advance	1,11%	15,56%	41,11%	31,67%	10,56%	3,350
9	I am satisfied with the Complaint handling by online batik vendor	1,11%	7,78%	47,22%	32,78%	11,11%	3,450
10	I am satisfied with the Responsive feedbaks of online batik vendor	1,67%	12,22%	42,22%	31,11%	12,78%	3,411
The average score of Attributes related to service							3,404
<i>Attributes related to purchase (Y5.3)</i>							
11	I am satisfied with the purchase of batik products because the reputation of online service providers is sufficient famous	2,78%	4,44%	55,56%	27,78%	9,44%	3,367

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12	I am satisfied with the ability of fulfilling online service providers demand for batik products	0,56%	10,56%	51,11%	28,33%	9,44%	3,356
13	I am satisfied with service provider information regarding online purchases	0,56%	8,33%	55,00%	26,67%	9,44%	3,361
The average score of Attributes related to purchase							3,361
The total average score for <i>Satisfaction</i>							3,309

Attributes related to purchase (Y.3) are presented by three question items.

First

I am satisfied with the purchase of batik products because the reputation of online service providers is quite well known in the community of fellow online service providers, where as many as 2.78% of respondents stated strongly disagree, 4.44% stated disagree, 55.56% of respondents agreed, 27,78% stated strongly agree, 9.44% of respondents stated strongly agree.

Second

I am satisfied with the ability of online service providers to meet the demand for batik products, where as many as 0.56% of respondents stated strongly disagree, 10.56% of respondents stated disagree, 51.11% of respondents agreed, 28.33% of respondents strongly agreed, 9.44% of respondents said that they strongly agreed.

Third

I am satisfied with the service provider information related to online purchases, where as many as 0.56% of respondents stated strongly disagree, 8.33% of respondents stated disagree, 55.00% of respondents stated agree, 26.67% respondents stated strongly agree, 9.44% of respondents stated strongly agree.

From the table, the average value of Attributes related to the product of 3,245 shows that consumers who shop online feel satisfied with the price, quality, suitability of the price of batik products offered with quality, freedom to make choices of batik products, freedom of choice of color and batik patterns, warranty satisfaction provided and satisfaction with the company's response in receiving complaints. The average value of Attributes related to service of 3,404 shows that consumers who shop online feel satisfied with the warranty given for product returns that are not in accordance with the order, online batik product providers openly accept complaints, online batik product providers are responsive. The average value of Attributes related to purchase of 3,361 indicates that consumers who shop online feel satisfied with the purchase of batik products because of the reputation of the batik company, the company's ability to meet the demand for batik products, information about how to purchase. It shows that the Satisfaction variable is perceived positively by respondents. Descriptive analysis results indicate that the Satisfaction variable is in the quite good category, it is shown that the average

score of 3.309. Based on the assessment, respondents get satisfaction because of Attributes related to the product, Attributes related to service, Attributes related to purchase.

Conclusion

Based on the results of observations and interviews conducted, the results of the study can be concluded as follows: In the research progress researchers still have not received enough data to be used as a basis for forming conclusions, but researchers can analyze that there may be a correlation on the variables of this study, which later still will be analyzed further before being able to come to conclusions. The findings obtained temporarily include the following:

1. The results of the study indicate that the level of respondents' assessment of the three indicators perceived ease of use is different. This indicates confidence in the ease of use of the technology / systems of the different respondents. The average value of respondents' assessment of flexible online shopping (X.3) is relatively high as indicated by an average rating of 3,786 and gets the first assessment. The online shopping indicator is flexible according to the respondents' beliefs because online shopping can be done at any time, online shopping can be done anywhere. This data shows that perceived ease of use is trusted by respondents compared to other indicators. - The indicator that gets the second rating according to respondents' assessment is Shopping online functions as a controller (X.2). The indicator is according to respondents' assessment is important because shopping batik products online is easy to control prices, shopping batik products online is easy to find out other consumers' comments. - Indicators that received a third / lower rating compared to other indicators according to respondents namely shopping online is easy and clear (X.3). This indicator is very important for respondents but KWT pays little attention to the ease of procedures, the ease of learning, the ease of operation, and the clarity of the batik shopping procedure online. This happens because the ability of each respondent to operate the technology is different. Thus the flexible online shopping indicator becomes an opportunity for KWT management, and the easy and clear online shopping procedure is a priority for the improvement of KWT batik management to make improvements in order to increase consumer benefits from long-term relationships. If this happens, consumers will get benefits (relational benefits), which have an impact on satisfaction. the satisfaction obtained has implications for increasing usage intention.
2. The study results show that the level of respondents' assessment of the three different Satisfaction indicators. This indicates that the satisfaction obtained by respondents is different. Table 3 page 53 shows that:
 - The average value of respondents' assessment of Attributes related to service (Y.2) is relatively high as indicated by an average value of 3,404 and received the first assessment. Indicator of Attributes related to service is the level of satisfaction with a high value assessed by respondents because service providers guarantee product returns that do not match orders, are open to receiving complaints, responsive. This data shows that Attributes related to service provide higher satisfaction for respondents compared to other indicators.
 - Indicators that received the second assessment according to respondents' ratings, Attributes related to purchase (Y.3) are shown with an average value of 3,361. Indicators related to purchase attributes are important for respondents because respondents get

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satisfaction with information about online service providers related to online purchases.

- Indicators that received the third / lower assessment compared to other indicators according to respondents' assessment, namely Attributes related to product (Y.1), indicated by an average value of 3,245. These indicators are important for respondents but KWT does not pay enough attention to respondents, among others in the price, quality, freedom of choice of batik products offered online.

Thus the Attributes related to service is an opportunity for KWT, and Attributes related to product is an improvement priority for management KWT to increase if this happens the consumer will be satisfied, with the satisfaction obtained by consumers has implications for increasing usage intention. Vice versa if satisfaction decreases and has implications for decreasing usage intention.

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