

# STUDY OF VISUAL PERCEPTION OF WOMAN SHOES FOR PRODUCT'S DESIGN REFERENCE CASE STUDY: ONLINE SMALL MEDIUM ENTERPRISE

TYAS AJENG NASTITI, S.T

Department of Visual Communication Design, Universitas Internasional Semen Indonesia (UISI), Indonesia  
E-mail: tyas.nastiti@uisi.ac.id

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**Abstract-** Challenge of online business in Indonesia is getting competitive. Online fashion business is massively increasing. In line with the increasing of the business, the small medium enterprise (SME) activist are competing to do some activities to fulfil 3 things, those are innovativeness, prestige, and workmanship. Unfortunately, those things are not the main indicators that consumer looks at to shop online. A study about visual perception of consumer can be a reference to shop online. In the pre research, researcher did a small research to knowing about consumer's interest in buying shoes product online based, it shows that consumer's references are about model, trend, and prices. These things create a research's question about how visual perception of consumer can be learned as the reference of design process in online SME. The research method is quantitative research using measurement of consumer's perception with an instrument called Visual Analogue Scale (VAS). VAS is a method to measure the interest of consumers to certain design (to be called as stimulus). With using VAS test to the stimulus, SME can do an efficiency design and also knowing the market precisely.

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**Keywords-** SME, Visual Perception, Design, Woman Shoes

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## I. INTRODUCTION

### A. Background

SME's practitioners in Indonesia continues to rise. By the increasing, it can see that SME which move in the fashion apparel have elevated the most significant, almost around 14% (Central Statistic Agency, 2014). According to Soekarno and Sugih (2014), there is a lot of lessons that can be taken by SME who move in the big clothing companies. First of all, SME must think on the concept of products, the market, the price, promotion and location so that SMA can make aa right positioning of their products in the market. SME has to have a good brand that could describe well the concept of the products. SME has to also have targeted market according to the concept products in order to determine the appropriate process to the market. Second, SME have to give priority to quality of products because Indonesian consumers give priority to the quality in choosing products to be purchased. Third, SME better get to work with famous people in the community to got any attention from the market target. Fourth, SME have to learn about how the consumers do a purchase. Fifth, SME have to create a good management especially in terms of inventory. SME must be able to predict markets as well.

Before more concern about 5 indicators mentioned, there are things that more crucial about existence of SME. Kartono (2015) claims that SME is often not understanding the concept of design their products in order to the market. In order to create good products along with a good brand, a SME needs to know about consumer's good perception of the product. This matter will bring preference of consumers on a certain products. Kartono (2015) also explains that

the perception of consumers started from stimulation of visualize design of a product that described through the shop window, or which is now the trend to be called as a online shop.

In 2014, the number of SME online based reach the 12,500 (CSA, 2014). This certainly increase online traffic trade that occurred in Indonesia. SME's practitioners online based must have pages of websites which have to display their visual products merchandise and can provide consumer to transaction, practically. One of the field which is now being the trend as in the world online was shoes online business. Shoes online business in Indonesia has reached of 7,000. The most practitioners come come from Jakarta (18%), Bandung (22%), Surabaya (9%), Yogyakarta (7%), Makassar ( 7 % ), and other cities i.e. Solo, Semarang, and Bogor (CSA, 2014).

Doing online shoes business need a strategy. In particular, to be able to gained a consumer who only see the products through visual images (Siahaan, 2013). Siahaan (2015) also revealed that a good perception of product formed by some of the things that influenced the view of the consumer towards the design of a product. It is in line with the results of pre research carried out by the researcher. The researcher tried to observe how consumers process in determining product purchase online. The researcher focuses the research on female consumers ages 18-35 year old company based in 3 cities, namely, Surabaya, Bandung and Jakarta. According to the results of the questionnaire, the majority of respondents ever make an online purchase. The Criteria in selecting online shoe product based on 3 things, namely: shoe models, trends, and price. Model of the shoe can be associated with the product

design. With a nice and attractive design, consumers can assume that the products have a level of comfort and durability as well as represent a trend that could be the choice of the consumer. Thus, understanding the consumer that targeted is a thing that is important in designing a shoe's products.

Some of SME's manufacturer of shoes based in Indonesia, such as: Klastik Footwear, UP shoes, 13<sup>th</sup> Chiel shoes, and Amble Footwear is some SMES engaged in the industry of footwear are Indonesia online based industry, especially produce women's shoes. Those SME are producing and doing design process. The design process that done by the SME is seeking to fulfil the 3 things, namely the innovativeness, prestige, and workmanship (Siahaan, 2013). Indicators of Innovativeness strived to create unique products that are considered to be new and original. Then, the prestige is the efforts of SME to produce products deemed worthy bought and owned, while the workmanship was the production process determine the outcome of the product (Siahaan, 2013). However, whether this be a definite indicator for consumers buying the products?. It needs to be proved by a study based on consumer perceptions.

