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Relational Responsibility to Buying Decision: Buyer Perspective in Business of Chinese

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Abstract: This research aims to reveal the effect of relational responsibility to buying decision in Chinese business. That ethnic is chosen because of the domination of Chinese in Indonesian business. This research located in major traditional market in Malang, using survey method to collect data through questionnaire instrument. Respondent of this research is buyer of traditional market, amount 35 peoples. Sampling technique using in this research is simple random sampling. Validity and reliability test is applied to questionnaire before its distribution to respondents. Data was analyzed through two stages, which were confirmatory analysis factor and simple linier regression. Based on validity and reliability test, all of statement in questionnaire is valid and reliable. From the results of confirmatory analysis, significance value of indicators is below 0.05 which confirms its fit to measure relational responsibility and buying decision. The result of hypothesis testing said that relational responsibility has positive and significant effect to buying decision.

Keywords: relational responsibility, buying decision, buyer perspective, business of Chinese

INTRODUCTION

Today, organizations are constantly looking for ways to keep business going (Confino and Muminova, 2011). One of the most important things to note is ethical actions in business (Velasquez, 2005). It's been proven since Enron Corporation went bankrupt in 2001, the topic of business ethics often appears on the front page of the media (Hartman and DesJardins, 2011). The application of business ethics is essential to the success and positive reputation of the organization (Werner, 2010; Velentzas and Broni, 2010). In addition, the various ethical actions taken by the organization will have an impact on consumer choice whether to buy an organization product or not.

Several articles and research results state the relationship between ethical action and buying decisions. Seppänen (2013) states that consumers prefer companies that behave ethically and they

want to pay a higher price to the company. In line with the results of the study, the consulting group Northstar Consulting Group (2012) states that 91% of consumers consider the organization's treatment of them when making a purchase. Parilti et.al. (2014) suggests a similar case with both studies, namely that the existence of choice and unethical manipulation actions when marketing a product can affect consumer spending behavior. The results of the study from Creyer (1997) states similar results that ethical and unethical actions of the company will impact on consumer buying decisions. Iwanow et. al. (2005) suggests something quite different from previous research, that is, even though consumers are very careful about the ethical issues that infest an organization, the ethical issue has little to do with consumer buying decisions. Differences in the results of this study make the need for a review of the relationship of ethical actions and buying decisions made by consumers.

Assessment of ethical behavior or action as a form of organizational responsibility is not only for large-scale enterprises (national, multinational, or international) but also on micro-scale enterprises. Assessment of organizational responsibilities on buying decisions on micro-enterprises is interesting because the characteristics they possess, which are managed by business owners, are independent, informal, more responsive to short-term, flexible, and personal relationships (Spence, 2013). These characteristics make micro businesses have no definite guidance on the responsibilities they undertake like large-scale businesses.

One of the responsibilities embraced by micro-enterprises is the relational responsibility that is the organization's moral responsibility to their relationships, that is employees, consumers, and suppliers (Gilligan, 2003). The responsibility is realized by micro-business owners in which most of them do not deny that good, close, and trustworthy relationships with customers, employees and suppliers are the key to success for their business (Werner, 2010, Spence, 2013). These relationships and integration with everyday life make micro enterprises often better than large-scale enterprises in terms of understanding their social environment (Spence, 2013). The growth of micro business sector in Indonesia is strongly influenced by national economic condition. Proven in the first quarter of 2015, loan disbursement for micro enterprises included in the MSME segment is slowing down (Basuki, 2015). This is due to the severe slowdown in economic growth over the last 5 years of 4.7%, unhealthy business climate, and unfavorable economic climate (Basuki, 2015; Gloria, 2015). Therefore, it is important that the current economic development of

the micro sector is directed to quality by increasing productivity, competitiveness, and independence (Gloria, 2015).

Based on the contradictions of previous research and the phenomenon that occurs in micro business, the researcher is interested to examine the relational responsibility relationship with consumer buying decision on micro business especially on business owned by Chinese ethnic. The Chinese is elected due to several things, namely the contribution of ethnic Chinese to the Indonesian economic activity and the enrichment of uniqueness through pecinan culture (Wulandari, 2011; Jaya, 2012), for its dynamic business (Rahayu, 2005), as well as its dominance in the trade sector (Munarwan, 2011). This article will be divided into several sections, namely research background, literature review, research methods, results and discussion, and conclusions.

LITERATURE REVIEW AND HYPOTHESES

Relational Responsibility as Part of the Organizational Ethical Behavior

The application of business ethics to a business or organization can be seen through the responsibilities of the business owner. According to (Gilligan, 2003), four responsibilities of an organization are explained below.

