

Conjoint Analysis to Measure Millennial Generation's Preferences on the Role of Technology in the Existence of Mitra Batik Cooperatives in Tasikmalaya

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ABSTRACT

As a people's economic movement founded on the concept of kinship, a cooperative is a corporate company made up of individuals or cooperative legal entities that engage in cooperatively-based activities. In the city of Tasikmalaya alone there are 603 cooperatives with an active level of 44%. Mitra batik cooperative is one of the oldest consumer cooperatives in Tasikmalaya. In an effort to develop cooperatives, mitra batik cooperatives are faced with a situation where they still have various obstacles for their development, one of which is the low interest and awareness of the community members to participate in cooperatives. In an effort to increase the number of cooperative members, the authors intend to conduct research on the preferences of Tasikmalaya people, especially millennial generation to participate in maintaining the existence of mitra batik cooperatives. The method used is conjoint analysis. According to the research results, millennials consider technology the most significant aspect in preserving mitra batik cooperatives in Tasikmalaya. In the digital age, technology is a crucial element. Millennials like technology's ease. The millennial generation must develop technology to preserve mitra batik cooperatives in Tasikmalaya. Due to the fast expansion of banking, particularly in technology, cooperatives must keep up with technology.

Keywords: conjoint analysis, preferences, millennial generation, mitra batik cooperatives

INTRODUCTION

Cooperatives, as the backbone of the national economy, must have the ability to adapt to increasingly challenging conditions in today's era. The younger generation, particularly millennials, often perceive cooperatives as "old school" and outdated (Nurjaman, 2020). This perception is a concern since history has proven that cooperatives are key drivers of economic progress for Indonesian people. As Farid (2021) highlights, cooperatives are corporate organizations composed of individuals or cooperative legal entities that engage in cooperatively-based operations and act as a people's economic movement rooted in the concept of kinship.

In the context of West Java, the cooperative movement has shown considerable presence. As of 2017, there were 16,664 active cooperatives across the region. These cooperatives are categorized into various types, including producer cooperatives, marketing cooperatives, consumer cooperatives, service cooperatives, and savings and loans cooperatives (Kader, 2022). The diversity of these cooperative types demonstrates their crucial role in supporting various sectors of the economy and addressing the needs of communities. Given this significance, it becomes vital for cooperatives to innovate and modernize their approaches to engage younger generations. Integrating technology and digital solutions, as the current trend suggests, could help cooperatives shed the "old-fashioned" label and appeal to millennials, who tend to favor modern, efficient, and tech-savvy solutions in their economic interactions.

The development of cooperatives has experienced ups and downs caused by the limited ability of human resources in managing cooperatives, this is the reason why cooperatives seem to be a slow-growing organization because not everyone who has the ability and knowledge wants to work with cooperatives, especially the younger generation (Mastronardi & Romagnoli, 2020). The "old" image of cooperatives is considered unattractive to them, even though when viewed from the perspective of the competence of the younger generation, they have enormous potential to advance cooperatives. Data shows that in 2030 Indonesia will face a demographic bonus where the number of productive age population will exceed the number of elderly and children population (Harmoko, 2021). This of course leads to the question of how the fate of cooperatives in the future will grow or be eroded, if the next generation is not moved to advance cooperatives because the current understanding of the younger generation about cooperatives can be categorized quite low.

In Tasikmalaya, there are 603 cooperatives with an active level of 44%. Judging from its type, mitra batik cooperatives are included in the type of consumer cooperatives and are included in the all-round business cooperative group (Diawati & Loupias, 2019). Tasikmalaya is identical with its creative centers, these potentials must be able to become a great center of economic power (Nugraha et al., 2021). Various kinds of creative products from Cooperatives and SMEs such as coconut shell crafts, bags and wallets made of knitted pandan leaves, processed foods, embroidered *kebaya*, *rukya*, and *koko* clothes are also scattered in the Tasikmalaya area (Darusman, 2019).