Buying products in online is certainly different to buying products directly. Kartono (2015) says that a perception is formed when see visual pictures can affect behavior and actions. So it required a study of shoe design to stimulate a good visual perception of consumers to purchase shoes online based. This research is focus into using visual analogue scale and the analysis of the correspondent to analyze perception for the SME online based that produce shoes woman.

## B. Research Question

According to the background, researcher made some research question.

1. How is the perception of consumers in choosing woman shoes?
2. How is the perception of consumers to SME's shoes product online based?
3. How far the consumer's perception gives an influence to product's design?

## II. METHODOLOGY

In order to identify the consumer's perception about online SME's shoes product, researcher use quantitative method and also depth interview.

### A. Quantitative Method

Quantitative methods that need to done is a visual analogue scale (VAS) survey. The researchers chose this method because the VAS method is the most appropriate to be able to measure the perception of the consumer against products that only use visual media only. According to Ulrich (2001) is now VAS

is a method used to find out the extent to which a stimulus, in the form of visual, influenced his perception of the value of the measure. The value of the measure that is used may be determined in accordance with the needs of researchers. For example, if researchers want to find out about the comfort level of a product's shoes, then it can be determined measuring points of the lowest and highest measurement point. In this stud, the indicators will be measured 5 shoe products from SME 'X'. These indicators include shoe design, practicality of using shoes, shoe trends, durability of the shoe design, and the impression of exclusivity. This indicator refers to the determination of the quality indicator expressed by Garvin (1987). On the methods of VAS, the measuring points have a value range 1-100 which is converted into a scale on lines 10 cm. Respondents can provide its perception by drawing a straight line on the range line 10 cm without knowing the exact value. Whereas the necessary stimulus in the form of visualization products have degrees, forms, and similar components. SME 'X' has 5 types of footwear, i.e. footwear types of flats, thick heels, wedges, sandals, and platforms. The following is a 3 shoe stimulus SMES 'X' with the kind of wedges that are now used in the vase.



Figure 1. Stimulus of VAS's form

### B. Depth Interview

The researchers chose a SME are referred to as 'X' as a case study because it has the characteristic of the design that using ethnic fabric. To specify the stimulus (in the form of the shape of the visual product) to the next data retrieval, insightful interviews the author does against owners of SME about existing product designs.

### C. Framework Research

Systematically, the framework of the research can be seen as in the picture below.

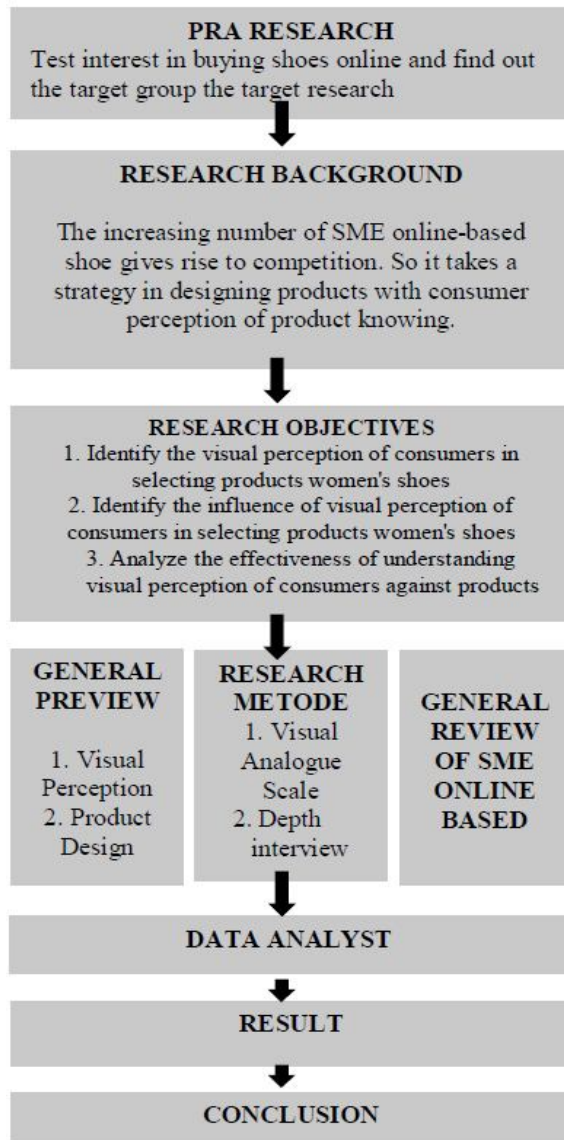


Figure 2. Framework Research

### III. RESULTS

To measure the perception about SME 'X' products, the researchers tested the perception of consumers against 5 indicators, i.e. perceptions against shoes design, the perception against the practicality of using the shoes, the perception against the durability of the use of shoes, the perception against shoes trends, and the perception towards exclusivity arising by the design of the shoes. The number of the correspondent was 32 people consisting of women age 20 – 45 years.

