

**PANEL OF EXAMINERS
APPROVAL SHEET**

The Panel of Examiners declare that the thesis entitled “**Analysis of The Escalating Trend of Imported Textile Products from China By Tanah Abang Wholesalers Since The ACFTA Implementation**” that was submitted by Andy Saputra majoring in International Business from the Faculty of Economics was assessed and approved to have passed the Oral Examinations on February 9, 2012

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**THESIS ADVISER
RECOMMENDATION LETTER**

The Thesis entitled “**Analysis of The Escalating Trend of Imported Textile Products from China By Tanah Abang Wholesalers Since The ACFTA Implementation**” prepared and submitted by Andy Saputra in partial fulfillment of the requirements for the degree of bachelor in the Faculty of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for oral defense.

Cikarang, Indonesia, February 3, 2012

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “**Analysis of The Escalating Trend of Imported Textile Products from China By Tanah Abang Wholesalers Since The ACFTA Implementation**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, February 3, 2012

Researcher,

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ABSTRACT

The aim of this research is to analyze the supply focus of Tanah Abang wholesalers after the implementation of ACFTA, to indicate the main factor that Chinese products are preferred compare to local products, and the effect on sales level by seeing the sales pre- post (before ACFTA implemented and After the implementation of ACFTA).

The research methodology used in this research is the combination of Quantitative and Qualitative research method by using descriptive analysis. The data used in this research were primary data, which was gathered through questionnaires and supported by in-depth interview (informally) and literature review. The population was the wholesalers in Tanah Abang Market Blok A-B, specifically the sellers at basement 2nd floor. The sample was chosen by using convenience sampling procedure and numbers of taken Samples are counted by using Slovin's formula.

Since the implementation of ACFTA, there are an escalating numbers of Chinese imported goods in Tanah Abang market. The escalating trend of imported textile products from China causes most of the sellers having increasing on level of sales. From 100 respondents, there is some respondents have to face "the nightmare" of free trade. ACFTA became the scary specter for them because the sales level are decreasing 60% (overall lowest sale decreasing value) compare to the periods before ACFTA executed, while the luckiest respondents is having 90% (overall highest sale increasing value) increasing on sales after the implementation of ACFTA. Product's price is the main causes of Chinese products are preferred in the market instead of other factors such as quality, designs, brand, etc.

The result of this research is expected becoming reflection and point of consideration in decision making especially in case of sales and response towards the threatening of the entry of Chinese products. Specific for the wholesalers in Tanah Abang Market expected can define wisely the supply focus (product's origin) as the preference of customers in the market. For local textile producers, the results of this research is expected aware Indonesian them to produce more competitive textile products especially in terms of prices and designs. Finally, for further research, he researcher also expects this research can be expanded or developed by other researchers by using other factor (instead of ACFTA) that causes the increasing or decreasing the sales level of wholesalers in Tanah Abang Market.

Keywords: ACFTA, Textile, Wholesalers, Tanah Abang

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LIST OF ACRONYMS

ACFTA	: ASEAN-China Free Trade Area
ASEAN	: Association of South East Asia Nations
AFTA	: ASEAN Free Trade Area
TPT	: Textile and Textile Products
BSN	: National Standardization Bodies
API	: Indonesian Textile Association
SNI	: Indonesia National Standard
KADIN	: Indonesia Chamber of Commerce and Industry

CHAPTER I

INTRODUCTION

1.1 Background of Study

Since January 1st 2010, Indonesia has to be ready with the competition of products imported from ASEAN countries and China. It happened as the realization of free trade agreement among six ASEAN countries (Indonesia, Thailand, Malaysia, Singapore, Philippine, and Brunei Darussalam) and China, which is called ASEAN-China Free Trade Agreement (ACFTA). Actually, the initial framework agreement was signed on 4 November 2002 in Phnom Penh, Cambodia, with the intent on establishing a free trade area among the eleven nations by 2010.

The free trade area came into effect on 1 January 2010. The ASEAN-China Free Trade Area is the largest free trade area in terms of population and third largest in terms of nominal Based on ACFTA notification, Indonesia was agreed to implement free of import duty (0%) policy on 7000 products commodities starting on January 1, 2010 as ACFTA scheme.

One of the implication during ACFTA executed is the imported goods from ASEAN countries and China will be easier enter Indonesia market and the prices would be cheaper also because of the deduction and exemption of import duty tariff becoming 0% in 3 years period (Dwitari and friends 2009 as cited in Vica Herawati (2010) research). In the other sides, it is also may open opportunities for local entrepreneur to export their products to other ASEAN countries and China market.

Tanah Abang market, as one of the center of textile market in Indonesia and it is also claimed as one of the biggest textile wholesale market in South East Asia. The customers of Tanah Abang Market are not only local residents, but also many foreigners are buying textile products in Tanah Abang Market because the

prices are cheaper and some of them also re-sell it in their country. Tanah Abang market is located in the Kelurahan Kebon Kacang. The Kelurahan is served by the Tanah Abang railway station (Krismantari, Ika and Multa Fidrus. "The vulnerable miss out during exodus." *The Jakarta Post*. Tuesday September 7, 2010. "Based on The Jakarta Post's observations at Tanah Abang train station, Central Jakarta), which is located in the western border of the administrative village. The market has been known to exist since 1735.

Tanah Abang market is the main textile trade in Indonesia. Before 2003, the market is divided into three areas, known as *Metro Tanah Abang*, *Tanah Abang Lama*, and *Tanah Abang AURI*. A small part of the market was destroyed by the fire in February 2003. Since 2003 the market has been rebuilt. Another market area, *Blok A* and *Blok B* are added to the area in 2005 and 2010 ("*Sejarah tanah Abang*", Retrieved on October 30, 2011 from <http://tanahabangreview.wordpress.com/2010/09/03/sejarah-tanah-abang/>).

Since firstly ACFTA implemented in 2010, the effect will come whether directly or indirectly to Tanah Abang market. Direct effect means if now the sellers are preferred to import textile products from China than getting supply from local producers, the seller are now competing tightly among themselves in the market with imported products from China as the main products.

Whereas, indirect effect means the sellers will compete tightly with other ASEAN countries importers who will be intensively importing Chinese products as well. Foreign visitors especially those who are from other ASEAN countries now no need to come to Tanah abang anymore because they can get the same products (which are imported from China) in their country. Thus, it will threaten the sales level of Tanah Abang wholesalers.

Thus, the researcher thought it is interesting and important to make a research about the implication of ACFTA on sales level of the wholesalers in Tanah Abang Market because textile and textile products (TPT) is one of Indonesia superior product which is actively involved in export and import market, especially against China. Indonesia is also has to be proud of having

Tanah Abang market as the largest textile wholesaler in South East Asia which attract many foreign sellers to buy the products in the market..

The researcher gives the title of this research as: **ANALYSIS OF THE ESCALATING TREND OF IMPORTED TEXTILE PRODUCTS FROM CHINA BY TANAH ABANG WHOLESALERS SINCE THE ACFTA IMPLEMENTATION.** Through this research, the researcher would like to analyze the supply focus of Tanah Abang wholesalers after the implementation of ACFTA and to indicate the main factor that Chinese products are preferred compare to local products.

. Through this research, the researcher expects that the research's results and findings could be reference and point of consideration in decision making especially in case of sales and response towards the threatening of the entering of Chinese textile products.

1.2 Problem Identification

Customers tend to buy the products which have cheaper price as one of their main factor compare to some other important factors such as consumer preference and product's quality as other intension factors while buying the product they intend to buy. ACFTA causes Chinese cheap textile products are flooding in Indonesia market and the price surely tend to be much cheaper than the local product prices. The tendency of consumer's buying intentions influenced by price as main consideration.

As the result of field observation conducted by researcher before the research started, the sellers said that customers are now tend to buy cheaper products which have the same or even better quality than local products. Thus, through this research, the researcher would like to analyze the supply focus of Tanah Abang wholesalers after the implementation of ACFTA and too indicate the main factor(s) that causes Chinese products are preferred compare to local products.

1.3 Statement of Problem

It is obvious that people are prefer to buy cheaper products regardless of several factors such quality, brands, designs, etc on their main consideration points . The implementation of ACFTA has caused cheap Chinese textile products entering the market without tariff barriers, while the price of local textile products remains more expensive. The problem statements in this research are formulated as follow:

- a.) Is the sales level of local textile industries in Tanah Abang market increased, decreased, or stayed stable after the implementation of ACFTA?
- b.) What are the main factors that Chinese products are preferred compare to local products?
- c.) Are the sellers still focusing on getting supply from local producers or China producers?

1.4 Research Objectives and Purposes

The main objectives and purposes of this thesis research are:

- a) To indicate whether the sales are increasing, decreasing, or staying stable.
- b) To indicate the main factors that cause Chinese products are preferred compare to local products.
- c) To analyze the supply focus of Tanah Abang wholesalers after the implementation of ACFTA

1.5 Research Benefits

This research is expected very useful for those who concerned. In this case, the researcher would give explicit benefits for several parties. They are sellers in Tanah Abang market, Indonesian government, and academic community.

1.5.1. Benefits for wholesalers in Tanah Abang Blok A-B Market.

This research is expected as consideration for Tanah Abang wholesalers in looking at and fulfilling the customer's preference. The sellers are expected to be able to indicate the factor(s) causes the customers are now prefer certain product (whether imported products or local products) as their purchase intentions factors. Finally, the sellers is expected to be able to indicate whether the implementation of ACFTA affect their level of sales seriously or not, and how they should response the ACFTA implications for long-term living of their business

1.5.2. Benefits for Local Textile Producers

The result of this research is expected to be beneficial for local textile producers to indicate what factor(s) causes local products are very hard to compete with Chinese products in the market after the implementation of ACFTA.

1.5.3. Benefits for Academic community.

This research is expected could be an additional reference for academic communities who would like to do similar or quite the same type of research. It is also very interesting if there is another researcher who is inspired by this research to expand the variable instead of ACFTA issue as the factor affecting sales in Tanah Abang market, like prices, perceived quality, perceived value, customer information, product' packaging/ designs, etc.

1.6 Theoretical Framework

This research is aimed to analyze the supply focus of Tanah Abang wholesalers after the implementation of ACFTA, to indicate the main factor that Chinese products are preferred compare to local products, the effect on sales level by seeing the sales pre- post (before ACFTA implemented and After the implementation of ACFTA).

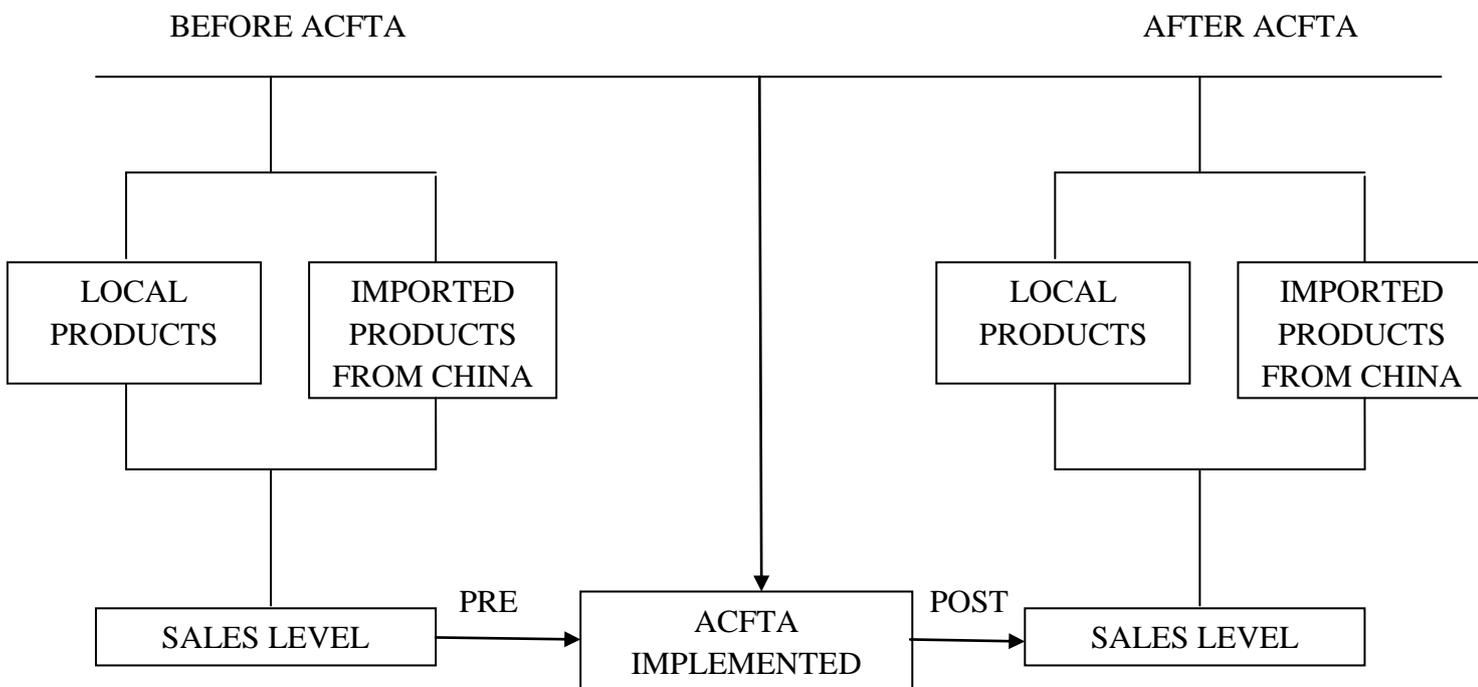


Figure 1.1 Theoretical Framework

Source: Created by Researcher

1.7 Scope and Limitations of Study

- a) The business will be represented by textile industry in Tanah Abang Blok A-B Market, Jakarta.
- b) The focus will be on the textile sellers centralized at 2nd basement floor in Tanah Abang Blok A-B market.
- c) The focus will be on the increasing and decreasing of sales level after the implementation of acfta.
- d) The textile products to be researched are silk, cotton and batik products