Mitra Batik Cooperative is one of the oldest consumer cooperatives in Tasikmalaya. This cooperative was founded on August 28, 1941 with the legal entity number of establishment 767/BH/VIII-28/08-1941. In its golden age, around 1953, Mitra Batik Cooperative absorbed thousands of workers, consisting of around 1,600 stampers, 2,600 scribes, 400 Godog foremen, and 20 administrative employees. In its heyday, there were hundreds of Batik Tasik business units spread across several areas such as Panglayungan, Gudang Jero, Bojong, Burujul, Sawah Lempay and Buninagara which were able to absorb thousands of workers and made the City of Tasikmalaya dubbed as the center of the batik industry in the south of West Java. Previously, the mitra batik cooperative operated on Jl. Situgede No.180, Linggajaya, Mangkubumi, Tasikmalaya, West Java 46182.

Once had a weaving factory on an area of 3.5 hectares, now Mitra Batik Cooperative is suspended. The factory land has been sold and the heritage building that once became the cooperative's office has been leased to a company that manages a convenience store. Of the 400 registered members of the cooperative, they are no longer active and do not continue their business in the batik field. Tasik Batik is one of the leading commodities of small and medium industries in the City of Tasikmalaya in addition to embroidery, mendong woven crafts, woven bamboo crafts, kelom geulis, processed wood, geulis umbrellas and processed foods (Kurniawan et al., 2020). The Tasik Batik small industry then entered a period of decline due to batik printing and the fall of the Batik Mitra Cooperative which was the parent of the Tasik Batik Small and Medium Industry at that time (Anwar et al., 2020). Batik Tasik was rumored to be going extinct because only a few units of the company were still actively producing (Maesaroh et al., 2020).

In an effort to develop cooperatives, cooperatives are faced with a situation where they still have various obstacles for their development as a business entity, some of these obstacles are the shortcomings of cooperatives including: limitations in the field of capital, weak competitiveness, low public interest in participating in cooperatives, low awareness of cooperative among members, and the ability of professionals in cooperative management. Similar to the obstacles faced by cooperatives in general, mitra batik cooperatives also experience obstacles as mentioned above, one of which is the low interest of the community to participate in cooperatives and the low awareness of cooperatives among members. Reporting from <http://depkop.go.id/>, the mitra batik cooperative has 367 members consisting of 238 male members and 129 female members. The limited number of members and low awareness of cooperatives make it difficult for this cooperative to develop, moreover, cooperative members are dominated by parents who have been administrators or members of mitra batik cooperatives for generations (Bunders et al., 2022). This statement clarifies what has been conveyed by the Head of Cooperatives and Micro Enterprises, Department of Cooperatives, Small and Medium Enterprises, Industry and Trade, Tasikmalaya in 2017 which explained that “cooperatives are still considered active, namely routinely holding year-end meetings (RAT). By 2017, only 270 cooperatives have held RAT in the last three years. He assessed that the reason for the decline in the number of cooperatives was due to the decrease in members. (Novita et al., 2021).

The Minister of Cooperatives and SMEs (Kemenkop UKM), Teten Masduki said public interest in joining cooperatives was still very low. He said that based on data held by the United Nations (UN), 16.31 percent of the world's population is already a member of a cooperative. Meanwhile, only 8.41 percent of the people (Indonesia) want to join cooperatives. Teten explained that there are several factors that hinder why people's interest in joining cooperatives is still minimal (Koeswahyono et al., 2022). One of the factors is due to constraints related to management and Human Resources (HR) regulations on access to financing and supervision (Lenihan et al., 2019). For this reason, the Ministry of Cooperatives is currently planning to build a pilot project so that it can stimulate public interest in joining cooperatives.

In an effort to increase the number of cooperative members, the authors intend to conduct research on the preferences of the Tasikmalaya people, especially the millennial generation to participate in maintaining the existence of mitra batik cooperatives. The method used is conjoint analysis, which is the most popular approach to measuring consumer preferences (Eggers et al., 2022). Respondents choose which hypothetical set of options with several qualities they prefer by responding to conjoint analysis stimuli or attribute profiles (Kulshreshtha et al., 2021). Consumers will see the attributes that they consider important and are considered capable of meeting their needs and desires (Zhang et al., 2021). The results of the study are expected to be able to provide the mitra batik cooperatives with the input that is considered important by the millennial generation in the city of Tasikmalaya.

