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Bugis Consumers' Decision Making Process Based on Religiosity in
Makassar, Indonesia

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Abstract

Although modern life has influenced the mindset of the Indonesian people, actually in making purchases, the people of Indonesia still adhere to the eastern customs in doing any activity. One that is still firmly attached is a factor of culture, wherein culture, religion is a major guide that is considered and the basis of society in behaving. Similarly, the people in South Sulawesi, consisting of Bugis, Makassar, and Tator ethnic groups, strongly uphold their religion and become the basis for my behavior. This is in accordance with Bugis philosophy "Mappesona ri Dewata seuwae (surrender to the will of God), which means that in living life, society always surrenders to Allah SWT. The application of the teachings of religion is reflected in the value of faith (religiosity) that underlies human behavior. This means that humans will behave in accordance with what is believed to be true or false of religious teachings. There have been many studies on religiosity related to decision making, but no studies have been found on religiosity related to the culture of the people in South Sulawesi. The purpose of this research is to construct and know more about the phenomenon of buying behavior based on the value of religiosity on Bugis tribe in Makassar city, South Sulawesi. The research method was designed using a qualitative research method with Schultz model phenomenology approach. This is done in accordance with the objectives of the research is to find out in detail and deep about the phenomenon of consumer buying behavior based on the value of religiosity of Bugis in South Sulawesi, conducted through in-depth interviews of informants, obtained by snowball technique. The results show that this Bugis tribe community in Makassar City, although already dwelling in the capital of South Sulawesi, in decision making the purchase of products, still consider the teachings obtained an inheritance in the family.

Keywords: purchase behavior, religiosity, and culture

I. INTRODUCTION

The behavior of society in one country with another country, have differences. This is reinforced by Hofstede, (1984), in his study of the national culture of a country, in which Western society is individualistic, while the people in the East prefer Collective. The behavior of people in Indonesia, especially in South Sulawesi, is strongly influenced by the existence of togetherness among them. So want to know, whether, in the buying behavior, culture also affects a person in determining what they will consume. According to Kotler and Keller, (2012), consumer purchases are influenced by many things, one of which is culture, where one of the elements of culture, that is religion. Similarly by Kasnaeny, (2016), states that culture underpins purchasing decisions.

The relevance of daily behavior with religion, not questionable for Bugis society in Indonesia. All activities, since the human being was born to his death, his treatment is always associated with religion. However, the relationship of religion with the purchase model is not much studied. This is according to Solomon, et al, (2007) that culture (religion/norm/moral) is taboo to be discussed, for example eating dog meat is taboo in Europe, but not in Hinduism, as well as eating pork is unlawful for Muslims in Indonesia. This condition does not mean it is not related to consumer buying behavior, because of the impact of religious beliefs in the form of the values of his faith (religiosity), which can be traced to the relationship with consumer behavior. Religion guides a person in behaving rightly, so that if someone does something based on his or her religious teachings, then they are said to be believers because they practice the values of the faith.

Thus, it becomes interesting to know whether the values of religiosity are taken into consideration by consumers in purchasing products. Meanwhile, several studies have described the relationship between religion and business, for example by Parboteeah et al. 2008; Vitell et al. 2001. Hunt and Vitell (1993) in Arli and Tjiptono, (2014), stated that the strength of religiousness resulted in differences in individuals' decision making processes when they faced business decisions involving various ethical issues. Similarly, Delener (1990) that religiosity is one of the most important in supporting the strength of a culture and has an important influence in buying behavior

However, there are differences in research results shown by Astogini, et al, (2011) who said that the level of religiosity does not have a significant effect on the decision to buy halal products, resulting in a research gap due to differences in results. Meanwhile, other studies discuss the influence of religiosity but are linked widely, so there is no specific study on the value of religiosity based on differences in consumer culture. In addition, there is no study of the role of religious values towards purchasing decisions that are more specific to ethnic cultures in South Sulawesi. Therefore, this study will examine consumer purchasing decision based on religiosity value by relating to Bugis culture in Makassar city, while previous research from Kamaruddin, (2007) examines religiosity value relation by comparing Malaysia (Islam) with Thailand (Buddha).

This research will trace the ethnic Bugis tribe in Makassar City, South Sulawesi. This ethnic election, because the Bugis tribe is the largest tribe in South Sulawesi Province. Moreover, it is evident that with the existing advances and self-made purchasing tendencies in the shopping centers, it becomes interesting to know whether Bugis tribes still consider the values derived from their religious teachings in making purchases.

In the past, shopping was done in traditional markets and made contact with sellers who came from their own areas, so that the values of religiosity were still the same as what they received. In

addition, according to the results of previous authors research, that people in urban areas have experienced a shift in shopping culture (Kasnaeny, 2016).

Based on the gap of the study, encouraging the authors to conduct research with a qualitative approach, with a view to getting the true meaning of consumer behavior in their purchasing decisions based on the value of religiosity. The research focus will be reviewed more deeply with the following research questions. Does Buginese in Makassar apply their values of religiosity when making product purchasing decisions? Thus this study aims to provide a new understanding for marketers in conducting product marketing strategy by looking at first what is behind the consumer purchasing decisions.