CHAPTER II

LITERATURE REVIEW

2.1 Introduction to ACFTA

ACFTA (ASEAN-China Free Trade Agreement) is the abbreviation of ASEAN-China Free Trade Area is a free trade area among the ten member states of the Association of Southeast Asia Nation (ASEAN) and the People's Republic of China. The initial framework agreement was signed on 4 November 2002 in Phnom Penh, Cambodia, with the intent on establishing a free trade area among the eleven nations by 2010. The free trade area came into effect on 1 January 2010. The ASEAN-China Free Trade Area is the largest free trade area in terms of population and third largest in terms of nominal (China-ASEAN Trade Deals Begins Today". Jakarta Globe. Bloomberg. Retrieved on January 23rd 2012).

2.1.1 The Process of ACFTA (ASEAN-China Free Trade Area)

ACFTA was designed by head of States or ASEAN and Chinese government on November 6th, 2001 in Bandar Sri Begawan, Brunei Darussalam. At that meeting, China offered a proposal named ASEAN-China *Free Trade Area* for the next 10 years. In the process, the negotiation will continue to several steps. One year later, which was in 2002, the ASEAN leaders and China were ready to sign treaty framework Comprehensive Economic Cooperation (CEC), which also consist a discussion about Free Trade Area (FTA). (*Y. TONG & Catherine CHONG Siew Keng, 2010*)

It is undoubtedly that the offered proposal by China was quite interesting because China and ASEAN have common big possibility for more significant economic growth with the establishment of the treaty. The initiative for cooperation in economic development came from China (Dewitari and friends (2009) as cited in Vica Herawati (2010) research).

The CEC treaty framework consists of three elements, which is economic liberalization, facility, and cooperation. The liberalization element includes trade product, services, and investment. In liberalization, the agreement also provided certain terms and condition for maintenance and flexibility in Early Harvest Program which include the living animals; meats; fishes; and other animal products; trees; vegetables and fruits. The products which included in this program categorized into three categories and will be in charged for tariff alleviation and non tariff barrier, the tariff will be 0 percent in three years period (Dewitari and friends 2009 as cited in Vica Herawati (2010) research).

Finally, ACFTA has commenced as “Agreement on Framework for Comprehensive Economic Plan of Action among ASEAN Member States and People’s Republic of China” which was signed in Pnom Penh, Cambodia on November 4th, 2004. (*Suara Merdeka*, January 26th, 2010).

So, ACFTA was the establishment of free trade agreement between ASEAN Member States with China. By this agreement, start January 1st, 2010 Indonesia should open the market widely to ASEAN nations and China.

Table 2.1
ACFTA (ASEAN-China Free Trade) Time Line

Nov 2001	China and the 10-member Association of South East Asia Nations (ASEAN) began negotiations to set up a free trade area.
Nov 2002	The “China-ASEAN Framework Agreement on Comprehensive Economic Cooperation” was signed.

1 January 2004	Implementation of the Early Harvest Program (EHP); tariffs on certain products were reduced over a period of three years, and zero tariff no later than 1 January 2006. The EHP covers over 130 agricultural and manufacturing products. In return ASEAN countries agree to give tariff concessions to China under the Harmonized System (HS) for agricultural products, including meat, fish, fruits, vegetables, and milk.
Nov 2004	The China-ASEAN Protocol on Enhanced Dispute Settlement Mechanism (DSM) and the Agreement on Trade in Goods were signed at the Tenth China-ASEAN summit.
July 2005	Agreement on Trade in Goods under Framework Agreement on ASEAN-China Comprehensive Economic Cooperation became effective. The gradual lowering and removal of the trade threshold encourage new industrial structural adjustment and offer new choices for market development of enterprises.
Jan 2007	Agreement on Trade in Services between China and ASEAN countries was signed.
Aug 2009	On August 15, 2009, the Investment Agreement was signed, marking the successful completion of main CAFTA negotiations.
1 Jan 2010	Full-implementation of the CAFTA

Source: adopted from journal (Sarah Y. TONG & Catherine CHONG Siew Keng - Sarah Y. Tong is Assistant Professor of the Economics Department and Research Fellow at the East Asian Institute, National University of Singapore. Catherine Chong Siew Keng is Research Assistant, East Asian Institute, National University of Singapore)

2.1.2 Government's Steps toward the Threatening of ACFTA

Several efforts should be done as soon as possible, especially to protect the local trader and small business industry. The government should immediately

repair supporting facility of our industry sector especially in the infrastructure improvement and supporting policy of the industry sector. That effort could be the alleviation of electricity cost for industry so that they can press the production cost and enforcement of import admission for certain products which potentially could eliminate local products, such as textile product.

The government has to push companies who have adequate capacity to win the competition, and provide solutions and alternatives for companies which lose in competition and unemployment people. (From www.kompas.com, Kompas English , retrieved on September 10th , 2011).

The government also needs to provide stimulus for supporting industry such as lowering the tax rate or paid by the government. Given the condition that tax or import tariff needs to be done selectively by considering the facility for industrial progress, governments can also provide budget in the form of subsidies to businesses or to provide interest subsidy to the industry which has the possibility of being negatively affected. (From www.kompas.com, Kompas English , retrieved on September 10th , 2011).

Other efforts that can be done by government are cutting taxes for domestic industries, combating illegal levies on the industry, and providing subsidies to employers, especially small and medium scale industrial entrepreneurs in order to maintain and develop their business. The government also should encourage the sense of belonging among the society in loving the domestic products. It is very important since our consumption potential is huge. If it is directed to the local products, it will help the industry and the economy generally. This should be supported with the creation, innovation and quality improvement of local products in order to be a priority of domestic consumers. (From www.kompas.com, Kompas English, retrieved on September 11th, 2011).

Finally, Government is now with very intensive effort to promote ‘nation branding’ program domestically and overseas by launching ‘I Love Indonesia’s Products’ program. This imaging program is started domestically including by developing economy and creative industry. (SNI Valuasi Magazine, Volume 4/

No.1/ 2010, pg. 8-9:*Pemerintah akan terus menggenjot upaya peningkatan pencitraan produk Indonesai di dalam dan di luar negeri. Caranya dengan meluncurkan dan mneggiatkan program Aku Cinta Indonesia.....*).

2.2 Consumer Buying Decision

Consumers' attitudes are always toward some concept. We are interested in two broad types of concepts: objects and behaviors. Consumers can have attitude toward various physical and social objects including products, brands, models, stores, and people (salesperson at the store). (J. Paul Peter and Jerry C. Olsen, 2005)

Shafiq et al (2011) argued that more than any other factors, perceived value is the prime factor for purchase intentions. Customer knowledge about products, product packaging/design and celebrity endorsement are factors that have direct relationship with the perceived value of products, customers often rely on personal memory/knowledge to make buying decision.

Theoretically, the consumer decision process intervenes between the marketing strategy (as implemented in marketing mix) and the outcomes. The firm can succeed only if customers see a need that its products can solve, become aware of the product and its capabilities, decide that it is the best available solution proceed to buy it, and become satisfied with the result of the purchased. (Kenneth A. Coney et al, 2004)

Marketing mix is the product, price, communications, distribution, and services provided to the target market. It is the combination of those elements that meets customer needs and provides customer value. The object of this research is wholesalers in Tanah Abang market. There is no specific marketing role implemented by the sellers in selling their products. From those 5 marketing mix elements there are only product, price, and distribution which have important role in affecting consumer buying decisions. A product is anything a consumer acquires or might acquire to meet perceived need. Consumers are

generally buying need satisfaction, not physical attributes (T.F McMahon, 1996).

Marketing communications include advertising, the sales force, public relations, packaging, and any other signal that the firm provides about itself and its products (Eric C. Koch, 2004).

Price is the amount of money one must pay to obtain the right to use the product (Del I. Hawkins et al, 2004). Price will also have its emotive as well as functional content. It is well-documented that the relationship between price and perceived value will always interplay in people's mind when choosing particular products. Consumers concern will pitch backwards and forward between price and added value depending on both functional and emotional concerns (Ray Wright, 2006).

Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced "too low" might be perceived as having low quality. Owning expensive items also provides information about the owner. If nothing else, it indicates that the owner can afford the expensive item. This is a desirable feature to some consumers. Therefore, setting a price requires a thorough understanding of the symbolic role that price plays for the product and target market in question (Eric C. Koch et al, 2004).

Distribution is having the product available where target customers can buy it and is essential to success. Only in rare cases will customers go to much trouble to secure a particular brand. In order to keep the customers are loyal to shop, the sellers have to make sure the product distribution in their shops are going smoothly (See R.Y.K. Chan, 1998).

Product's model (creativity, design, and innovation) is another important point of consideration that affects consumer buying intentions and decisions. Consumer's seemingly insatiable demand for choice, variety and new and exciting products puts incessant pressure on companies to constantly try to

understand consumer's ever surfacing and more demanding needs and wants. They must constantly look for innovative products and concepts to match these needs and wants, knowing that complacency will inevitably lead to loss of sales, failure and eventual failure. Consumer's evaluations products are greatly affected by appearances and design, including such things as touch, taste, texture, and smell (Ray Wright, 2006).

2.3 Brand Equity

Brand attitude is a key aspect of brand equity. Brand equity concerns the value of the brand to the company and the customer. From consumer perspective, brand equity involves a strong, positive brand attitude (favorable evaluation of the brand) based on favorable meanings and beliefs that are accessible in memory (easily activated) (Farquhar, 2005).

Some organizations will follow a brand strategy where the corporate image and reputation become paramount and are used to market and sell all its products (Sony, Heinz, Kellogg's), while other organizations play down the corporate name preferring to market products under individual brand names (Unilever, Sara lee, Procter & Gamble). There are many companies and brands that are known globally across the world and carry images and reputations within the mind of customers that have been painstakingly built up over the decades. (F.Hansen and C. Miller, 2002)

2.4 Sales

Company's performance is normally indicated by seeing its performance on financial report. In this research study, since the research object is wholesalers in Tanah Abang market, which have no national standard financial report that used commonly by company, thus the business performance of wholesales in Tanah Abang market is indicated through the level of sales.

Sales are a critical outcome, as they produce the revenue necessary for the firm to continue in business. Therefore, virtually all firms evaluate the success of their business performance in terms of sales. As we have seen, sales are likely to occur only if the initial consumer analysis was correct and if the marketing mix matches the customer decision process (Del I Hawkins and Kenneth A. Coney 2004).

A sale is an integrated effort to develop strategic plans which is aimed to satisfy the needs and desires of business buyers, so that the sales could produce profits (Roger J. Best, 2004). A sale is analogized as lifeblood of a company because from the sales profit could be produced and attracted consumers who attempt to find their desires toward the products.

2.5 Previous Research

Before the execution of ACFTA on January 1, 2010, Indonesia has been getting involved in ASEAN Free Trade Area (AFTA). AFTA was executed in 2003 then accelerated in 2002. It means Industrial and trading sectors have to be ready to survive in a tight competition of AFTA. The aim of the creation of ASEAN as intended in “Bangkok declaration” year 1967 is to improve and accelerate economic growth, social improvement and cultural development among ASEAN countries. AFTA is as one of ASEAN program to support the accomplishment of the aim itself. The impact of AFTA for Indonesia at that time is not as expected because Indonesia has to face many challenges caused by the position of Indonesia’s national economic growth as the impact of “unpredictable condition” and “unbelievable changes” from International economic and market.