However, with such large assets and members, it does not guarantee that the cooperative can continue to exist among young people as the successors of future cooperative members, especially young people in the millennial generation era (Tortia, 2018). Based on this, the researchers are interested in identifying and exploring further how the preference of millennial generation views the cooperative organization itself and the extent of their interest in cooperating within the organization so that they are able to maintain the sustainability of the cooperative movement in the future.

Considering that several previous studies, especially in China, only examined the factors that affect the satisfaction of cooperative members (Grashuis & Cook, 2019), as well as the role of organizations and cooperative members on society from the perceptions of members (Cook, 2018), but no one has researched how the preferences of the community itself, especially millennial generation regarding cooperatives in the era of revolution, is growing at this time. Preferences of those who are not members of a cooperative or who have never joined a cooperative organization (Blondin & Boin, 2020).

Millennial generation was mostly born during the economic crisis, millennial generation was the generation born from 1996 to 2010 (Struckell, 2019). Born and growing up during an economic crisis, millennial generation is no exception in Indonesia to think more realistically, especially in finding jobs that are expected to have adequate stability and security (Dwidienawati & Gandasari, 2018). Millennial generation's way of thinking about work raises the question of whether they are willing to be part of a cooperative organization (Buendía-Martínez et al., 2020). Based on the description that has been presented above, the formulation of the problem in this study is: What is the preference of the millennial generation for the existence of mitra batik cooperatives in Tasikmalaya? What are the main factors that are considered the most important by the millennial generation when they decide to participate in

maintaining the existence of mitra batik cooperatives in Tasikmalaya? Then what factors need to be improved by the millennial generation when deciding to participate in maintaining the existence of mitra batik cooperatives in Tasikmalaya?

This study aims to provide benefits for all parties involved in this research and have an interest and concern in knowing the preferences of the millennial generation for the existence of cooperatives in Tasikmalaya. The results of this study can be used as reference material for further research, especially those related to the millennial generation's preferences for the existence of cooperatives. Besides that, the results of this study can be used as consideration for business people in Indonesia to find out the preferences of the millennial generation for the existence of cooperatives, and to know what things can be done by the organization to attract the interest and attention of prospective new members, in this case the millennial generation. This generation has started to enter the world of work and is millennial generation. This generation has begun to enter the world of work and is expected to be the successor and mover of cooperatives so that cooperatives are expected to be the successors and movers of cooperatives so that cooperatives are able to survive, continue to exist, and compete with other financial instruments in the midst of the current industrial revolution.

METHODOLOGY

To produce good and relevant research, the researcher uses a mix-method, which is a combination of quantitative and qualitative. There are four terms that must be taken into consideration based on the research technique, which is essentially a scientific means to get data with a defined purpose and use: the scientific method, data, aims, and trends (Timans et al., 2019). The data that will be obtained through the research is empirical (thematic) which has certain criteria, namely valid. The subjects of this research are individuals who are specifically targeted as sources of information, and will be devoted to the millennial generation of mitra batik cooperatives in Tasikmalaya. The research focuses on the preferences of the millennial generation for the existence of mitra batik cooperatives in Tasikmalaya.

The population is the entire object to be studied that has certain characteristics that are applied by researchers and whose conclusions will be drawn (Naseri, 2021). The population is a whole of the characteristics or units of measurement results that are the object of research (Abutabenjeh & Jaradat, 2018). Based on the above understanding, the population is a group of individuals who become the research center, so the population in this study is the entire millennial generation in the City of Tasikmalaya which amounts to 367 people. According to Oribhabor & Anyanwu (2019), if the subject is less than 100, it is better to take all of them. If the population is large, then not all of it is taken. If the population is large, it must be taken only 10 until 30% of the total population. So, from all the existing population, the researcher took only 30%. The sample is representative of the population's size. For example, if the researcher does not have sufficient time, energy, and funds to conduct research (Ring et al., 2019), a sample of 30% of the total population will be taken. From the total number of the research community, the sample amounted to 110 people. The data will be obtained by distributing questionnaires.