First, organizational responsibility which explains as the responsibilities given by the organization to stakeholders in accordance with the portion of those stakeholders. Second, professional responsibility; is an expectation that all employees will do their best based on professional skills, experience, and standards. The rests are social and responsibility. Social responsibility is organizational responsibilities in the social environment affected by the organization's operations, such as stability, prosperity, and social life sustainability. The last is relational responsibility which is organizational moral responsibility to their relationships, ie employees, consumers, and suppliers.

Buying Decision

In the context of business ethics, decision-making consists of several stages (Parilti et al., 2014). These stages are determination of facts, identifies ethicas issue, identify factor that cause a decision, alternative considerations, and evaluate the impact of decision made. First, determination of facts is the first stage that the decision maker must understand the conditions at which the product/ service offerings and the sale and purchase transactions take place. Second step is

identifying ethical issues that occur when the sale and purchase transactions occur. Third step is identifying the factors that cause a decision, policy, and operational action taken by an organization; examples of such factors are the stakeholder or applicable law (Davis, 1999). Alternative considerations is the stage where rational and reasonable decisions are chosen and made. The last step is evaluating the impact of the decision made; this stage is needed as a lesson for decision makers whether to make the same decisions or modify decisions when faced with similar challenges in the future (Hartman and Desjardins, 2008).

Decision-making is influenced by several things, namely individual diversity, situations encountered, and contextual factors such as personal experience, opportunity, organizational environment, and culture (Parilti et al., 2014). Consumer buying behavior is an important aspect of consumer behavior perspective (Aaker and Keller, 1990; Assael, 2004) because it is a significant aspect of that perspective (Parilti et al., 2014). Buying decisions in the context of business ethics are important to target consumer behavior from different perspectives, ie ethical perspectives (Al-Mazroorei, et al., 2003).

Relationship of Ethical Behavior and Buying Decision

Several previous studies have revealed the relationship between organizational ethical behavior and buying decisions. Seppänen (2013) states that consumers prefer companies that behave ethically and they want to pay a higher price to the company. In line with the results of the study, the consulting group Northstar Consulting Group (2012) states that 91% of consumers consider the organization's treatment of them when making a purchase. Parilti et.al. (2014) suggests a similar case with both studies, namely that the existence of choice and unethical manipulation actions when marketing a product can affect consumer spending behavior. The results of the study from Creyer (1997) states similar results that ethical and unethical actions of the company will impact on consumer buying decisions. Iwanow et. al. (2005) suggests something quite different from previous research, that is, even though consumers are very careful about the ethical issues that infest an organization, the ethical issue has little to do with consumer buying decisions. Based on the background and literature review, the hypothesis in this study is relational responsibility affects buying decisions.

Research hypothesis is developed from the research background and literature review. Based on those two things, so the hypothesis of this research is:

H: relational responsibility has effect on buying decision.

METHODS

Traditional market is one form of micro business. This can be seen from the characteristics of micro business proposed by Oniel (2012), which are the type of goods may change at any time, there is no separation of family and business finances, human resources do not have adequate entrepreneurial spirit, and low level of education. By definition, the traditional market is an open place where there is a process of buying and selling transactions which is possible bargaining (Purwanto, 2012). Traditional market is an economic sector that is very important for the majority of Indonesia's population because not a few people whose lives depend on the existence of traditional markets (Masitoh, 2013). Adenata (2009) even mentioned that the traditional market is a cultural identity that allows interaction more than economic interaction, but also social interaction.

Currently, the traditional market is experiencing a tough challenge that is the onslaught of the modern market. The large number of modern markets in Malang will have an impact on the traditional markets around the modern market (PPOTODA, 2012). Saddewisasi et al. (2011) and Suman (2011) mentioned that the increase in the number of modern markets caused a decrease in sales turnover, turnover of goods, and gross profit from traditional markets. Even an increasing number of modern markets will constantly turn off traditional markets within the next 10 years (PPOTODA, 2012). The impact of an increasing number of modern markets arises because of an imbalance of competition between modern markets and traditional markets, resulting in bargaining positions in traditional markets declining (Suman, 2011).

The appointment of traditional markets as the object of research this time is the right thing for several reasons. First, the traditional market is a form of micro enterprise in which there are many ethnic groups that can form relational responsibilities. Secondly, traditional markets have a tough challenge to compete with modern markets and have to find a way to get consumers to buy in traditional markets.

The operational definition of relational responsibility is made based on statements from Gilligan, 2003). Relational responsibility is the moral responsibility of business owners in the big market of Malang City to their buyers. Measurement of this variable is done based on some

indicator from Fisscher and Nijhof (2007), that is behavior of business actor during transaction happened and intensity of business owner with buyer.