Endang Suryati (2002) did a research about the challenges of Indonesia during AFTA era in field of industrial and trading sector. In this research, Sudaryati focused on the impact to industrial products and how Indonesia trading sector in the competition among ASEAN countries.

Harry Yusuf A. Laksamana (2002) did a research about how AFTA affect the globalization of regional economic and its implications as well as the preparation to encounter AFTA year 2002 toward Indonesia enterprises, tax allowances and the prediction of Indonesia tax allowance potential after AFTA 2002.

The research about ACFTA is still considered new especially if it related to textile sector. The research about ACFTA and its impacts to Indonesia economic has been done by Leni Dewi Anggraini (2010), and there is a research about ACFTA which is related to textile industry, it was written by Vica Herawati (2010). In this research Vica gave the title *“The impact of ASEAN China Free Trade Area (ACFTA) on Financial performance of textile Industry in Pekalongan, East Java”*. Vica focused on the small medium enterprises (SMEs) on textile industry in Pekalongan.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this section, the researcher tries to explain some elements regarding the design of this research. Those elements are source of data, type of research, and research method, which is explained more detail as follow.

3.1.1 Source of Data

This research used the primary data from the questionnaire (survey) prepared by the researcher. The consideration of using primary data is the availability of data because researcher can gather information and measure what are wished to measure as well as accuracy and consistence of data.

3.1.2 Type of research

This research is a descriptive study. Descriptive studies are those used to describe phenomena associated with a subject population or to estimate proportions of the population that have certain characteristics. Cooper and Schinler (2006:20) stated that descriptive study tries to discover answers to the questions who, what, when, where and sometimes how. Such study may involve the collection of data and the creation of a distribution of the number of research variable.

3.1.3 Research Method

This research is using *the combination of quantitative and qualitative research method*. Since there are fewer previous studies related to this topic and less supported secondary data, the researcher then decided to combine both

qualitative and quantitative research methods. Michael E. Hanna (2006) says that in some cases, the combinations of qualitative and quantitative research method are used by researchers; both of these can be applied at once in a research. The writer intends to obtain complete results of the study.

Quantitative research used data that are structured in the form of numbers or that can be immediately transported into numbers (Ross, 1999). It is a very controlled, exact approach to research. The process of measurement is central to *Quantitative* research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationship. In *Quantitative* research, concept and variable of the study are being limited by guiding the research to a controlled setting, more systematic and structured in a research design (Barry Render, 2006:57).

A study based upon a *Qualitative* process of inquiry has the goal of understanding a social or human problem from multiple perspectives. *Qualitative Research* is conducted in a natural setting and involves a process of building a complex and holistic picture of the phenomenon of interest (Creswell, J.W. 1994. Manson, J. 1996). *Qualitative Research* involves analysis of data such as words (e.g. from interviews), pictures (e.g. video), or objects (e.g. an artifact) while *Quantitative Research*, the aim is just classify features, count them and construct statistical models in attempt to explain what is observed (James Neil, 2007).

Qualitative Research means “An unstructured, exploratory research methodology based on small samples that provides insights and understanding of the problem setting” (Malhotra and Peterson, 2002)

The elaboration of the combination method used in this study, each method is explained separately as follows. Firstly, this study employed quantitative research with explanatory format, which aims to explain a generalization of sample towards its population or to explain the relations, differentiation of influence of one variable with another as mentioned by Bungin (2004, p.38).

Secondly, the researcher engaged qualitative research with descriptive format, whose findings will support the findings of the qualitative method. In this particular study, the instruments used for the qualitative method are in-depth interview and literature review.

3.2 Research Instrument

For the purpose of data collection, the researcher used several research instruments which support the accuracy data gathering. The research instruments used in this research are questionnaires (survey), in-depth interview, and literature review.

3.2.1 Questionnaires (Survey)

The main research instrument of this study is questionnaire survey. It is a data collection method in which participants read and answer questions in a written format. While, survey is study in which the same data are collected from all members of the sample using a highly structured questionnaire. The questionnaire set of this study is appended.

The researcher used questionnaire to collect the data. According to Michael E Hanna (2006), questionnaire is a list of questions that should be filled in by the respondents. The reason of choosing questionnaire is faster and cheaper to collect the data. The researcher can also complete the survey in the targeted time as well as in the lowest cost.

Tim May (2001) stated the main strengths and weaknesses using questionnaires. First, they have a lower cost than face to face interviews. Second, if it dealing with political or ethical sensitive issues, their anonymity may be advantageous. Third, people can take their own time to fill in the questionnaire and consider their responses. It is possible to cover wider geographical area at a lower cost.

The disadvantages, on the other hand, include the need to keep questions relatively simple and straightforward as the researcher have no control over how people are interpreting the questions once it delivered. Second, the probability of probing beyond the answers that people give is absent. Third, the response rate may be low.

The questionnaires questions of this study contain three main parts. The first part is about the respondent identity (business's name, how long the business has been running, and address), the second part consists of three simple questions that indicate whether the respondent know about ACFTA itself or not. The last part is the real quantitative data that we would like to get from the respondent whether the sales of their business are increasing or declining during the execution of ACFTA (the data should be in real percentage number).

3.2.2 In-depth Interview

To support the result of questionnaires result, the writer employs in-depth interview for this particular study. This is a method of data collection in which a participant is interviewed in detail about a certain research subject. In this format, the interviewer leads the discussion flexibly along some pre-structured topics, but also allows the participant to expand upon topics in-depth and to explore new avenues of discussion. The interview is constructed from the open-ended questions in the questionnaire.

3.2.3 Literature Review

In order to strengthen the result of this research and also deepen the analysis, the researcher used literature review such as book, journals, previous researches, and other related articles as a basis to support the result this thesis writings.

3.2.4 Questions Form

The questionnaire consists of three parts. The first part is indicating the respondents' identity (business's name, address, terms of operation, and status of respondent-owner or staff). The second part of the questionnaires is going to indicate the basic knowledge of respondent regarding ACFTA and some open-closed questions regarding business situation since ACFTA executed. The last part of the questionnaires is indicating number of increasing or decreasing of sales during the first time ACFTA implemented (January 1st 2010) till September 2011 (period before questionnaires distributed).

3.2.5 Questionnaire Distribution

The researcher personally distributed the questionnaires to respondents. While distributing the questionnaire, the researcher also trying to interview the respondents in order to get more detail data, even the interview questions are not stated in questionnaire's questions list. The questionnaire distribution and the interview process were held on:

Date : October 17th 2011 – November 30th 2011.

Place : Tanah Abang market, Blok A-Blok B, 2nd Basement floor

3.3 Sampling Design

Neter, Wasserman and Whitmore (1988) defined sample as part of the population under study selected so that inferences can be drawn from its population. Sample is used as representative of the population. We have stressed the important of the fact that our sample should always be drawn randomly from the entire population about which we wish to draw an inference. Every individual in population has the right to be chosen equally (Hofstede, 1980). It is the basic requirement to make sure that result of research is basically accurate.

The sampling technique used was *convenience sampling procedure*. It means the respondent was chosen subjectively by researcher. The main reason researcher chooses judgment sampling method because considering the availability of the respondent at the time. The shops open at 09.00 A.M and close at 05.00 P.M. The availability of the respondents to fill the questionnaire and to be interviewed were only at 09.30 A.M – 12.00 P.M because after that time range (lunch time) is the time which is number of customers visited their shops are increasing and they have to focus on their customers. Thus, Researcher chooses the shop which was not being visited by customers at the time to be research's respondent.

3.3.1. Population

Number of sellers in Tanah Abang Blok A market which are listed in Blok A building management are 8000 sellers. Those sellers are garment and textile business sector. Researcher makes more specific object of respondent only in basement 2nd floor because the center of textile sellers which are dealing with export and import market are centralized in basement 2nd floor, while the rest of the building are dominated by garment sellers. Number of textile shops centralized in basement 2nd floor is 500 units. Those 500 sellers be the population in this research.

3.3.2. Sampling Method

The population in this study is wholesalers in the Tanah Abang Market, Blok A and B, specifically at Basement 2 floor, which are 500 active wholesalers currently. Sampling is a process of taking a number of elements from a population as the representative of the population. The researcher computes minimum number sample taken by using Slovin's Formula as follow:

Slovin's Formula:

$$n = \frac{N}{1 + (Ne^2)}$$

Equation 3.1: Slovin's Formula

Source: Adopted from Book

Where:

- n = Sample size
- N = Population size
- e = Margin of error

In this research, the researcher uses 10% margin of error (e). The computation is as follow:

$$\begin{aligned} n &= \frac{N}{1 + (Ne^2)} \\ &= 500 / 1 + (500 \times (0.10)^2) \\ &= 83.33333 = 84 \text{ Respondents} \end{aligned}$$

The computation result got that the researcher has to take at least 84 wholesalers as the respondent. The researcher decided to select 100 wholesalers as the samples. The sampling technique used is convenience sampling procedure.

3.4. Limitations

The research process of this study did not run smoothly as expected by the researcher. There are many problems encountered while the research being conducted, those are:

- a) The confidentiality of research data
Several sellers considered sales data is very confidential to be published by others, they thought sales data having related to taxes matter, they still un-trusted me as student who are making a research in field, they

suspected me as the tax official who was disguised as student, thus they refused to be a respondent for this research.

b) Difficulty to find the right person as respondents.

The researcher puts the owner of the business over the staff as the priority to be respondent in this research because the owner is the one who really understanding about their business performance and having better knowledge regarding sales data and accuracy of the expected data to gather. Sometimes, the owner was not staying in the shop all the time, they entrust their staff to stay in the shop.

c) Improper timing to distribute the questionnaire

The researcher decided to come earlier (normally the shop opened at 9 A.M) to the location because the researcher thought this was the most appropriate time that the respondent was not really busy yet because there was still few customers over there. The problem is, there were only several owners of the shops who have been there earlier, and most of them came to the shop at the noon or afternoon which is the most crowded and very busy time to serve their customers. The researcher always tried to be more patient to wait proper timing to distribute the questionnaire.

CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULT

4.1. Data Collection

The object of this research is the seller of textile product in Tanah Abang Market Blok A-B, Basement 2nd floor, Jakarta. The scope of business in Tanah Abang Market is considered as Small Medium Enterprises (SMEs), the seller also dealing with export and import market.

Number of sellers in Tanah Abang Market Blok A which are listed in Blok A building management are 8000 sellers for the whole building. Those sellers are garment and textile business sector. Researcher makes more specific object of respondent only in basement 2nd floor because the center of textile sellers which are dealing with export and import market are centralized in basement 2nd floor, while the rest of the building are dominated by garment sellers. Number of textile shops centralized in basement 2nd floor for blok A building is 300 units and another 200 are centralized in blok B building. Thus, numbers of population in this research are 500 shops.

Number of samples should be taken based on the calculation by using Slovin's formula are 84 samples. The researcher rounded it into 100 samples in order to get more accurate data and prevent against the error or bias data may happened. A total of 100 questionnaires are distributed directly to the chosen sellers. Numbers of returned questionnaires are also 100 pieces which are all of them can be processed. The detail of distributed questionnaires can be seen on the table below:

Table 4.1

Sample Information

Number of Respondent	Distributed Questionnaires	Returned Questionnaires	Unused Questionnaire (error)	Not-returned questionnaires	Processed Questionnaires
100	100	100	0	0	100

Source: Created by researcher

4.2. Analysis of Data and Interpretation of Result

The result of research question about:

Q: Apakah Bapak/Ibu mengetahui adanya kesepakatan perdagangan bebas antara Negara-negara ASEAN dan China atau ASEAN-China Free Trade Area (ACFTA) yang menyebabkan produk-produk Cina dapat secara bebas masuk ke Indonesia? (Do you know about ACFTA agreement which causes products from China entering ASEAN Market especially Indonesia without barrier?)

Table 4.2

Information about ACFTA

	Q1	
Know ACFTA	100	100%
Do not know ACFTA	0	0%
Total	100%	

Source: Created by researcher

All respondents (100%) know the information about ASEAN-China Free Trade Area (ACFTA) which causes the products from China easier entering and flooding local market.

As admitted by the importers, the importance of knowing free trade issue such ACFTA is very crucial for their business since the core business in Tanah Abang Market is trading business, means the sellers are having highly flexibility to get products supply from everywhere they want as long as they are having higher profit by supplying from intended suppliers, even though they have to import the products from abroad especially China.