II. LITERATURE REVIEW

2.1 Consumer Buying Behavior

According to Kotler, et al, (1999), state that, “Consumer buyer behavior refers to the buying behavior of final consumers-individuals and households that buy goods and services for personal consumption”. The similar opinion was expressed by Schiffman and Kanuk (2000) that consumer behavior is a study of how individuals make decisions related to their consumption, which includes what they buy, why they buy, where they buy, how often they buy, and how often they use.

One that affects consumers is their culture, subculture, and social class, where religion is part of the subculture. This is based on Kotler & Keller, (2012) statement, “Culture, subculture, and social class are important influences on consumer buying behavior”. It further explained that: a) cultural factors consisting of culture, subculture and social class; b) social factors that include reference groups, roles, and status; c) personal factors such as age, life cycle stage, occupation, economic condition, lifestyle, personality, and self-concept; and d) psychological factors namely motivation, perception, learning, beliefs and attitudes.

Associated with the value of religiosity are elaborated in subcultures, where Kotler and Keller (2012) state that subcultures provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them.

2.2 Religiosity and Buying Behavior

Religiosity is the values that become the basis of society in behaving. It is widely acknowledged that religion has a strong influence on people’s belief, personal identity, and value systems, all of which have consumption implications. Religion provides people with a structured set of beliefs and values that serve as a code of conduct or guide to behavior (Delener, 1994 in Migdalis, et al, 2014).

Religiosity according to Mangunwijaya, 1986 (in Azizah, 2017) is an aspect that has been lived by the individual in the heart, the vibration of personal conscience and personal attitude. Religiosity can directly influence the various behavioral aspects of the choice of followers, through rules and taboos that are taught. For example, the tradition of fasting with the pattern of purchasing

food, and the purchase of clothing with a sexy model, is considered not in accordance with the life of Buginese.

According to Astogini et al. (2011) quotes R. Stark and C.Y. Glock in his book *American Piety: The Nature of Religious Commitment* (1968); religiosity includes five dimensions:

- a. Ritual Dimension; the aspect that measures the extent to which a person performs his ritual obligations in the religion held. For example; going to places of worship, praying personally, fasting, and others. This ritual dimension is a religious behavior in the form of worship in the form of religious ceremonies.
- b. Ideological Dimensions; which measures the extent to which a person accepts dogmatic things in his religion. In the context of Islamic teachings, this ideological dimension concerns one's belief in the truths of his religions. All teachings that flow from Al Quran and hadith should be a guide for all areas of life.
- c. Intellectual Dimensions; that is about how far a person knows, and understand about the teachings of his religion, and the extent to which a person is willing to do activities to further increase his understanding in religious matters relating to his religion. The knowledge that a person possesses, will make him have a broad insight, so that religious behavior will be more focused.
- d. Dimension of Experience; relating to how far the level of Muslims in experiencing religious experience. In Islam this dimension is manifested in the feeling of being close to God, the feelings of the prayers are often answered, the happy feelings of peace of God, the feeling of trust, the solemnity of praying, the thrill of hearing the call to prayer or the verses of al-Quran, thanks to God, feelings of warning or help from God.
- e. Dimension of Consequences; In this case relates to the extent to which a person is willing to commit to his religious teachings in his daily life. For example; helping others, being honest, sharing, not stealing, and others.

Thus, religious values influence consumer behavior by affecting the structure of consumer personality, beliefs, values and behavioral trends, and ultimately affect the making of consumer choice choices. This is reinforced by the statement Khayruzzaman (2016), that religiosity has significant influence on buying behavior. Based on statements from several authors, it can be concluded that marketers in formulating sales strategies need to consider the background of religious teachings from prospective customers.

III. METHODOLOGY

3.1 Research Approach

This method uses a qualitative approach model, due to the desire to know how the application of the value of religiosity in Buginese consumers' decision making.

3.2 Informants of Research

The research informants were chosen based on the criteria, namely: Bugis tribe consumers, do not distinguish religion and the gender.

3.3 Data Collection

The data obtained in the study was obtained through in-depth interviews and unstructured. The data collected in the form of (1) data of words (verbal) and behavioral (non-verbal) of the study subjects. (2). Photographic data. This data helps provide depictions of behavioral situations, and (3). Statistics. This data is additional data that can be used to provide a picture of the research problem.

3.4 Analysis Technique

The data analysis technique used is descriptive narrative, according to Miles and Huberman (2009) descriptive narrative is data reduction, data presentation, and conclusion.

IV. RESULT AND DISCUSSION

Buginese is one of the main ethnic groups of South Sulawesi in Indonesia. According to Said, (2004), Buginese tribe is the largest population that dominates in the number and the large area in which they live. This makes this tribe, the most influential ethnic group in terms of economic and political activity in the province of South Sulawesi, Indonesia.