Questionnaires, often referred to as questionnaires, are lists of questions that have been formulated previously to be answered by selected respondents, and are an effective way to gather data if the researcher is aware of the requirements and how to assess the study variables (Ikart, 2019). The sort of questionnaire utilized in this research is a closed questionnaire, which may be shared discreetly. A closed questionnaire, also known as a structured questionnaire, asks the responder to choose one of many options of the answers according to his or her characteristics by means of a cross (X) or a (√) mark (Braun et al., 2021). And the measurement uses the Likert scale, which is a scale that contains five levels of answer preference with answer choices (Douven, 2018).

To obtain accurate and accountable data so that it can be accounted for, the observation method is used, which is a process carried out by researchers to see the circumstances and situations related to the research to be carried out (Mohajan, 2018). Researchers must recognize or identify attributes with each level used to form a stimulus (Mohajan, 2018). Conjoint analysis requires researchers to build a set of products or services either real or hypothetical by combining the levels of each attribute (Anand et al., 2018). So basically conjoint analysis is used to find out what the respondent's preference is for an object consisting of one or many parts. In marketing research, conjoint analysis is used to determine consumer preferences for various product designs (Baharta et al., 2022).

RESULTS AND DISCUSSION

In this study, primary data was collected to measure the preferences of the millennial generation towards the existence of the Mitra Batik Cooperative in Tasikmalaya. This data collection was carried out through distributing questionnaires to 408 respondents who were millennials in the Tasikmalaya. Millennials are young people who are currently between the ages of 18-38.

Validity and Reliability Test. The decision rule of statement item can be said to be valid if $r \text{ count} > r \text{ table}$, while if $r \text{ count} < r \text{ table}$, then the statement item is said to be invalid (Triwidyati & Tentama, 2020). To facilitate and reduce the occurrence of errors, validity testing is used using the IBM SPSS (Statistical Product and Service Solution) version 25 software for windows. The results of the validity test with $N = 110$ from each instrument in this study are described in table 1 below.

Bujang et al. (2018) explain that a variable can be said to be reliable if the value of Cronbach's alpha > 0.6 , and if the value of Cronbach's alpha < 0.6 is not reliable. Currently, the use of software has developed in conducting reliability tests. To find the reliability of the instrument for more than two alternative answers Cronbach's test is used. The reliability test shows the extent to which the measuring instrument (questionnaire) is reliable or trustworthy so that the measurement results can be consistent. Reliability testing uses IBM SPSS (Statistical Product and Service Solution) version 25 software for windows. The results of the reliability test with $N = 110$ from each instrument in this study are described in Table 1 as follows:

Table 1. Validity Test Results with $N=110$

| Variable | Item | Validity Test | | | Reliability Test | | |
|--|------|---------------|---------|------------|---------------------|-----------|------------|
| | | r count | r table | Conclusion | Cronbach's α | Min Value | Conclusion |
| Millennial Generation's Preference for Cooperative Existence | 1 | 0,628 | 0,0970 | Valid | 0,896 | 0,60 | Reliable |
| | 2 | 0,659 | 0,0970 | Valid | | | |
| | 3 | 0,700 | 0,0970 | Valid | | | |
| | 4 | 0,696 | 0,0970 | Valid | | | |
| | 5 | 0,649 | 0,0970 | Valid | | | |
| | 6 | 0,650 | 0,0970 | Valid | | | |
| | 7 | 0,601 | 0,0970 | Valid | | | |
| | 8 | 0,600 | 0,0970 | Valid | | | |
| | 9 | 0,592 | 0,0970 | Valid | | | |
| | 10 | 0,638 | 0,0970 | Valid | | | |
| | 11 | 0,634 | 0,0970 | Valid | | | |
| | 12 | 0,594 | 0,0970 | Valid | | | |
| | 13 | 0,619 | 0,0970 | Valid | | | |
| | 14 | 0,600 | 0,0970 | Valid | | | |
| | 15 | 0,586 | 0,0970 | Valid | | | |
| | 16 | 0,614 | 0,0970 | Valid | | | |

Source: Research Results with IBM SPSS 25 (2023)

Data Analysis on Consumer Preference. The results of data analysis using the conjoint method in this study are used to help obtain and determine the combination of attributes and levels based on millennial generation's preferences for cooperative existence. Conjoint analysis in this study is carried out using SPSS 25 statistical software. There are two main points of results or outputs from this conjoint analysis research, namely, the importance score and the utility value or usability of the attributes.