In ACFTA scheme, the ‘position’ of Tanah Abang sellers is still very flexible. It means sellers are flexibly to import the products from China, no matter it will increase value of Indonesia import in trade balance against China, as long as they still generate profits, the sellers will keep importing the products from China intensively. That’s why Tanah Abang sellers are still potentially gather high sales level even if ACFTA policy exists as well as the threat of tightly competition among local whole sellers , but the same position will not be obtained by local textile producers because they have to compete with Chinese products. Thus, by knowing ACFTA issue they have such clear direction to look at the market situation and defining their decision on how they respond the issue.

The result of research question about:

Q: Jika anda menjawab mengetahui tentang ACFTA, darimana anda mengetahuinya?

(If you know about ACFTA, how do you know it?)

Table 4.3

Source of Information

	Q2	
Friend (s)	0	0%
Printed and Electronic Media	100	100%
Others	0	0%
Total	100%	

Source: Created by researcher

As the answer of previous question, all respondents know about ACFTA. All respondents in this research knew ACFTA issue from printed and electronic media, specifically from newspapers, television, and magazine. Thus, we conclude that the role of printed and electronic media (100%) is totally crucial for the sellers in informing such important issue like ACFTA, compare to other tools such as friends (0%) as one of answer option on a given question in this research and other tools (0%) which might be raised by the sellers to support research data.

The result of research question about:

*Q: Dengan diberlakukannya ACFTA, kebijakan apa yang sangat dikhawatirkan oleh Bapak/Ibu sebagai pelaku usaha mikro, kecil, menengah (UMKM)?
(While ACFTA implemented, which policy would worry you as one of the SMEs' business owner?)*

Table 4.4
Worried policy

	Q3	
Exemption (0%) of import tariff	100	100%
No policy worried	0	0%
Others	0	0%
Total	100%	

Source: Created by researcher

The exemption of import tariff is the most worried policy based on seller point of view as the data gathered by researcher in the questionnaire. All respondent (100%) chooses exemption of import tariff as the most worried policy in ACFTA era.

Since ACFTA implemented, there is a policy on the agreement such as import tariff exemption (no tariff barriers) policy which makes the sellers

worrying because there is highly possibility huge numbers of illegal products are easier break through Indonesia market.

Based on importer point of view, which is in this research represented by the respondent (Tanah Abang sellers), ACFTA causes the competition in local market becomes tighter and harder. Number of Chinese products importers increase and the sellers are now competing tightly among them to sell imported-products from china. Actually, the importers are beneficial in the agreement because they can push a lot the import tariff costs since Chinese government and Indonesia government was agreed to exempt import tariff (0%) for 3 years the implementation of ACFTA. The positive essence of the agreement is not obtained by local producers, as further comment from the respondent.

The sellers said that before the implementation of ACFTA, the sellers were very difficult to import Chinese products because they have to dealings with customs matter. The sellers also have to spend a lot of costs to pay taxes and import duty tariff. But, since the implementation of ACFTA, all the import tariffs or other matters related to customs are exempted. This policy should be beneficial for the sellers because now they have no tariff barriers to import the products from China. But, surprisingly the sellers are worrying a lot regarding government policy to exempt the import tariff. The sellers are worrying number of illegal Chinese products will be huger because this is the opportunity for 'naughty' importers to avoid VAT taxes and income taxes matter.

Chinese illegal textile products came to Indonesia through Batam. Actually, illegal products from China came to Indonesia is not a new issue currently and it was often happened even ACFTA was not implemented yet. The difference only the numbers of illegal imported goods are expected decreasing after ACFTA legalized than before ACFTA implemented. The main cause many Chinese illegal products are flooding in Indonesia market is because Indonesia is one of the owner of the world's longest coastlines in the world, thus it is becoming a freely entrance and exit stripe for illegal importer (*stated in SNI Valuasi Magazine, Volume 4/ No.1/ 2010 pg. 10: "Produk-produk illegal asal*

Cina telah sejak lama membanjiri pasar-pasar modern dan tradisional .Salah satu penyebabnya adalah karena Indonesia merupakan salah satu pemilik garis pantai terpanjang di dunia”.....). The illegal products are imported from China to Indonesia through Singapore, then the ‘mischievous’ importer can be easier look at Indonesia market and enter the products through Batam port. Finally, those products shipped from Batam to Jakarta and sell it in several places including Tanah Abang market.

Based on local producers’ point of view, ACFTA is becoming one of the causes of the devastation of their selling numbers because the products imported from China are stronger in terms of prices and designs compare to local textile products. ACFTA assessed as the factor of devastating of local textile producers, especially SMEs sectors. However, Indonesia has to be involved, be open and be ready in the competition of free trade market if Indonesia would like to stimulate its national economic growth (*stated in SNI Valuasi Magazine, Volume 4/ No.1/ 2010 pg. 10:.....”menyetujui ACFTA menggairahkan pertumbuhan ekonomi tetapi berpotensi menghancurkan tatanan UMKM (Usaha Mikro Kecil dan menengah)”.....).*

Except ACFTA agreement, there are some other challenges or difficulties that have to be faced by local producers, those challenges are: 1) the industry is now ageing, means that the machinery used for productions processes are already old enough, thus it causes the effectiveness and efficiency of productions are decreasing as well. 2) Costs of productions are escalating remarkably. 3) Poor investment climate caused the foreign investors to withdraw their capital from Indonesia. 4) Banks refuse to cooperate make the situation worse (Wu ChongBo (2007), “Studies on Indonesian Textile and Garment Industry: Current Situation, Challenges, Government’s Policices and Prospects). Thus, before the implementation of ACFTA, local textile industry (producers’ point of view) is already facing several serious problems, but the situation can be worsen by the implementation of ACFTA.

The Devastation of local textile industry is a worse risk that Indonesia has to face and is expected able to avoid as well, but do not involve in free trade market causes the risk will be worse than predicted because even without ACFTA, Chinese textile products are still exist in local market and avoiding ACFTA is like Indonesia refuses the principle of free market that was followed. The solution in this circumstance is Indonesia textile products have to be more competitive in terms of prices and designs in order to compete tightly with textile products from China.

The issue is similar to the statement stated by the chairman of the Indonesia textile Association (API), Ade Sudrajat Usman, He stated that the smuggling of Chinese illegal imported goods are still rife even the free trade agreement between two countries already signed. It was proven by the difference on statistical data showed by two countries which has totally USD 500 million difference of textile product trade balance (*stated in article "Impor Tekstil Ilegal dari Cina masih tinggi" retrieved on January 25th 2012 from www.tempo.co.id: "Penyelundupan produk impor tekstil dan produk tekstil ilegal dari Cina masih marak terjadi meski sudah ada perjanjian pasar bebas antara Indonesia dan Cina. Hal itu terlihat dari perbedaan data nilai perdagangan kedua negara sekitar US\$ 500 juta selama kurun waktu tujuh bulan pertama tahun ini"*)

Ade also said that the smuggling of illegal Chinese products imported by 'unrespectable' importers because they tried to avoid taxes matter especially VAT taxes and income taxes, thus the selling prices of those illegal products are offered much cheaper even though actually legal Chinese imported products are already cheaper enough compare to local products before ACFTA existed. (*stated in article "Impor Tekstil Ilegal dari Cina masih tinggi" retrieved on January 25th 2012 from www.tempo.co.id: "Penyelundupan tersebut disinyalir dilakukan oleh importir untuk menghindari pungutan pajak seperti pajak pertambahan nilai dan pajak penghasilan. Dengan begitu produk yang dijual itu bisa lebih murah dibanding dengan produk yang masuk secara legal"*)

The result of research question about:

Q: Darimanakah asal pasokan produk-produk tekstil yang Bapak/Ibu dagangkan di toko Anda?

(Where do you get your supply of textile products?)

Table 4.5
Product's origin

	Q4	
China	76	76%
Pekalongan dan Solo	8	8%
Others (Bandung, Madura, Padang, Cirebon)	16	16%
Total	100%	

Source: Created by researcher

The exactly data that researcher gathered through questionnaire, there are 76 respondents (76%) are importing Chinese goods currently, 8 respondents (8%) are supplying from Pekalongan and Solo, and other 16 shops (16%) are getting supply of their textile products from Bandung, Madura, Padang, and Cirebon.

The findings are supported by interviewing the sellers in Tanah Abang market. Now, most of them prefer to supply the products from China because Chinese are able to produce very interesting and various designs and much cheaper product's prices compare to textile produced by local producers. The sellers admitted that since they import the textile products from China, it is very helpful to increase their sales level currently.

As admitted by Noni (Tanah Abang seller) to Vivanews, Noni said that her sales level was decreasing 40% since Chinese products flooded the market. Actually, Noni supplied the products from Bandung and Middle of Java, now number of customers who preferred to her products is decreasing drastically. Customers are preferred to Chinese imported products which offering varied model and having up to date fashion style (*stated in www.vivanwes.com "Pedagan Tanah Abang Beralih ke Tekstil October 20th 2011:Sebut saja*

Noni (29 tahun), salah seorang pedagang di Blok A Pasar Tanah Abang, mengaku penjualan anjlok hingga 40 persen karena sepi pembeli. Noni selama ini menjual tekstil buatan dalam negeri, yang dipasoknya dari Bandung dan Jawa Tengah.....Hal itu wajar saja, karena harga baju impor lebih murah ketimbang pakaian lokal. Selain itu, model yang ditawarkan produk China lebih beragam dan selalu mengikuti perkembangan fashion).

Country of origin is an important determinant of consumers attitude, purchase intentions and behavior (Saeed et al., 2005) and country of origin is a potentially powerful image variable that can be used to gain competitive advantage in international marketing (Parameswaran and Pisharodi, 1994). Country of origin is one of the extrinsic cues of a product which may be used in the consumer product evaluation process (Johansen et al., 1985), and may become part of product's total image. (Eroglu & Machleit, 1989). There is a tendency of Tanah Abang customers to value the brand image of the products based on product's country of origin. Since the main trading products are textile products (which is mostly are still in form of 'materials' or have not sewn to garment product yet) the customers are focusing more on the sources of the products getting supplied (country of origin), means whether the products are imported products (especially, Chinese products as the focus of this research) or local products. The customers tend to judge the product image through this subjective matter.

The result of research question about:

Q: Apa alasan utama Bapak/Ibu memilih untuk memasok barang-barang dari daerah tersebut (berdasarkan jawaban sebelumnya)

(What is your main reason to supply the products from that place? based on previous answer)

Table 4.6

Reason for getting supply from chosen supplier

	Q5	
Cheaper Price	62	62%
Better quality	11	11%
More interesting design	22	22%
Others	5	5%
Total	100%	

Source: Created by researcher

The statistically data gathered by using questionnaire showed that 62% respondents in Tanah Abang market are putting cheaper price as the top of consideration to get supply textile products from China. The outlook of product's design are getting the second highest percentage, which is 22% respondents are very interested with the design created by Chinese which have highly art value, fresh the eyes, and not boring while looking at the design for longer time.

There are 11% respondents are considering the product's quality as the main points to have the supply from their current suppliers. The sellers who are putting quality as the top of priority over prices, design, and other criteria are mostly those whom supplied from local producers, and kind of products to be supplied are exactly batik. For batik products, Indonesia is still better than Chinese because Indonesian batik is having highly brand image since it was just patent as originally Indonesia product in 2010 by UNESCO (United Nations Educational, Scientific, and Cultural Organizations), world legal organization under UN (United Nations). Now, people from all over the world know that batik is originally Indonesia brand. The 11% respondents in this study are those who mostly getting supply from Solo and Pekalongan.

The only product which is not negatively affected by the implementation of ACFTA is the sales on batik products. Indonesian batik is still leading the market, even though there is also some Chinese batik in the market, but the market demand is not as high as Indonesian batik which is supplied from Solo,

Pekalongan, and Yogyakarta. Surprisingly, many casual batik dresses produced by Chinese are using Indonesian batik materials. Chinese are importing raw materials from Indonesia then produce it in their home country and sell it back to Indonesia market afterwards.

Customers are still having highly loyalty to Indonesian batik than Chinese even though several Chinese batiks are offered cheaper than Indonesian batik. Indonesian batiks are known having better and even the best quality products compare to other batiks such Malaysian batik (which ever claimed batik is as their originally product identity) as well as batik produced by China.

There are several kinds of textile products sold in Tanah Abang market. Those products are silk, cotton, batik, etc. The most significant impact towards the implementation of ACFTA seen on the decreasing of sales level on silk and cotton supplied from local producers, said by the respondent. Silk and cotton products produced by Chinese are leading the market because of its competitiveness on prices and designs.