The buying decision referred to in this study is how a traditional market buyer through the process until finally decided to buy products at traditional/ modern retail. To examine the process of buying decisions, method from Parilti et.al. (2014) and Davis (1999) replicated, which are fact-finding, identification of ethical issues, identification of causal factors, alternative considerations, and impact evaluation of decisions.

Data collection methods in this study is by direct survey method with a questionnaire instrument or a list of statements to the research respondents, ie buyers in traditional markets. The researcher gives a direct questionnaire to the buyer because the buyer is the one who can assess the relational responsibility done by the business owner. Interviews were conducted to extract information in relation to their responses to the relational responsibilities of the business owners, as well as to enrich the quantitative data resulting from the questionnaire. The number of respondents in this study was calculated based on the statement Hair et. al. (2010) ie the minimum sample size is five times the number of indicators. Based on the statement, the minimum number of respondents is 35 peoples. Sampling technique used in this study is simple random sampling.

The research instrument is tested for its validity and reliability. Validity test is done using bivariate pearson product moment correlation and it is valid if the coefficient value is significant at 1% or 5% level (Ghozali, 2011). The reliability test is performed by looking at the Cronbach Alpha (α) value above 0.60 (Nunnally, 1978 in Chew et al., 2008). All the data collected were analyzed using inferential analysis to test the research model. Inferential analysis used in the form of confirmatory factor analysis and simple linear regression. Before the regression analysis, the researchers tested the assumption that the resulting model is not biased (Ghozali, 2011).

RESULTS

Relational Responsibility Profile

The variable of relational responsibility with the behavior during the transaction and the intensity with the buyer is confirmed as the thing that establishes the relational responsibility. It is stated based on the significance (sig.) of confirmatory factor analysis test of 0.00 (<0.05) for both indicators. This reinforces Fisscher and Nijhof's relational responsibility measurement model

(2007). In Table 1 we present the profile of the relational responsibility variable based on the confirmatory factor test result and the indicator mean value.

Table 1. Relational Responsibility Profile

Indicator(s)	Component Matrix		Mean
	Coefficients	Sig.	
Behavior during transaction	0.901**	0.000	3.10
Intensity with buyer	0.901**	0.000	3.16

Source: data processed (2017)

Another thing that can be described based on the information in Table 1 is the factor score for both indicators is equal to 0.901. This implies that how sellers behave during transactions and build relationships with buyers is as important as shaping the moral responsibility of an organization to their relationships, one being a buyer. Nevertheless, the buyer considers that how the seller establishes a strong relationship with them is regarded as the seller's moral responsibility to the buyer. This means that the buyer's attention is still focused on how the seller builds an emotional bond with them, while the seller's behavior during the transaction is not as important as the development of the relationship.

These findings provide important to be taken into account by shop owners. Although buyers consider that emotional relationship building is a key factor in shaping social responsibility, but behavioral indicators during transactions are proving to be conceptually equally important. How sellers treat buyers as long as they transact and build relationships emotionally should be balanced. The existence of a balanced treatment of both indicators will make the buyer back at the same store and make rebuying.

Buying Decision Profile

Indicators of purchase decision variables consisting of fact determination, ethical issues, decision-making, alternative considerations, and impact evaluation of decisions are confirmed as indicators of the purchasing decision variables. It is stated based on sig. value of factor score 0.000 (<0.05). The results of this test strengthen the measurement model of purchasing decisions based on the business ethics of Parilti et. al. (2014) and Davis (1999). The purchase decision variable profile is presented in Table 2 below.

Table 2. Buying Decision Profile

Indicator(s)	Component Matrix		Mean
	Coefficients	Sig.	
Determination of fact	0.795**	0.000	3.40
Ethical issues	0.872**	0.000	3.10
Decision making	0.829**	0.000	3.10
Alternative considerations	0.910**	0.000	3.15
Impact evaluation of decision	0.903**	0.000	3.26

Source: data processed (2017)

Additional information that can be extracted from Table 2 is an alternative consideration of the highest score (0.910), followed by evaluation of decision impacts (0.903), identification of ethical issues (0.872), decision makers (0.829), and fact determination (0.795). This result means that alternative considerations based on the completeness of the product, the price, the relationship with the owner, and the treatment received by the buyer are the most important thing that determines whether the buyer will choose a particular store in a business ethic. However, based on the responses of the highest respondents are in the fact-determining phase with a mean of 3.40, while the alternative consideration lies third with 3.15 average. This condition indicates that the buyer considers the fact determination contained in the store is the most important thing in shaping their buying decision.