Following are the results of perception test using the test VAS towards the SME 'X' shoe design's stimulus.

#### A. Perceptions Against Shoes Design

The first indicator that was tested in the VAS is an indicator towards product design of SME 'X'. Of the 3 stimulus tested significant visible results as shown in the following figure.

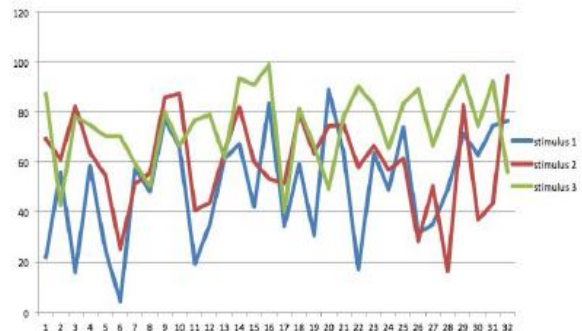


Figure 3. Result of VAS test against Shoes Design

#### B. Perception Against the Practicality of Using the Shoes

Practicality in using shoes can be a benchmark of consumer in choosing the products online-based. Following are the results of the test data distribution of consumer perception of the VAS against the practicality of the use of the product.

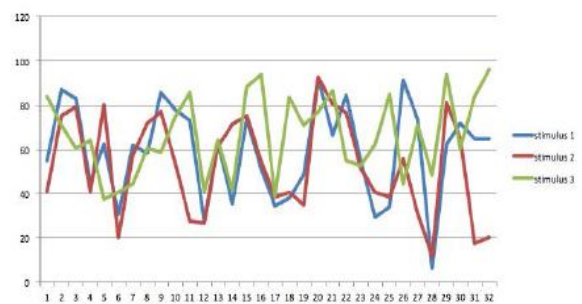


Figure 4. Result of VAS test against the practicality of using the shoes

#### C. Perception Against the Durability of the Shoes

Durability is the perception of the consumer against the resilience of the lifetime of the product. Following are the results of the test data distribution of consumer perception of the VASE against the durability of the product.

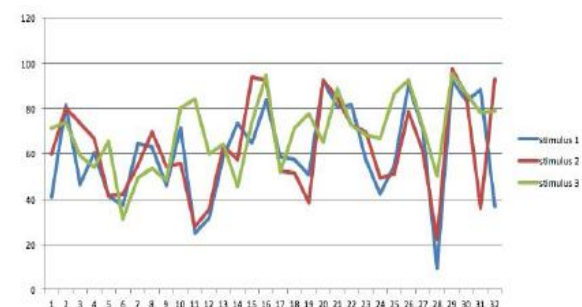


Figure 5. Result of VAS test against the durability of the shoes

#### D. Perception Against the Shoes Trend

The trend became one of the defining manufacturers in producing. The trend may determine the extent to which consumers perceive the stimulus as a product that answers the needs of consumer trends. Following the results of the test data distribution of a VAS against the perception of trends in shoe products of SME 'X'.

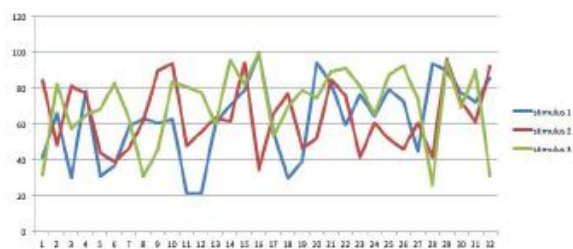


Figure 6. Result of VAS test against shoes trend

E. Perception Towards Exclusivity Arising by Shoe Design

The last indicator tested on test vase is to measure the perception of the exclusivity of the products. Researchers want to find out which products are considered the respondent became the stimulus visually looks more expensive than other stimulus. Following the results of the data distribution test of VAS against the impression the exclusivity of the product.

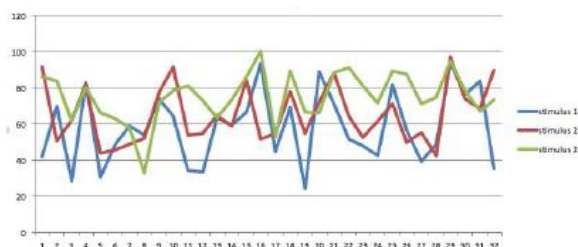


Figure 7. Result of VAS test towards trend arising by shoes design

To analyze the data of VAS will be used a method analysis of ANOVA (Analysis of Variance) and then average of the results of respective data will be compared by using the method of Fisher Pairwise Comparison. This method shows the results of the perception of consumers against stimulus 1, 2, and 3 and give the reference product design based on consumer's perception.