The products prices offered in the market are very variation. The prices are offered based on type of material and product's designs. The prices for each meter of Indonesian cotton products (supplied from Bandung, Cirebon, Madura, padang) is averagely Rp30.000 – Rp.45.000, while the silk products supplied from local producers (mostly produced in Cibaduyut, Bandung) are priced averagely Rp45.000 – Rp60.000 per meter. Surprisingly, Chinese silk which is known having good quality, elegant, and very expensive prices, now can lead the market because of its cheaper prices compare to Indonesian silk as well as the cotton products which is normally should have much cheaper prices compare to silk products. Chinese silk products are sold at averagely Rp.25.000 – Rp30.000 for each meter material. Chinese cotton products are also having very competitive price, the prices for a meter of material are sold averagely at Rp18.000 – Rp22.000.

Differently phenomena are showed on the competition between batik products produced by local producers versus Chinese textile products. The average price for a piece of good quality Indonesian batik is priced between Rp125.000 – Rp.250.000, while Chinese batiks are having quite cheaper than Indonesian batiks price range. The prices are averagely at Rp.85.000 – Rp200.000. The factors which cause Indonesian batiks are still able to survive and even lead the market because local consumers are still loyal and trust towards the quality of local batiks products, as respondent said since interview process. Even though, the design of Indonesian batiks is assessed too monotonous and too stiff, but the power of brand image is still very strong to win the competition against Chinese batiks. Indonesian batik customers also believe in prices may describe product's quality ("You get what you pay for").

Price of product conveys information to the consumer about product quality (Erickson and Johnson, 1985). Consumers frequently assume that price and quality are highly correlated, and that as the price of a product increases, its quality increases commensurately.(Kardes et al., 2004).

Finally, there is another 5% respondents are choosing other options such as cheaper supplying costs and easier to supply because the distance between the sellers and the suppliers are near (This kind of reason is given by those who supply textile products from Cirebon and Bandung), thus the supplying process won't be complicated to be arranged

The result of research question about:

Q: Produk buatan manakah yang lebih mempengaruhi tingkat kenaikan/penurunan penjualan usaha Bapak/Ibu?

(Which products (local products or made in China product) giving significant impact to the increasing or decreasing of your business?)

The result of survey showed that 76% respondents are now importing the products from China since ACFTA agreement legalized, while 24% respondents are still supplied from local producers even though the circumstance is not beneficial and even threaten their current number of sales level.

Table 4.7
Product domination

	Q6	
Local Product	24	24%
Import Product	76	76%
Total	100%	

Source: Created by researcher

Actually, among those 24% respondents, there are 8 respondents (8%) who gain profits on trading since ACFTA implemented. Those 8% respondent are local batiks product sellers, who getting supply of batiks from pekalongan and solo. Thus, Since ACFTA implemented, Indonesian batiks are still very competitive in local market and even still lead the market.

The importers (represented by respondents in this study) argued that the power of imported products are very strong in local market, the imported products give both effect on the increasing or decreasing of their sales level. It means that the increasing on sales happen if the sellers sell imported goods from china which is known very competitive especially in terms of prices and designs. Since importing from china, the sellers could press the costs and sell the goods at high prices in local market. The sellers are still flexibly to arrange the selling prices since the price gap between imported products from China compare to local products is considered quite significant.

The result of research question about:

Q: Apakah masuknya produk tekstil Cina ini menaikkan/ menurunkan tingkat penjualan usaha atau bisnis Bapak/ Ibu?

(Does the entering of China textile products would increase or decrease the sales level of your business?)

Table 4.8
Sales impact

	Q7	
Increasing	84	84%
Decreasing	16	16%
Stable	0	0%
Total	100%	

Source: Created by researcher

The result showed that there are 84 respondents (84%) having increasing on sales, while 16% of respondents have to accept the worse impact of the entering of Chinese products without import tariff barriers. Those 16 respondents are having decreasing on sales since ACFTA implemented. However, ACFTA would not cause the sales level of respondent are staying stable (0%).

Actually, as admitted by the respondent through interview, there are some main factors that affecting the increasing or decreasing on their sales level. Three main factors which dominate the causes are price, quality, and product designs. Most of respondents choose prices as the main factor which causes serious effect on their business sales level. Since ACFTA legalized on January 2010, Chinese products are flooding in local market, it means customers are now having more choices to their products preferences.

The sellers also said that the preference of customers is another important point to be considered. Based on customer's point of view, ACFTA is a big opportunity for them to get imported products especially from China with cheaper

prices. In other words, ACFTA would not give negative impacts for them. Moreover, the customers see ACFTA as the intermediary to get Chinese products in local market without having to go directly to country of origin. Customers save more cost and might get wanted and needed products with cheaper prices in local market. Thus, ACFTA is beneficial for customers and importers as well as exporters, but becoming ‘the night mare’ for local producers.

The result of research question about:

Q: Faktor utama apakah yang sangat mempengaruhi tingkat kenaikan/penurunan penjualan usaha Bapak/Ibu?

(What is the main factor that affect to the increasing or decreasing of sales level in your business)

Table 4.9

Factors causing the changing on sales

	Q8	
Price	76	76%
Quality	5	5%
Design	19	19%
Others	0	0%
Total	100%	

Source: Created by researcher

The result towards factors cause changing on sales in the table above showed that price is still becoming the main factor. 76% respondents said the difference on prices is very seriously affecting their sales level. There are 19% respondents said that design as the factor causes the increasing or decreasing on their sales level, which is generally occupied as the second most chosen option after prices option. There are also 5% respondents arguing that quality is very important factor to safe against ACFTA competition. Those 5% respondents are Indonesian batiks sellers which have no seriously impact on ACFTA issue.

Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced “too low” might be perceived as having low quality (Del I. Hawkins, 2004). In case of wholesale trading on textile products in Tanah Abang market, this theory is not totally worked at all. Only for batik products are customers still considering the relationship between product’s prices and its quality, as the theory stated by Del I. Hawkins, 2004.

Whereas, for other textile products (cotton and silk) in the market, cheaper textile products do not mean that the product’s quality will be lower. The cheaper prices products in the market are the imported products from China. People knew that Chinese is the expert of cheaper products producers. Chinese is able to minimize its production costs by maximizing its effectiveness and efficiency of used technology. The factor that causes tightly price competition in Tanah Abang market currently is because the costs spent by the sellers to supply the products define the offering or selling prices. Since in ACFTA case, Chinese products actually having cheaper price compare to Indonesia products, but after the implementation of ACFTA, local importers are interested to import intensively because they are not burdened by import tariff matter.

Since price is becoming the main factor affecting the changing on sales level, as admitted by respondents, the prices gap are also very concerned. . Indonesian cotton products are priced at Rp30.000 – Rp45.000 (per meter), while Chinese cotton products are sold at Rp18.000 – Rp22.000. Maximum price gap is Rp27.000 (Rp45.000 deducted by Rp18.000). It means by maintaining maximum Rp27.000 gap of prices differences, Chinese cotton are still highly possibility to gain profits.

The same condition also could be seen on the prices gap between Chinese silk compare to Indonesian silk as well as cotton products. Since Indonesian silk products are priced at Rp45.000 – Rp60.000 (per meter), while Chinese silk are sold at Rp25.000 – Rp30.000. Maximum price gap is Rp35.000 (Rp60.000

deducted by Rp25.000). It means by maintaining maximum Rp35.000 gap of prices differences, Chinese silk are still highly possibility to gain profits.

Surprisingly, the prices gap between Chinese silk compare to Indonesian cotton is also very interesting to analyze. Chinese silk are priced at Rp25.000 – Rp30.000 (per meter), while Indonesian cotton products are sold at Rp30.000 – Rp45.000. Maximum price gap is Rp20.000 (Rp45.000 deducted by Rp25.000). It means by maintaining maximum Rp20.000 gap of prices differences, Chinese silk are still highly possibility to gain profits towards Indonesian cotton. Referring the prices gap in the market, the condition is definitely so worrying local textile producers (especially the producers of silk and cotton products).

Moreover, through interview process, the respondent said that the role of product designs is also very crucial in defining the increasing of their sales level. 19% respondents put the products' design over the cheaper prices option as the priority to import the products from China. It sounds surprise because the main factor that threatens by imported Chinese is its cheaper product's prices, but in this situation, the sellers sharply see customer's preference on the designs as well. The sellers see greater profit margin by importing textile products from China. At a glance, people are generally assuming that prices are the only main factor which forces local importers to import the products from China.

Thus, the respondents say Chinese textile products hit Indonesian textile products twice. Chinese is able to produce more and more interesting designs and definitely with cheaper prices compare to local products. Thus, the researcher concludes that prices and product designs are two main factors instead of quality and other objective factors that cause Chinese textile products are preferred than Indonesian local products.

The result of research question about:

Q: Apakah dagangan Bapak/Ibu menargetkan penjualan ke pasar Internasional (ekspor ke Negara lain)? Jika Iya, ke Negara manakah produk-produk Bapak/Ibu telah berlabuh?

(Have you targeted to export your products? If yes, where have it been?)

The data showed that there are 44 respondents (44%) are now actively exporting their products to Malaysia, while there are also 40% respondents have reached several other ASEAN countries such as Singapore, Brunei Darussalam, Thailand, and Filipina.

Table 4.10

Scope of targeted market

	Q9	
Do not export the products	16	16%
China	0	0%
Malaysia	44	44%
Others (Mozambique, Singapore, Brunei Darussalam, Thailand, Filipina)	40	40%
Total	100%	

Source: Created by researcher

The rest of statistical data which is 16% of respondent do not export their products abroad and they even do not import the products from foreign producers as well. They are totally focusing on local markets scope. Actually, those 16 respondents are the 'looser' in the market because they are like not to give the response towards the superiority of Chinese products in the market and keep playing in 'comfort zone' without trying to change their supply pattern by importing Chinese goods.

The main factor that several sellers have not focused yet on export and import market is because they have not produced huge cash flow yet and still

actively reach for local markets, while the export – import market is not becoming their priority yet considering financially less support matter, as admitted by the respondents to researcher. Based on this analysis, the researcher says that those sellers are still not ready to face free trade market like ACFTA which is actually the sellers have to see opportunities and to stimulate their sales by actively involving in export and import market.

Tanah Abang sellers also export their textile products to some other countries, especially to South East Asia nations. The destinations countries to be exported are Malaysia, Brunei Darussalam, Philippines, Thailand, Singapore, and Filipina. Besides of those ASEAN countries, as the sellers told to the researcher that in 2011 Indonesia government has signed contract with Mozambique government that would like to import textile products from Tanah Abang market. Numbers of contract amount reach USD 26.5 million (*stated in www.vivanews.com website “Indonesia Ekspor tekstil ke Afsel Senilai 26.5 Juta Dollar” retrieved on October 20th 2011:..... kontrak untuk memasarkan ekspor tekstil dari pasar Tanah Abang ke sejumlah tempat di negara Afrika Selatan, seperti Mozambik senilai 26,5 juta Dolar”*).

The sellers admit this contract agreement really make them happy and very helpful to stimulate the increasing of their sales number besides of ACFTA policy. Only several sellers are having this profitable contract which is those who are suitable for the contract defined according to such auction processes.

The sellers also said the main reason why Mozambique government supplying the products directly in Tanah instead of directly ordering to main producers is because Tanah Abang products are interested them more than focusing to import from certain producers. Besides, they have many product options and much cheaper offering prices compare to supply from other sources. Mozambique government are not really care whether textile products in Tanah Abang market are originally produced by Indonesia producers or imported products especially from china. As long as the products that they needs and wants are fulfilled, they would fell very happy.

The result of research question about:

Q: Apakah ada perubahan dengan pola belanja pelanggan/kebiasaan pelanggan sebelum diberlakukannya ACFTA (Asean-China Free Trade Area) dan sesudah ACFTA diberlakukan?

(Have you seen the changing on customer's buying decision when ACFTA implemented compare to the years before?)

The understanding of consumer buying intentions is a key of successfully understanding the market as well. Since Tanah Abang market is a whole seller market, the role of customer in affecting sales level is crucial as well. The respondents admitted that, the tendency of customers' purchasing intentions towards purchased products is generally affected by prices, quality, designs, and brand image. There would be other implicit factors which cannot be identified by the sellers.

Table 4.11
Impact on customer's buying decision

	Q10	
There is changing	100	100%
No changing	0	0%
Do not know	0	0%
Total	100%	

Source: Created by researcher

Since ACFTA implemented, all respondents (100%) said that they saw the changing on customer's buying decision especially regarding purchasing intentions and decision making matters. People tends to consider cheaper product's prices as the top point to be considered than product's quality, brand image, design motif, etc.