These findings are important for shopkeepers to consider in terms of alternative considerations as the most important form of purchasing decisions, even if the buyer does not make them the most important. By knowing the buyer's alternative considerations for choosing a store, whether based on the completeness of the product, the low price, the relationship with the owner, the seller's treatment, or the combination of these factors, the owner can manage the competitive strategy of the store. Attention to competitive strategy will certainly differentiate a store from another store, so the survival of the store will be more secure in the midst of increasingly fierce competition.

Hypothesis Testing Result

Hypothesis test is done by looking at the comparison of t-count and t-table and the significance value of each independent variable in the research. The test results are summarized in Table 3.

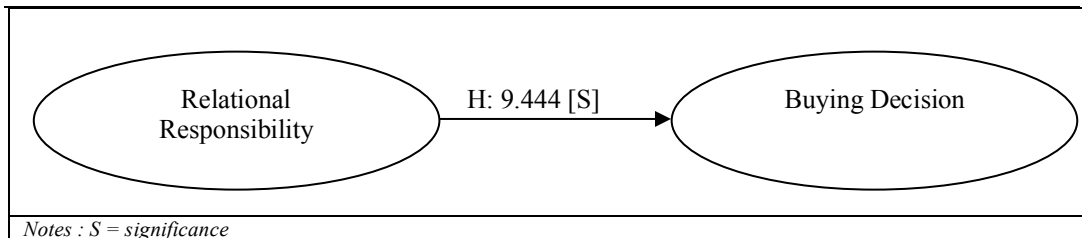
Table 3. Hypothesis Testing Result

Notation	Hypothesis	Result(s)			Decision
		t-count	Sig.	Beta	
H1	Relational responsibility → buying decision	9.444**	0.000	0.624	accepted

Notes:
 a. Value of t-table 1.9260; level of confidence = 95%
 b. Unstandardized beta

Source: data processed (2017)

Based on the results of hypothesis test research in Table 3, can be presented images of research models that have been accompanied by the results of hypothesis testing as in Figure 2 below.



Notes : S = significance

Source: data processed (2017)

Figure 2. Research Model After Hypothesis Testing

In Table 3 it is known that the t-count value is 9.444 and the value is 0.000. These results mean that relational responsibility positively affects purchasing decisions. An increase in moral responsibility given to the buyer as a relation will make the purchase decision on the business more open. Thus, the research hypothesis is accepted.

DISCUSSION

Based on the results of hypothesis testing is known that the relational responsibility affects the purchase decision in Chinese business. These results indicate that an increase in the responsibilities undertaken by the organization on their relationships will increase the chance of relationships to transact with the organization. Relationships referred to in this study are consumers/ buyers, while the opportunity to transact is the decision to buy.

The effect also proves that, regardless of ethnicity, business owners already have good behavior during transactions and are able to maintain the intensity of relationships with buyers. Based on buyer's view, the behavior during the transaction is primarily shaped by how the seller is able to understand their needs and provide an alternative product to meet those needs. It is important to be observed by the business owner to get a positive value in the view of the buyer related to the behavior during the transaction.

The ability to maintain the intensity of relationships with buyers is also already owned by business owners. The thing that the business owner needs to be closely associated with the intensity of the relationship is the product offer from the seller outside the buyer's needs. This is considered the consumer as the value of more than a business. When a seller promotes a product to a buyer, even if the product is not already required by the buyer, they will remember it so that there is a pattern in the mind of the buyer that the store can meet their needs in the future.

Buyer behavior during the transaction and the intensity of the relationship with the buyer are two things that the seller must pay attention to open up greater opportunities for buyers to buy on their owned business. These results reinforce Gilligan's model (Gilligan, 2003) about the responsibilities of an organization, one of which is relational responsibility.

The existence of the influence of relational responsibility on purchasing decision can not be separated from ethnic factor chosen, that is Chinese. It is undeniable that the existence of a cultural base that is already formed in the owner, will have an impact on how the business is run (Tan, 2014). The cultural foundations of course shape what they do during the transaction, thus forming the buyer's mindset on them, and impacting buying decisions made by buyers.

In fact, Chinese business can be regarded as the favorite ethnic of the buyer. This arises from the fact that the prices of products sold are cheaper (Andriany, 2014). Besides, business owners also seek to establish good relationships with consumers in several ways. First, the owner communicates with the consumer not limited to what the consumer wants to buy, but the owner also tries to dig up information about the tastes of consumers while offering products that are sold outside the products that consumers want. Second, the owner seeks to assist the consumer by providing information about the product when the consumer has a large selection of one product to buy.