Based on the results of data processing using SPSS 25, there is an average value of importance (importance score) for each attribute. This value indicates the importance value of the given attribute, the higher the importance value, the more important the attribute is to consumers (Jacobs & Hörisch, 2022). The following are the results of the importance score of each attribute that has been assessed by the millennial generation in evaluating the existence of cooperatives.

To further elaborate, the usability value analysis indicates that technology, with an importance level of 33.328%, stands out as the most influential factor for the millennial generation when deciding to engage in maintaining the existence of Mitra Batik cooperatives in Tasikmalaya. This importance is

corroborated by the results from the data analysis using SPSS 25, where technology exhibits the highest utility values among other attributes.

Table 2. Level of Attribute Importance (Importance Score)

| No | Rating Indicator | Averaged Importance Score |
|----|------------------|---------------------------|
| 1 | Trust | 28,153 |
| 2 | Innovation | 13,044 |
| 3 | Convenience | 12,664 |
| 4 | Technology | 33,328 |

Source: Research Results with IBM SPSS 25 (2022)

The utility values reflect the degree of each attribute that contributes to the decision-making process. Attributes with higher positive utility values indicate a strong preference or need for that particular factor. In this case, technology emerges as the key driver for engagement, meaning the millennial generation perceives the availability and use of technology as essential for the sustainability and development of cooperatives. This may be due to their familiarity with digital platforms, modern tools, and the growing role of technology in business.

Conversely, attributes with negative utility values are seen as less important or irrelevant. If a particular attribute's value decreases, it implies a lower priority for millennials in the cooperative's context. Understanding these usability values can help cooperatives focus their efforts on enhancing technological aspects to attract and maintain millennial participation.

Furthermore, Wang et al. (2022) emphasize that the usability and importance of attributes significantly affect cooperative engagement among younger generations. This insight can guide cooperatives in adopting strategies that resonate with the digital-savvy preferences of millennials, ensuring their involvement and support in sustaining the cooperative's presence and success.

Table 3. Level of Attribute Utilities

| | | Utility Estimate | Std. Error |
|--------------------|----------------|------------------|-------------|
| Trust | Good | .089 | .032 |
| | Basic | -.084 | .038 |
| Convenience | Good | .025 | .024 |
| | Basic | -.025 | .024 |
| Innovation | Good | .073 | .024 |
| | Basic | -.003 | .024 |
| Technology | Fast | .097 | .024 |
| | Regular | .007 | .024 |
| (Constant) | | 3.652 | .025 |

Source: Research Results with IBM SPSS 25 (2022)

Based on Table 3 above, the trust attribute with good condition has the usefulness value, which is 0.089. The good convenience attribute has the 0.025 usability value. The attribute of good innovation has a usability value of 0.073 and fast technology has the greatest usability value of 0.097.

Trust attribute, if the importance score of trust is 28,153, ranks second in millennial gen preferences, while the utility score for the attribute of good trust is worth 0.089. Thus, surely the millennial gen chooses a good trust in choosing a cooperative that will be a place of investment. The level of trust in mitra batik as a cooperative institution which is quite popular depends on the governance of the cooperative itself, whether it is managed properly because it will have an impact on the good name of the cooperative. This is closely related to the role of cooperative management and supervisors, which are very important in building a trustworthy cooperative image (Amoroso et al., 2021). The trust expressed by millennial generation can be said to be a perception based on the cognitive aspect because it is expressed with the knowledge and experience they get from the experience of their family or people around their immediate environment (Lutfie & Marcelino, 2020). As stated by Panjaitan et al. (2020), the trust perception aspect of cognition is the result of thoughts obtained by individuals based on the

components of knowledge, views, expectations, and ways of thinking/gaining past knowledge and experience.