Purchase intention is the buyer's forecast of his choice sometime in the future. It involves assumptions about future events including the likelihood of any perceived inhibitors creating barriers over the buyer's planning horizon (Howrdand Sheth, 2007).

Attitudes are good predictors of consumer behavior (Berger and Mitchell, 1989). People were more likely to use their attitudes as a guide to behavior when their attitudes were based on multiple consistent dimension of knowledge. (Petty, 2006).

According to respondents, the interest and preference of customers to buy their needs and wants products are still dominated by three main factors such as price, quality, and designs, instead of other factors like brand image, product's style, etc. Marketing expert, Ronal Heimler, says that types of buying decision behavior are divided into 4 main types: (1) **Dissonance-reducing buying behavior** occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands, (2) **Post-purchase dissonance** occurs when the consumer notices certain disadvantages of the product purchased or hears favorable things about a product not purchased, (3) **Habitual buying behavior** occurs when consumers have low involvement and there is little significant brand difference, (4) **Variety-seeking buying behavior** occurs when consumers have low involvement and there are significant brand differences.

Low-involvement consumers are more inclined to adopt price as a cue whereas high-involvement consumers in addition to price, consider a variety of cues (Zaichkowsky, 1998). However, there has been little to connect involvement and perceived quality directly. Tsioutsou (2006) found a direct relationship between these two constructs and reports product involvement is a significant predictor of perceived product quality.

The result of research question about:

Q: Jika Anda merasa ada perubahan dengan pola belanja pelanggan sejak diberlakukannya ACFTA, perubahan apa paling dominan ditunjukkan pelanggan?

(If you are seeing the changing on customer's buying decisions since ACFTA implemented, what kind of changes dominantly revealed?)

Since all respondent have seen the changing on customer's buying intentions, 58% respondents decided prices as the most priority element to consider while buying the products. Customers are now more interested to cheaper products which don't mean they neglect product's quality, design, brand image, etc.

Table 4.12

Factors affecting the changing on customer's buying decisions

	Q11	
More interested to cheaper products	58	58%
More interested to better quality products	5	5%
More interested to varied design products	37	37%
Others	0	0%
Total	100%	

Source: Created by researcher

Respondents also look at another very important implement considered by customers while buying the products. 37% respondents argued that customers are now more interested to the designs. Specifically for silk products, the designs preferred by customers are the simple one, match with the colors, and the designs or motifs are not placed dominantly in certain place. Differently objectives are considered on cotton products, since the designs showed in cotton products are differently seen compare to silk or batiks products, the customers are not dominantly look at design as the main consideration for this kind of products, the

customers are more objectively look at prices as the main priority (since price difference is very significant) and quality (Chinese cotton is having similar and even better quality compare to Indonesian)

Another 5% of total respondents look at the quality point as the most important element considered by customers while buying the products in their shop. Actually, 5% respondents in this study are those who sell local batiks products. Since previous analysis have explained that Indonesian local batiks is still the best especially regarding quality matter and have no serious and significant threat regarding prices and designs from Chinese batiks products, thus the sellers are still very convenience and safe on sales level matter.

As Ray Wright, 2005 says that consumers' attitudes are always toward some concept. We are interested in two broad types of concepts: objects and behaviors. Consumers can have attitude toward various physical and social objects including products, brands, models, stores, and people (salesperson at the store). Those factors are the consideration point that driven consumers to purchase the products. The customers flexibly adjust their dominant factor to be considered for purchasing the products and it will change as the 'internal or external' environment change. In case of the selling pattern in Tanah Abang market after the implementation of ACFTA, customers are looking for opportunity to get cheaper products which definitely having competitive quality as well. Thus, price is the most affected factor that changing customer buying intention in Tanah Abang market since ACFTA implemented.

The result of research question about:

Q: Berapa persen (%) kenaikan/ penurunan dagangan Bapak/Ibu periode Januari 2010 - September 2011 dibandingkan dengan periode tahun 2009

Kenaikkan :%

Penurunan :%

(How is the percentage of increasing or decreasing of your business sales level since the period of January 2010 till September 2011 comparing to year 2009?)

Increasing:%

Decreasing:%

Based on the sale data gathered by the researcher through questionnaire, at a glance there is a surprisingly changing on sales level of several sellers in Tanah Abang Blok A-B Market, Jakarta. Since the first time of the implementation of ACFTA, Tanah Abang market was predicted would get negative impact of ACFTA since Tanah Abang importers have not intensively getting supplied (imported) their products from China which are now known as the market leader for several textile products in the market especially for silk and cotton products. (Stated in www.vivaneews.com website “Pedagang Tanah Abang Beralih ke Tekstil Cina” retrieved on October 20th 2011: “.....Masyarakat memprediksikan penjualan di pasar Tanah Abang sangat dipengaruhi oleh dibanjirinya produk-produk asal China.....”)

Through the sales data that researcher gathered, the data can be categorized based on the increasing or decreasing of sales during January 2010 until September 2011 (Since first time ACFTA implemented until month before the questionnaire distributed) compare to the sales in 2009 (Before ACFTA executed). For the Shops which experience increasing on sales, having the lowest increasing at 10% compare to the year before ACFTA executed, while the highest increasing is reaching 90%.

Whereas, for the shops which experience decreasing on sales, the lowest decreasing is at 10% suffered by the sellers, while the highest level of decreasing is at 60%. The summary of sales data will be showed in the table 4.13 below:

Table 4.13
Sales Description

Information	Minimum	Maximum	Mean
Sales Increasing	10 %	90%	39%
Sales Decreasing	(10%)	(60%)	(31%)
Overall Selling	(60%)	90%	28%

Source: Created by researcher

There is difference on sales level experiencing by the sellers in Tanah Abang Market after ACFTA executed. From 100 samples taken by researcher, 84 respondents are having increasing on sales, while another 16 respondent are suffering decreasing on sales.

The sales data shows that the sellers are having surprising numbers of sales increasing as well as sales declining after ACFTA implemented compare to period before ACFTA legalized. The dominant effect depend on how the sellers response towards the flooding of Chinese products in the market. Overall, sales level of the sellers in Tanah Abang Market is increasing since ACFTA implemented.

ACFTA is the main factor for the raise up averagely 39% for 84 respondents compare to previous period. In different situation, 16 sellers have to face “the nightmare” of ASEAN – China Free Trade. ACFTA became the scary specter for 16 respondents because their sales level is decreasing averagely 31% currently.

Actually, ACFTA is not only the factors that affected the increasing or decreasing on sellers’ sales level in Tanah Abang market. There are might be affected by some other factors which are not discussed in this research. Those factors can be the increasing of Jakarta visitors since SEA GAMES competition held in Jakarta last time which was attracted foreign visitors come to Indonesia

and visit Tanah Abang market as well, and the increasing number of middle income people in Indonesia is another factor which cause buying power is also increasing.

Sandiaga Uno, vice chairman of KADIN (Indonesian Chamber of Commerce) in field of Small Medium Enterprises argued that Indonesia has been increasing from low income country to be middle income country. There are many opportunities on consumer sector because the increasing of middle class societies in Indonesia (*stated in www.sandiaga-uno.com "Bangkitnya Kelas Menengah Indonesia", retrieved on January 25th 2012 :....."Indonesia sudah mengalami kenaikan dari low income country menjadi middle income country. Banyak kesempatan di consumer sector karena adanya letupan pertumbuhan jumlah middle class di Indonesia. Dari 7 tahun terakhir telah tercipta 49 juta kelas menengah baru di Indonesia. Berarti ada 7 juta rakyat Indonesia yang naik kelas dari low income population menjadi middle income population".....*).

For the overall sales level, ACFTA is giving positive impact for the sellers in Tanah Abang market since 84 respondents are having increasing on sales during ACFTA era. Averagely the overall sales in Tanah Abang Market are increasing up to 28%. The increasing percentage seems quite high. Thus, referring to the significant increasing value, the researcher concludes that Tanah Abang sellers are having positively impact on sales level since ACFTA legalized.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the discussion by using qualitative analysis on the data gathered through questionnaires and in-depth interview instruments, as well as the supported theory from literature review, the researcher concludes that:

1. Since the implementation of ACFTA, there are an escalating numbers of Chinese imported goods in Tanah Abang market. The escalating trend of imported textile products from China causes most of the sellers having increasing on level of sales. From 100 samples taken, 84 respondents are having increasing on sales, while another 16 respondent are suffering decreasing on sales. Those 84 respondents are mostly (76 sellers) now importing the products from China, while the 16 respondents who are having sales decreasing still getting supply from local producers (from Bandung, Padang, Madura, Cirebon).

The lowest sales increasing is 10%, while the highest level of increasing is 90%. Thus, averagely total level of increasing for 84 respondents is 39%. Whereas, the lowest sales decreasing is 10%, while the highest decreasing on sales reach 60% level. Thus, averagely total level of decreasing for 16 respondents is 31%. Overall, ACFTA is giving positive impact for the sellers in Tanah Abang Market.

From 100 respondents, there is some respondents have to face “the nightmare” of free trade. ACFTA became the scary specter for them because the sales level are decreasing 60% (overall lowest sale decreasing value) compare to the periods before ACFTA executed, while the luckiest respondents is having 90% (overall highest sale increasing value) increasing

on sales after the implementation of ACFTA. Thus, the overall sales in Tanah Abang Market are increasing up to 28% currently.

2. The main factor which causes the escalating on sales is because the products imported from China is having much cheaper prices compare to local products. The sellers are now easier to import cheap Chinese products because there is no import tariff barriers at all after ACFTA implemented, thus the sellers is able to save amount of costs needed to be paid to customs. Thus, the selling prices in local market also can be set much cheaper under local products standard prices That's why product's prices is the main causes of Chinese products are preferred in the market currently (62% respondents are arguing this factor as the main factor).

Product's design is another main factor that causes customers are now prefer imported textile products from China compare to local textile products, 11% respondents are seeing their customers are now considering product's design (model) as the main buying intention factor. Small number respondents (5%) also seeing the product's quality as the customer's purchase intentions main point since the Chinese products are flooding intensively in the market.

3. Specific for batiks products, the sales of local batiks products are relatively stable and even relatively better than Chinese batiks. It's caused by many local buyers are still highly loyal to local batiks compare to batiks produce by China and the power of local batik's "brand image" is also still stronger than Chinese.

Whereas, for cotton and silk products, Chinese products are stronger and better in terms of prices and designs, especially regarding prices matter, the prices gap are relatively far different. As admitted by respondents which is the feedback they got from the customers, Chinese is also having more interesting and better product's design. The designs are not monotonous, fresh the eyes, and not boring while looking at the design for longer time.

5.2 Recommendations

The results of this research studies are expected to be another important input for the parties who concerned, especially for SMEs in textile industry and government.

5.2.1. Recommendations for Wholesalers in Tanah Abang Blok A-B Market.

The result of this research is expected becoming reflection and point of consideration in decision making especially in case of sales and response towards the threatening of the entry of Chinese products. Since customers are now prefer to buy Chinese products which are cheaper and having more interesting designs, the sellers are considering to keep importing textile products (Cotton and Silk) from China in order to rise up their sales level.

5.2.2. Recommendations for Local Textile Producers.

The flooding of Chinese products is not the good news for local producers. Local producers have to compete tightly with Chinese products which have more competitive in terms of price and product's designs. The results of this research is expected aware Indonesian textile producers to produce more competitive textile products especially in terms of prices and designs, and re-dominate the local market and break through the International market, especially South East Asia markets.

5.2.3. Recommendations for Academic Community (Further Research).

The researcher also expects this research can be expanded or developed by other researchers by using other factor that causes the increasing or decreasing of the sales level of wholesalers in Tanah Abang Market. In this research, the researcher was only analyzing and indicating the causes of the increasing and decreasing of sales level in Tanah Abang market affected by ACFTA agreement.

Actually, ACFTA is not the only factor that affected the increasing or decreasing on sellers' sales level in Tanah Abang market. There are some other factors which are not discussed in this research. Those factors can be the increasing number of middle income class people in Indonesia which cause the increasing of buying power as well.

The increasing of Jakarta visitors since SEA GAMES competition held in Jakarta last time was also another factor which was attracted foreign visitors to buy the textile products in the market. There might be some other factors which cannot be appeared by the researcher in this research are the factors which influence the selling atmosphere of wholesaler in Tanah Abang is now tighter and harder.