The exposition is in accordance with the statement put forward by Halim (2011) stating that the Chinese people are friendly with their customers. In line with the statement, Munarwan (2011) revealed that the Chinese are able to win buyers' trust by communicating with their customers. In addition, ethnic Chinese do not diversify their products from the start of business standing while maintaining loyalty and paying attention to consumer tastes (Andriany, 2013). All these things make buyers very attached to businesses owned by ethnic Chinese. Furthermore, a mindset is established in the purchaser that the business owner has a relational responsibility that affects the decision to buy on products in Chinese-owned business.

The results support some of the previous studies used as a reference. First, the results of the current study support the Seppänen (2013) study which states that ethical behavior, as an umbrella of organizational responsibility, will have an impact on the willingness of buyers to pay higher prices on the organization. In addition, the results also support the results of Parilti et. al. (2014) and Creyer (1997) who argue that ethical behavior will have an impact on shopping behavior and consumer purchase decisions. On the other hand, the results of this study reject the results of research Iwanow et. al. (2005) which states that ethical issues are very few (insignificant) to influence purchasing decisions.

CONCLUSION

The conclusion of this study is that relational responsibility affects buying decisions. The theoretical implication of this research is to empirically prove the previous research of Seppänen (2013), Parilti et. al. (2014), and Creyer (1997) in connection with the relationship between relational responsibility and buying decisions. In addition, this study also reinforces Gilligan's model in Fisscher and Nijhof (2007) that relational responsibility is shaped from the seller's behavior and the intensity of the seller and buyer during the transaction.

The practical implication of this research is that business owners need to pay close attention to how they treat buyers during transactions and how they build strong relationships with buyers. Behavior during the transaction is formed from how the seller can understand the needs of the buyer and how the seller can provide alternative products to meet the needs of the buyer. Based on the explanation, it is very important for the seller to understand the products they sell so as to advise buyers on products that can meet their needs. In addition, to build relationships with buyers, getting to know the seller with them creates an emotional bond between the buyer and the shop he or she goes to. Building relationships with buyers can also be done by offering or promoting products that are in store even though they are not a necessity. With the promotion then the buyer will remember the product offered and when they need the product, the buyer will come back at the shop that offers. In addition, the most important decision-making stage of the decision by the salesperson lies in the alternative considerations that make buyers choose a store, whether based on the completeness of the product, the cheap price, or the shopkeeper's treatment. The combination of these three things will make a buyer a chance to choose a store will get bigger.

In this study there are some limitations. First, the interview is limited to the buyer as a party affected by the relational responsibility done by the seller, so there is subjectivity in response to these responsibilities. The researcher can then consider collecting qualitative data through interviews to the seller, resulting in more comprehensive data on how the seller performs a relational responsibility to their buyers. The ethnic owner studied is ethnic Chinese with specific product conditions so that the generalization capability is limited to similar conditions. The researcher may then consider extending the scale of the study with different ethnic objects so that the generalizability of this study may increase.

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APPENDIX

Appendix A. Validity and Reliability Test Result

Indicators	Statement(s)	Correlation Coefficient	Alpha Cronbach	Notes
Relational Responsibility				
Behavior during transaction	X 1.1.1	0.771***	0.805	valid and reliable
	X 1.1.2	0.707***		
	X 1.1.3	0.841***		
	X 1.1.4	0.655***		
	X 1.1.5	0.795***		
Intensity with buyer	X 1.2.1	0.829***	0.623	valid and reliable
	X 1.2.2	0.719***		
	X 1.2.3	0.720***		
Buying Decision				
Determination of fact	Y 1.1.1	0.818***	0.627	valid and reliable
	Y 1.1.2	0.721***		
	Y 1.1.3	0.732***		
Ethical issues	Y 1.2.1	0.720***	0.815	valid and reliable
	Y 1.2.2	0.779***		
	Y 1.2.3	0.866***		
	Y 1.2.4	0.836***		
Decision making	Y 1.3.1	0.818***	0.748	valid and reliable
	Y 1.3.2	0.860***		
	Y 1.3.3	0.767***		
Alternative considerations	Y 1.4.1	0.733***	0.749	valid and reliable
	Y 1.4.2	0.760***		
	Y 1.4.3	0.741***		
	Y 1.4.4	0.798***		
Impact evaluation of decision	Y 1.5.1	0.902***	0.834	valid and reliable
	Y 1.5.2	0.887***		
	Y 1.5.3	0.811***		

*Correlation coefficient interpretation: ***significance at 1% (0.01) based on pearson product moment*

Alpha cronbach : 0 - 0.6 = not reliable; > 0.6 = reliable (Nunally, 1978 in Chew at.al., 2008)

Source: data processed (2017)