Other ethnic groups in this province, are Makassar, Mandar and Toraja. Meanwhile, according to the Central Bureau of Statistics, Bugis tribe is the largest tribe in Eastern Indonesia and is the 7th largest tribe in Indonesia. Historically, most Bugis are convinced that their origin is from gods. Thus, they will be very concerned about the teachings of ancestors in behaving. Religious values derived from their ancestors, in the form of (a). must say the right or not lie, (b). In behaving based on honesty, (c). Having a firm attitude in the establishment, and (d). mutual respect, and trust in Almighty God.

The whole principle is done in relation to the teachings of religion/beliefs obtained from their ancestors. Words that are true, is the meaning that the Bugis and Makassar have very upheld the words spoken by both himself and others. This is related to honesty in speaking and acting.

The application of religiosity value in purchasing decision making, according to 20 respondents interviewed, stated as follows: ran, from 20 respondents stated (based on ranking), search result to answer research question as follows:

- a. A statement from the informant "before making a product purchase, I will consider whether the product does not conflict with my beliefs". This means that Islamic values are very closely related to the life of the Bugis people in Makassar City, although hedonic life has influenced their shopping behavior model, they strongly believe in the existence of God. So, in buying any product first they will consider whether the purchased product including a halal category or not.
- b. Teachings of parents/ancestors to transact correctly and honestly is a factor that first into consideration. Thus, consumers will look for traders or stores that have a reputation for transacting honestly. For example, consumers will look for a merchant that does not reduce the scale of the scales or replace the original product with a clone. The consequence of applying this value is sometimes a dispute between the merchant and the buyer, which the buyer wants to know in detail about the condition of the product while the merchant is unhappy if traced too far.

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- c. Consumers will consider finding the right trader or company in words and actions. In the teachings related to the religiosity of the Bugis tribe called "Ada Tongeng" (correct behavior). Traders/entrepreneurs who become consideration of Bugis tribe community in Makassar City is in giving an explanation about its product with actual words, polite behavior, and polite. For example, Bugis people who strongly uphold the teachings of religion that teach to avoid usury (raising prices unreasonably) thus selected merchants are those who give the price of its products naturally. In addition it does not state the quality of its products are number one while the real reality has a quality far below it.
 - d. The value of religiosity teaches about the principle of trust, that the trader must act honestly and firmly defend his honesty (in Bugis "Getteng"). When the trader is honest, then the behavior of consumers who are expressed ie will not move to other traders even though there are many modern shops in the city of Makassar.
 - e. This principle of firmness will also create mutually respectful relationships between merchants and consumers. Mutual respect in bargaining without emotional attitudes is a consideration in choosing traders/companies that are the target of purchase. This condition is caused sometimes there are traders who are angry if the product is offered and the number of questions from prospective buyers. In Buginese, this term is called "sipakatau" (mutual respect for human beings).

Based on these groupings, it can be interpreted that religiosity is how far a person practices his religious beliefs in everyday life. This belief then becomes the basic foundation of the customer in making the decision to choose the product, and determine where they will make the purchase. This is illustrated by the statement of the interview result, where the largest percentage of the answers is that the customer's confidence becomes very powerful in his decision to choose the product. Most customers also choose a product based on what customers get from their knowledge of religion. Meanwhile, the obedience of a customer to his religion also provides clues to choose a product. The doctrine of a believer owned by a customer also determines the good and bad of a product, and which is appropriate for use in everyday life. The results of this study support research conducted by Azizah, (2017), which concludes that religious factors have a significant effect on product selection, but the focus is on sharia banking. The results of this study also reinforce the theory that explains that culture affects purchasing decisions, while one indicator of culture is religion. This happens because the level of religiosity is the basic foundation in choosing the product.

V. CONCLUSION AND LIMITATION

5.1 Conclusion

Based on the results of the search on the behavior of decision-making product purchase based on the application of religiosity value, then the conclusions can be drawn are:

- a. Although consumers have settled in the capital of South Sulawesi Province namely Makassar, the behavior of purchasing decision product still consider the values of religiosity obtained from the teachings of religion and culture, which is obtained from generation to generation.

- b. Consumers in the city of Makassar is based on belief in God Almighty in making purchases of products, so this value becomes the main consideration in deciding the selection of merchants to be selected.
- c. Implicitly, the values of consumer religiosity in the city of Makassar remain in line with the principles of Bugis ancestors, namely: “Ada’Tongeng” (right words), “Lempuk” (honesty), “Getteng” (persistence), “Sipakatau” (mutual respect), “Mappesona ri Dewata seuwae” (surrender to the will of God). But in this study, consumers place purchasing decisions based on religious teachings (Mappesona ri Dewata Seuwae) in the first sequence number in their consideration.

5.2 Limitation of Research

This research is limited to Makassar City area in Indonesia, where there has been a cultural mix between Bugis and Makassar. Thus for the next researcher, it is better to conduct in all regencies in South Sulawesi province, where Bugis people reside, for example, Bone, Soppeng, and Sengkang districts, to see the comparison. Similarly, this study does not include the Makassar tribe who resided in Makassar City, so for the further researcher can do more specifically on the people who come from the tribe of Makassar in Indonesia.

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