Thus, it will be very interesting if there are some other researchers who are willing to conduct similar research by using different factors as mentioned above to indicate the causes of the increasing and increasing of sales level instead of ACFTA agreement and the result and analysis of differently used factors will be very interesting to be discussed more deeply.

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APPENDICES

APPENDIX I

RESPONDENTS' INFORMATION

NO	SHOP'S NAME	ADDRESS	TERMS OF OPERATIONS
1	Brahim Boutique	Blok A Lt.B2 Los A no 49-50, Pusat Grosir Tanah Abang – Jakarta Pusat	7 years
2	Mahkota Dewi Collection	Blok B Lt. Basement 2 Los C No. 73, Pasar Regional Tanah Abang – Jakarta Pusat	8 years 3 months
3	Mumbai Textile	Blok B Lt. B2 Los D No.52-53, Los E No.112, Pasar Regional tanah Abang – Jakarta Pusat	6 years 6 months
4	Metro Textile	Basement 2 Blok B No. 47 – 48 Pasar Tanah Abang – Jakarta Pusat	9 years
5	Mahkota Textile	Blok B Basement 2 Los F No.58 and Blok A Basement 2 Los A No.82-83 Pasar Regional Tanah Abang – Jakarta Pusat	8 years
6	Pesona Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los E no. 133 & Los F No 11	9 years
7	Fashion Textile	Pusat Grosir Textile Tanah Abang Blok B Lantai B2 Los B no. 139 - 143, Jakarta Pusat	10 years
8	Trijaya Textile	Blok A Basement 2 Los A No.70 Pasar Regional Tanah Abang – Jakarta Pusat	1 year

9	Adinda Textile	Basement 2 Blok B Los C No. 20-22 Pasar Tanah Abang – Jakarta Pusat	7 years 3 months
10	Cahaya Busana	Blok B Lt. Basement 2 Los C No. 30-31, Pasar Regional Tanah Abang – Jakarta Pusat	11 years
11	Ardani Collection	Basement 2 Blok B Los D No. 23 – 25 Pasar Tanah Abang – Jakarta Pusat	3 years 11 months
12	Alfa Textile	Blok A Basement 2 Los A No.91-92 Pasar Regional Tanah Abang – Jakarta Pusat	6 years
13	Politextile	Blok B Lt. Basement 2 Los C No. 50, Pasar Regional Tanah Abang – Jakarta Pusat	4 years 2 months
14	Ganesha Textile	Blok A Lt.B2 Los A no 35-36, Pusat Grosir Tanah Abang – Jakarta Pusat	4 years 4 months
15	Evry Busana	Basement 2 Blok B Los D No. 39-40 Pasar Tanah Abang – Jakarta Pusat	1 year and 3 months
16	Balibo Boutique	Blok B Lt. Basement 2 Los C No. 75, Pasar Regional Tanah Abang – Jakarta Pusat	7 years
17	Ayu Fashion	Blok B Lt. Basement 2 Los C No. 40-42, Pasar Regional Tanah Abang – Jakarta Pusat	2 years 2 months
18	Aqeela Boutique	Blok A Basement 2 Los A No.44-46 Pasar Regional Tanah Abang – Jakarta Pusat	2 years
19	Annisa Modiste Boutique	Blok B Lt. Basement 2 Los E No. 67-68, Pasar Regional Tanah Abang – Jakarta Pusat	8 years

20	Bule Busana	Blok A Basement 2 Los B No.17-19 Pasar Regional Tanah Abang – Jakarta Pusat	4 years 6 months
21	Cipta Busana	Blok B Lt. Basement 2 Los C No. 95-97, Pasar Regional Tanah Abang – Jakarta Pusat	5 years
22	Cantik Butik	Blok A Basement 2 Los A No.63-64 Pasar Regional Tanah Abang – Jakarta Pusat	1 year and 2 months
23	Karunia Fashion	Blok B Lt. Basement 2 Los A No. 18-19, Pasar Regional Tanah Abang – Jakarta Pusat	2 years 6 months
24	Delily Boutique	Blok B Lt. Basement 2 Los E No. 66, Pasar Regional Tanah Abang – Jakarta Pusat	5 years
25	Citra Busana	Blok A Basement 2 Los C No 115- 117 Pasar Regional Tanah Abang – Jakarta Pusat	3 years 3 months
26	Aneka Jaya	Basement 2 Blok B Los D No. 15-17 Pasar Tanah Abang – Jakarta Pusat	4 years 7 months
27	Asia Baru Busana	Blok A Basement 2 Los A No.33-34 Pasar Regional Tanah Abang – Jakarta Pusat	1 year and 5 months
28	Fashion House	Basement 2 Blok B los D No. 29-30 Pasar Tanah Abang – Jakarta Pusat	3 years 2 months
29	Elly Boutique	Blok B Lt. Basement 2 Los C No. 110, Pasar Regional Tanah Abang – Jakarta Pusat	9 years
30	Ester Textile	Blok B, Basement 2 Los A No. 25 Pasar Tanah Abang – Jakarta Pusat	9 years 2 months

31	Dunia Textile	Blok A Lt.B2 Los C no 49-50, Pusat Grosir Tanah Abang – Jakarta Pusat	3 years
32	Desi Collection	Basement 2, Los E Blok B No. 47 – 48 Pasar Tanah Abang – Jakarta Pusat	6 years 10 months
33	Ega Citra Busana	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los A no. 120 & Los F No.35	3 years 1 month
34	Guangzo Silk	Blok A Lt.B2 Los A no 112, Pusat Grosir Tanah Abang – Jakarta Pusat	5 years 8 months
34	Finaros Textile	Los A Basement 2 Blok B No. 105 Pasar Tanah Abang – Jakarta Pusat	4 years
36	Giofa Textile	Blok A Lt.B2 Los A no 49-50, Pusat Grosir Tanah Abang – Jakarta Pusat	1 year and 3 months
37	Alfan Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los E no. 59	3 years
38	Green Textile	Blok B Lt.B2 los A No. 53-54 Pasar Tanah Abang – Jakarta Pusat	7 years
39	Harmoni Textile	Blok A Lt.B2 Los D No. 60, Pusat Grosir Tanah Abang – Jakarta Pusat	3 years 9 months
40	Solo Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los F No 111	8 years
41	Roni Textile	Blok A Lt.B2 Los C no 65, Pusat Grosir Tanah Abang – Jakarta Pusat	7 years 3 monts
42	Tekstil Bandung	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los D No.45	1 year and 7 months
43	Nurlela Textile	Basement 2 Blok B los D No. 31-33 Pasar Tanah Abang – Jakarta Pusat	7 years 6 months
44	Indo Textile	Blok A Lt.B2 Los A No. 29, Pusat Grosir Tanah Abang – Jakarta Pusat	6 years

45	Istana Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los F No 119	8 years
46	Buana Textile	Blok A Lt.B2 Los B No73-75, Pusat Grosir Tanah Abang – Jakarta Pusat	2 years 10 months
47	Bonansa Catton	Basement 2 Blok B los E No. 145 Pasar Tanah Abang – Jakarta Pusat	10 years
48	Chiki Boutique	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los A no. 98	8 years
49	Dahensa Collection	Blok A Lt.B2 Los A No 100, Pusat Grosir Tanah Abang – Jakarta Pusat	9 years
50	Indah Busana	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los E No.120	3 years 5 months
51	Fantasi Textile	Blok B lt.B2 Los E No. 122 Pasar Tanah Abang – Jakarta Pusat	8 years 6 months
52	Gemilang Textile	Blok A Basement 2 Los A No.80-81 Pasar Regional Tanah Abang – Jakarta Pusat	4 years 11 months
53	Giofa Textile	Blok B Lt. Basement 2 Los C No. 77, Pasar Regional Tanah Abang – Jakarta Pusat	6 years 3 months
54	Ekajaya Textile	Blok A Lt.B2 Los A no 11-13, Pusat Grosir Tanah Abang – Jakarta Pusat	7 years
55	Eky Collection	Pasar Regional Tanah Abang, Basement 2 Blok B Los B No. 25	9 years
56	Family Textile	Blok B Lt. Basement 2 Los E No. 39, Pasar Regional Tanah Abang – Jakarta Pusat	1 year and 10 months
57	Alicia Busana	Blok B Lt. Basement 2 Los C No. 26, Pasar Regional Tanah Abang – Jakarta Pusat	3 years 2 months

58	Cupid Textile	Blok A Basement 2 Los A No.43 Pasar Regional Tanah Abang – Jakarta Pusat	9 years 6 months
59	Malaya Textile	Blok B Lt. Basement 2 Los C No. 119, Pasar Regional Tanah Abang – Jakarta Pusat	5 years 9 months
60	Cutie Boutiques	Blok A Basement 2 Los B No.83 Pasar Regional Tanah Abang – Jakarta Pusat	2 years 9 months
61	Dedek Textile	Blok A Lt.B2 Los A no 51-52, Pusat Grosir Tanah Abang – Jakarta Pusat	7 years 6 months
62	Berkah Jaya Textile	Blok B Lt. Basement 2 Los C No. 76, Pasar Regional Tanah Abang – Jakarta Pusat	1 year
63	Cemerlang Textile	Blok B Lt. B2 Los D No19-20, Los E No.38, Pasar Regional tanah Abang – Jakarta Pusat	8 years 6 months
64	Devi Collection	Basement 2 Blok B No. 47 – 48 Pasar Tanah Abang – Jakarta Pusat	9 years
65	Armada Tekstil	Blok B Basement 2 Los F No.58 and Pasar Regional Tanah Abang – Jakarta Pusat	2 years
66	Zimbabwe Tekstil	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los E No.23-25	6 years 10 months
67	Dahlia Textile	Pusat Grosir Textile Tanah Abang Blok B Lantai B2 Los B no. 139 - 141, Jakarta Pusat	7 years
68	Tailor textile	Blok A Basement 2 Los F No.12-13 Pasar Regional Tanah Abang – Jakarta Pusat	8 years 3 months

69	Noni Textile	Basement 2 Blok B Los C No.10-11 Pasar Tanah Abang – Jakarta Pusat	5 years 10 months
70	Bombay textile	Blok B Lt. Basement 2 Los C No. 15-16, Pasar Regional Tanah Abang – Jakarta Pusat	2 years 3 months
71	Morroco textile	Blok B Lt. Basement 2 Los C No. 18, Pasar Regional Tanah Abang – Jakarta Pusat	7 years 4 months
72	Rusdi Textile	Blok A Basement 2 Los F No. 09-10 Pasar Regional Tanah Abang – Jakarta Pusat	9 years
73	Dubai Textile	Blok B Lt. Basement 2 Los B No. 65, Pasar Regional Tanah Abang – Jakarta Pusat	3 years 10 months
74	Tekstil Chandra	Blok B Lt. Basement 2 Los B No. 58, Pasar Regional Tanah Abang – Jakarta Pusat	1 year and 8 months
75	Nesha Boutique	Blok A Basement 2 Los D No.93-95 Pasar Regional Tanah Abang – Jakarta Pusat	8 years
76	Jefrey Boutique	Basement 2 Blok B Los B No. 62 Pasar Tanah Abang – Jakarta Pusat	7 years 3 months
77	South Asian Textile	Blok A Basement 2 Los D No.90 Pasar Regional Tanah Abang – Jakarta Pusat	2 years 8 months
78	Gajah Tekstil	Basement 2 Blok B los B No. 69 Pasar Tanah Abang – Jakarta Pusat	3 years
79	Nazmi Textile	Blok B Lt. Basement 2 Los C No. 17-18, Pasar Regional Tanah Abang – Jakarta Pusat	6 years 10 months

80	Prambanan Tekstil	Basement 2 Blok B Los D No. 42 Pasar Tanah Abang – Jakarta Pusat	3 years
81	Sugiandika Textile	Blok A Lt.B2 Los A no 54, Pusat Grosir Tanah Abang – Jakarta Pusat	9 years
82	Arbie Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los F No 15-17	8 years
83	Istana Tekstil	Basement 2 Blok B los A No. 99 Pasar Tanah Abang – Jakarta Pusat	3 years 7 months
84	Tekstil Aneka Cahaya	Blok A Lt.B2 Los A no 37-38, Pusat Grosir Tanah Abang – Jakarta Pusat	6 years
85	Paradilla Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los F No 32-34	10 years
86	Jakel textile	Blok A Lt.B2 Los D no 45-47, Pusat Grosir Tanah Abang – Jakarta Pusat	2 years 10 months
87	Alexandria Textile	Basement 2 Blok B los B No. 96 Pasar Tanah Abang – Jakarta Pusat	7 years
88	Tekstil Sampurno	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los E No.130	1 year and 6 months
89	Syuhada Textile	Blok A Lt.B2 Los A no 07-09, Pusat Grosir Tanah Abang – Jakarta Pusat	3 years 5 months
90	Garden Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los D No. 23	8 years
91	Karakatau Textile	Blok A Lt.B2 Los A no 16, Pusat Grosir Tanah Abang – Jakarta Pusat	3 years 10 months
92	Sanskriti Textile	Basement 2 Blok A los A No. 29 Pasar Tanah Abang – Jakarta Pusat	2 years 4 months
93	Nil Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los F No 17-18	6 years 5 months