Comfort attribute, if the importance score of convenience is 12,664, ranks fourth in millennial gen preferences, while the utility score for good comfort has the greatest usability value of 0.025. Thus, the millennial gen chooses good comfort in choosing a cooperative that they will join. When viewed from the level of maintaining the existence of the cooperative, it can be said to be very low. Their preferences, if they need finance or investment, are more likely to choose the banking world over cooperatives. The image of cooperatives is not as good as the banking world which provides convenience and security guarantees. However, there is also a view that cooperatives that operate in savings and loans in terms of service and convenience are considered unable to outperform the banking industry because they are identical to the lower middle class (Ferri & Leogrande, 2022). Based on the perceptual aspects proposed by Panjaitan et al. (2020), the attitudes shown by millennials generation regarding their interest in cooperatives have included all aspects, namely cognitive, affective, psychomotor aspects. Their perception tendency towards cooperatives is given based on the convenience and experience possessed in the past (Muflih et al., 2020), which is then evaluated so as to form attitudes not to choose cooperatives as an alternative investment in the future (Kristian & Feryanto, 2020).

Innovation attributes, if the importance score of innovation is 13,044, ranks third in millennial gen preferences. Meanwhile, the utility score for good innovation has the largest usability value, which is 0.073. Thus, the millennial gen chooses Innovation, both in choosing a cooperative that they will join, because of the very rapid development of innovation in all businesses. So if cooperatives want to remain acceptable among millennials, cooperatives must innovate to make millennials join. Based on the answers of several respondents, it can be concluded that millennial generation views the existence of cooperatives as entities that have the ability to be competitive as long as they continuously innovate and adapt to the times (Eliakis et al., 2020). The innovation perceptions of the millennial generations, if based on the aspects that have been put forward by Sugiyanto & Setiawan (2022), are included in the aspects of perception of cognition and affection. They provide perceptions of the innovation sustainability of cooperatives based on the views and expectations of the evaluation results from the knowledge they have (Ciruela-Lorenzo et al., 2020). The new face of cooperatives that are contemporary and attractive to the younger generation is a necessity so that cooperatives are able to survive and become the pillars of the economy (Richter & Hanf, 2021).

Technology attribute, if the importance score of technology is 33,328, ranks first in millennial gen preferences. Meanwhile, the utility score for fast technology has the largest usability value, which is 0.097. Therefore, the millennial gen chooses fast technology in choosing a cooperative they will shelter. The development of technology is getting faster with the Internet and increasingly sophisticated technological devices, so that the millennial gen wants practicality in all their access needs. Cooperatives are indeed in a very different era today, where the era of the internet of things-based industrial revolution requires organizations to adapt quickly (Sexton & Iskow, 2021). Millennials' generation hopes that cooperatives can continue to innovate with the times, especially in the current digital era by providing more sophisticated, technological and easy-access facilities such as social media accounts, online transactions, and so on (Okros, 2019). Furthermore, openness to various external developments, both technological and demographic, should be seen as an opportunity for cooperatives to continue to improve themselves, adapt and innovate so that they can maintain their existence (Alam & Murad, 2020). Therefore, the roles and synergies of various parties (stakeholders) are very important (Wahyuningtyas et al., 2022).

CONCLUSION

Based on the results of the research conducted, the attributes that make the millennial generation choose cooperatives are technology, innovation, trust and convenience. The main factor that is considered the most important by the millennial generation when deciding to participate in maintaining the existence of mitra batik cooperatives in Tasikmalaya is technology. Because the convenience of technology is an important thing for the millennial generation, technological developments increase rapidly in the digital era, making technology a major factor. The factor that needs to be improved by the millennial generation when deciding to participate in maintaining the existence of mitra batik cooperatives in Tasikmalaya is technology, cause this is also a major factor. Due to the rapid development of banking, especially in the field of technology, if cooperatives want to survive and develop, they must keep up with technological developments.

Based on the conclusions of this study, suggestions that can be given are as follows. For future researchers, it would be better if the attributes in the research are added to be more specific. Then it would also be better if the scope of the research area for the object is wider, because this research will be useful for companies in formulating products that will be offered to consumers. For company, in supporting the existence of cooperatives and the growth of cooperatives, cooperatives must pay attention to consumer desires so that they can join cooperatives. There are many consumer desires so that consumers can join the cooperative, including technology, innovation, convenience and trust; therefore, these four attributes must be considered. Technological attributes are the main thing, because the millennial generation wants all activities to be done online. For this reason, cooperatives can create applications such as mobile banking owned by banks.

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