DISCUSSION

The fifth data results from the VAS can be inferred that the stimulus is a stimulus which considered as the best meets that complete of the five indicators which are examined. This is the perception of the consumer against products of SME 'X'. This data can be seen especially in data perception towards product design, product durability, design trends and products.

By the observation, each stimulus does have the same type, namely shoes with types of wedges. According to Goonetilleke (2013), a type of wedges shoes are models that have a distinctive thick heels. With thick soles, then the user of the wedges gets the same benefits with the use of high heels, that is adding the height of the user. On the product design of SME 'X', wedges are designed in various forms. On the

stimulus 1 that presented in the test of VAS, is a product with the most common types of wedges, i.e. full shoe design and accent straps. While the stimulus 2 and 3 is a product with a more varied types of wedges. Stimulus 2 have an access to blank on the side of the shoes that make the design look more like slippers. While the stimulus 3 is types of wedges that adapting a boot, or more often called wedges boots.

To find out the comparative analyses of each stimulus, researcher compares the average of data results by using the method of fisher pairwise comparison. For later determined the Fisher's least significant difference (LSD). This method shows significant data of comparison between a stimulus towards other stimulus. In LSD, if the average value comparison (P-Value) indicates numbers below 0.05 then it can be inferred that there is a significant. In this case, it can be assumed that the comparison of the stimulus that has significant data is a designed differently, compared to other products. While the comparison stimulus that does not show insignificant differences of meaning against another stimulus. So the results of this analysis can be a reference for researchers to provide design recommendations for SME 'X' that has been tailored to the results of the perception of consumers. The following is a recap of the results of the analysis of the data by the method of Fisher's LSD.

Table 1. Analysis of Fisher's LSD

NO	Indicator	Stimulus 1 & 2	Stimulus 1 & 3	Stimulus 2 & 3
1	Design	*	**	**
2	Practically	*	*	*
3	Durability	*	*	*
4	Trend	*	**	*
5	Exclusivity	*	**	**

Description: \* P Value > 0,05 = Not Significant  
 \*\* P Value < 0,05 = Significant

Refers to the table, it can be seen that the stimulus 1 and 3 have a significant difference in indicators of trends, design and exclusivity. While the stimulus 2 and 3 only have a significant difference in indicator design and exclusivity. The data also indicated that the stimulus 1 and 2 do not shows any significant differences, so that the perception of the consumer against stimulus 1 and 2 tend to be the same. While consumer stimulus perception 1 and 3 is very different. Consumer perceptions towards product design, trends, and the exclusivity of the 3 is very good compared to stimulus 1. Likewise, if the stimulus 2 compared to stimulus 3, consumer's perceptions of the stimulus against 3 is more superior in terms of product design and exclusivity.

CONCLUSION

From this research, the conclusions to be drawn and also efficient product design reference for SME ' X '

that have been tested according to consumer perceptions. This reference is referable to the SME 'X' design process to do the production, the selection of products for catalogue or promotional media, and other visual promotion. Some of the conclusions that can be drawn are as follows.

1. Products which have good perception is a product with a different design with a unique and generally have some form of the most different from the others. In this case, stimulus 3 is a product that became the pre-eminent consumer if it is associated with indicators of product design, practicality, durability, trends, and exclusivity.
2. By online-based store, consumers have a tendency to choose the products on the basis of design, trends, and the exclusivity of the product. It is becoming a reference for SME 'X' to develop a product that has a good consumer's perception.
3. By knowing consumer's perception of product, then SME 'X' can have a reference of design, both in designing products and also in designing the promotional of the media of SME 'X'. SME 'X' can create a product that has a good perception to be the most products that produce, products that are designed with a wide choice of colors or materials, as well as the products shown in the promotional media.

## ACKNOWLEDGMENT

This research was supported by UIISI, who gave full tuition support and also travel grant for the research. So that, this research can be done and developed as well.

Researcher is also grateful to Mr. Herman Sasongko as the Rector of UIISI, Mr. Ahmad Rusdiansyah and Mr. Tjip as the Vice Rector of UIISI for assistance and deliver some spirit, also for all colleagues of UIISI and family who gave a lot of physical support.

Researcher have to express out appreciation to SMEs who joint this research as case study, for sharing their pearls of wisdom with us during the course of this research. This research is dedicated to Indonesia's creative development.

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