94	Idola Textile	Blok A Lt.B2 Los A No.143-145, Pusat Grosir Tanah Abang – Jakarta Pusat	8 years 8 months
95	Karya Kria Tekstil	Los D Basement 2 Blok B No. 78 Pasar Tanah Abang – Jakarta Pusat	3 years
96	Royal Moda Textile	Blok A Lt.B2 Los C no.27 , Pusat Grosir Tanah Abang – Jakarta Pusat	9 years
97	Indiana Textile	Pasar Regional Tanah Abang Blok A Lt. Basement 2 Los D 58-60	3 years 2 months
98	Griya textile	Blok B lt. Basement 2 Los A No. 57 Pasar Tanah Abang – Jakarta Pusat	7 years 6 months
99	Mahmoed Textile	Blok A Lt.B2 Los F No. 129-131, Pusat Grosir Tanah Abang – Jakarta Pusat	9 years
100	Nila Textile	Pasar Regional Tanah Abang Blok B Lt. Basement 2 Los E No. 117-118	8 years 6 months

APPENDIX II

TABULATION

N0	Shops	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
1	Trijaya Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Biaya Pasokannya Murah	Tidak	Ada	Ketertarikan pada produk lebih murah	(30%)
2	Evry Busana	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Cirebon	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk lebih murah	(25%)
3	Cantik Butik	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Kualitas lebih baik	Malaysia, Filipina	Ada	Ketertarikan pada produk lebih murah	(13%)
4	Asia Baru Busana	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Biaya Pasokannya Murah	Tidak	Ada	Ketertarikan pada produk lebih murah	(50%)
5	Dunia Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Kualitas lebih baik	malaysia, Singapore	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	(20%)
6	Ega Citra Busana	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Lebih Mudah untuk dipasok	Malaysia	Ada	Ketertarikan pada produk lebih murah	(12%)
7	Giofa Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Madura	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk lebih murah	(40%)

8	Alfan Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Madura	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk Kualitas lebih baik	(17%)
9	Tekstil Bandung	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Lebih mudah Untuk dipasok	Malaysia	Ada	Ketertarikan pada produk lebih murah	(39%)
10	Family Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Padang	Kualitas lebih baik	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	(50%)
11	Cutie Boutiques	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Madura	Kualitas lebih baik	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	(27%)
12	Berkah Jaya Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Kualitas lebih baik	Tidak	Ada	Ketertarikan pada produk lebih murah	(30%)
13	Zomain Tekstil	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Padang	Coraknya yang unik	Tidak	Ada	Ketertarikan pada produk lebih murah	(25%)
14	Dahlia Textile	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Bandung	Lebih Mudah untuk dipasok	Tidak	Ada	Ketertarikan pada produk lebih murah	(10%)
15	Tekstil Chandra	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Madura	Coraknya yang unik	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	(60%)
16	Tekstil Sampurno	Tahu	Media Cetak dan Elektronik	Menurunkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Madura	Coraknya yang unik	Tidak	Ada	Ketertarikan pada produk lebih murah	(50%)

17	Brahim Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	62%)
18	Mahkota Dewi Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	67%
19	Mumbai Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	73%
20	Metro Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	90%
21	Mahkota Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	33%
22	Pesona Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Kualitas lebih baik	Brunei Darussalam	Ada	Ketertarikan pada produk Kualitas lebih baik	25%
23	Fashion Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Singapore	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	57%
24	Adinda Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Filipina	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	40%
25	Cahaya Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Filipina	Ada	Ketertarikan pada produk lebih murah	63%

26	Ardani Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	13%
27	Alfa Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada produk lebih murah	32%
28	Politextile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	38%
29	Ganesha Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	24%
30	Balibo Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	45%
31	Ayu Fashion	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	20%
32	Aqeela Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	11%
33	Annisa Modiste Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk lebih murah	53%
34	Bule Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk	25%

			Elektronik				Barang Impor					lebih murah	
35	Cipta Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada produk lebih murah	35%
36	Karunia Fashion	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Filipina	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	14%
37	Delily Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk lebih murah	40%
38	Citra Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	27%
39	Aneka Jaya	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada produk Kualitas lebih baik	47%
40	Fashion House	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	32%
41	Elly Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia, Filipina	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	38%
42	Ester Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada produk lebih murah	43%

43	Desi Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique, Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	53%
44	Guangzo Silk	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Singapore	Ada	Ketertarikan pada produk lebih murah	15%
45	Finaros Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	20%
46	Green Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	50%
47	Harmoni Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Kualitas lebih baik	Afrika	Ada	Ketertarikan pada produk lebih murah	17%
48	Solo Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Filipina	Ada	Ketertarikan pada produk lebih murah	54%
49	Roni Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	30%
50	Nurlela Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Solo	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk Kualitas lebih baik	60%
51	Indo Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	55%

52	Istana Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Filipina	Ada	Ketertarikan pada produk lebih murah	44%
53	Buana Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	10%
54	Bonansa Catton	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Mozambique, Malaysia	Ada	Ketertarikan pada produk lebih murah	50%
55	Chiki Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	58%
56	Dahensa Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique, Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	49%
57	Indah Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Pekalongan	Harga lebih murah	Filipina	Ada	Ketertarikan pada produk lebih murah	49%
58	Fantasi Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Kualitas	Bebasnya Tarif Barang Impor	Cina	Kualitas lebih baik	Malaysia	Ada	Ketertarikan pada produk lebih murah	45%
59	Gemilang Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	33%
60	Giofa Textile	Tahu	Media Cetak dan	Menaikkan	Produk Impor	Harga	Bebasnya Tarif	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk	20%

			Elektronik				Barang Impor					lebih murah	
61	Ekajaya Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada produk lebih murah	23%
62	Eky Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Filipina	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	53%
63	Alicia Busana	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	35%
64	Cupid Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique	Ada	Ketertarikan pada produk lebih murah	43%
65	Malaya Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	55%
66	Dedek Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	45%
67	Cemerlang Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	26%
68	Devi Collection	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	58%

69	Armada Tekstil	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	15%
70	Tailor textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada produk Kualitas lebih baik	40%
71	Noni Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada produk lebih murah	55%
72	Bombay textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Pekalongan	Harga lebih murah	Mozambique	Ada	Ketertarikan pada produk lebih murah	17%
73	Morroco textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Brunei Darussalam	Ada	Ketertarikan pada produk lebih murah	30%
74	Rusdi Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	52%
75	Dubai Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	30%
76	Nesha Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Solo	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	39%
77	Jefrey Boutique	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada produk lebih murah	55%

							Impor						
78	South Asian Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	20%
79	Gajah Tekstil	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	25%
80	Nazmi Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	30%
81	Prambanan Tekstil	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Solo	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	40%
82	Sugiandika Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	51%
83	Arbie Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	31%
84	Istana Tekstil	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada produk Kualitas lebih baik	35%
85	Tekstil Aneka Cahaya	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang	Solo	Harga lebih murah	Tidak	Ada	Ketertarikan pada Corak/Desain	33%

							Impor					lebih bervariasi	
86	Paradilla Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Brunei Darussalam	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	55%
87	Jakel textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada produk lebih murah	12%
88	Alexandria Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	25%
89	Syuhada Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	27%
90	Garden Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	36%
91	Karakatau Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	45%
92	Sanskriti Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Thailand	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	16%
93	Nil Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Harga	Bebasnya Tarif Barang Impor	Pekalongan	Harga lebih murah	Mozambique	Ada	Ketertarikan pada produk lebih murah	50%

94	Idola Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Corak/Desain	Bebasnya Tarif Barang Impor	Cina	Corak/Desain lebih menarik	Brunei Darussalam	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	40%
95	Karya Kria Tekstil	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	20%
96	Royal Moda Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Mozambique, Malaysia, Singapore	Ada	Ketertarikan pada Corak/Desain lebih bervariasi	48%
97	Indiana Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Dalam Negeri	Corak/Desain	Bebasnya Tarif Barang Impor	Solo	Corak/Desain lebih menarik	Mozambique, Malaysia, Singapore	Ada	Ketertarikan pada produk lebih murah	22%
98	Griya textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia	Ada	Ketertarikan pada produk lebih murah	40%
99	Mahmoed Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Malaysia, Singapore,	Ada	Ketertarikan pada produk lebih murah	67%
100	Nila Textile	Tahu	Media Cetak dan Elektronik	Menaikkan	Produk Impor	Harga	Bebasnya Tarif Barang Impor	Cina	Harga lebih murah	Tidak	Ada	Ketertarikan pada produk lebih murah	55%

KUISIONER

DAFTAR PERTANYAAN

A. IDENTITAS RESPONDEN

1. Nama UKM :
2. Lama beroperasi :
3. Alamat :
4. Status Pengisi : Pemilik / Karyawan Toko

Tanda Tangan Pengisi

B. PERTANYAAN

Berilah tanda silang (X) pada pilihan jawaban yang Anda pilih

1. Apakah Bapak/Ibu mengetahui adanya kesepakatan perdagangan bebas antara Negara-negara ASEAN dan China atau *ASEAN-China Free Trade Area* (ACFTA) yang menyebabkan produk-produk Cina dapat secara bebas masuk ke Indonesia?
 - a. Tahu
 - b. Tidak Tahu
2. Jika jawaban no.1 adalah "tahu" tentang ACFTA, darimana anda mengetahuinya?
 - a. Teman
 - b. Media cetak dan elektronik
 - c. Lain-lain
3. Dengan diberlakukannya ACFTA, kebijakan apa yang sangat dikhawatirkan oleh Bapak/Ibu sebagai pelaku usaha mikro, kecil, menengah (UMKM)?
 - a. Bebasnya tarif barang impor
 - b. Mudahnya masuk produk-produk ilegal
 - c. Tidak ada kebijakan yang dikhawatirkan
 - d. Lain-lain.....
4. Darimanakah asal pasokan produk-produk tekstil yang Bapak/Ibu dagangkan di toko Anda?
 - a. China
 - b. Pekalongan dan Solo
 - c. Lain-lain.....

5. Apa alasan utama Bapak/Ibu memilih untuk memasok barang-barang dari daerah tersebut (berdasarkan jawaban No.5)
 - a. Harga yang lebih murah
 - b. Kualitas yang lebih baik
 - c. Variasi corak yang lebih beragam
 - d. Lain-lain.....

6. Produk buatan manakah yang menaikkan/menurunkan penjualan usaha Bapak/Ibu?
 - a. Produk buatan dalam negeri
 - b. Produk impor (produk Cina)

7. Apakah masuknya produk tekstil Cina ini menaikkan/ menurunkan tingkat penjualan usaha atau bisnis Bapak/ Ibu?
 - a. Menaikkan
 - b. Menurunkan
 - c. Stabil

8. Faktor utama apakah yang sangat mempengaruhi tingkat kenaikan/penurunan penjualan usaha Bapak/Ibu?
 - a. Harga
 - b. Kualitas barang
 - c. Variasi corak produk
 - d. Lain-lain.....

9. Apakah dagangan Bapak/Ibu menargetkan penjualan ke pasar Internasional (ekspor ke Negara lain)? Jika Iya, ke Negara manakah produk-produk Bapak/Ibu telah berlabuh?
 - a. China
 - b. Malaysia
 - c. Lain-lain.....

10. Apakah ada perubahan dengan pola belanja pelanggan/kebiasaan pelanggan sebelum diberlakukannya ACFTA (Asean-China Free Trade Area) dan sesudah ACFTA diberlakukan?
 - a. Ada
 - b. Tidak ada
 - c. Tidak Tahu

11. Jika Anda merasa ada perubahan dengan pola belanja pelanggan sejak diberlakukannya ACFTA, perubahan apa paling dominan ditunjukkan pelanggan?
- a. Ketertarikan terhadap produk yang lebih murah
 - b. Ketertarikan terhadap produk yang kualitasnya lebih bagus
 - c. Ketertarikan pelanggan terhadap variasi corak yang beragam
 - d. Lain-lain.....

Isilah dengan angka

12. Berapa persen (%) kenaikan/ penurunan dagangan Bapak/Ibu periode Januari 2010 - September 2011 dibandingkan dengan periode tahun 2009
- Kenaikkan :%
- Penurunan :%