

# Marketing of Batik Based on Consumer Preferences

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**Abstract**— The purpose of this study was to determine consumer preferences about batik products and the effect of 4P (product, price, promotion, place) on marketing performance. The benefits of this research are known batik products that are preferred by consumers and the magnitude of the influence of 4P variables on marketing performance. Methods of data collection through direct observation, questionnaires, literature study and interviews, documentation of field research. The samples in this study were 10 batik entrepreneurs and 100 consumers who bought batik at the Masaran batik industry center. Data analysis methods through conjoint analysis to determine consumer preferences about batik and regression analysis to determine the relationship and influence of 4P on marketing performance. The results of this study are (a) performance: batik appears moderate and inconspicuous; traditional patterned/patterned features; washed not faded; motifs such as batik on the market; last 3-5 years; batik; soft color combination; have a brand; not made by a well-known businessman; enough quality and affordable prices. While the price (b) the price is below Rp. 50.000/picis; cash payment system; buy more than 3 picis get a discount; cheaper prices on the market. For promotion (c) making audio-visual advertisements on television/radio so they are more widely known by the public; sold using marketing personnel; no need to follow the event; no need to do CSR; the target of advertising is widely known by the people of Central Java. For distribution: (d) batik does not have to be sold in every shop in all regencies/cities in Indonesia; delivery of goods to the customer's address must be faster than promised; batik products are also sold through online stores; n batik products are sold in stores/outlets in Sragen and surrounding areas. The dominant variable influencing marketing performance is product, then price, distribution and promotion.

**Keywords**—marketing, business, batik, preferences, consumers

## I. INTRODUCTION

Batik is an inherited product preserved from one generation to another and accepted by the natives. Several diverse motifs have been increasingly adapted to the local archipelago batik style to reflect the identity of the Indonesian nation. These involve Aceh batik with rencong, Aceh gate and gayo motifs, Padang batik from West Sumatra with palm oil leaves, ketok palu padang balimbiang, itik pulang patang and sangkiang motifs, Bengkulu with Besurek motif, Riau with floral motifs combined with soft shades and perpendicular grooves known as veil, Palembang with Lasem and Tea Flower motifs, and no animal motifs. There are batik motifs from other regions such as Jambi, Java, Kalimantan, Sulawesi, to Papua batik which also reflect uniqueness [1].

The creative industry market, including batik, is currently experiencing a significant increase in competition, not only between local and national companies but also with multinationals. Indonesia joined the ASEAN Economic Community (AEC) at the beginning of 2015 and one of the implications of this agreement is the free entry of products, services, capital and labor from all neighboring ASEAN member countries [2]. Batik is an opportunity for the

country's creative industry to develop businesses to a broader market level, however, competition is getting tighter due to the free entry of competitors. Competing in the industry requires adequate preparation by local creative industries with several strategies to improve product competitiveness and productivity at the national, regional and global levels.

Capacity and quality enhancement are important terminologies to increase resources, but in the millennium era, production and sales capacity enhancement require more real construction to obtain more tangible benefits. This is due to the independence attributed to individuals, including batik entrepreneurs, to utilize available capacity to the extent that business actors have access to information relevant to their needs such as government regulations on business, capital sources, supply and demand of the market, and trends in batik motifs as well as the ability to harness the power online connectivity like social media to interact with customers and make online sales.

However, batik entrepreneurs generally experience difficulties at different levels, for example, in terms of capital, human resource management, technology access, production processes, marketing, promotion, online mastery or network, and bank access [3], [4]. Therefore, there is a need to increase production capacity in order to face dialectical challenges and take advantage of opportunities in the future dynamics as well as in resolving those requiring pro-active anticipation.

Furthermore, a direct survey conducted through observation on batik entrepreneurs and artisans in the Masaran District area also showed several other challenges faced such as (1) low capital, (2) lack of technology, (3) low market access, (4) production processes, (5) competition tight sales, (6) weak sales strategy, (7) low production capacity, (8) small number of customers, (9) inefficient use of social media networks, and (10) less contemporary designs or motifs.

Therefore, it is important to research market-oriented batik and its problems and from the information previously provided, it can be deduced that (1) assistance, (2) a way to improve marketing performance, and (3) strategies to improve batik business according to market orientation are required.

This research was expected to provide solutions required to ensure a successful market-oriented batik business and these include (1) a community-based assistance model that directly interacts with the craftsmen/entrepreneurs, interactive assistance and an active role for entrepreneurs, thus enabling tenants to share, improve, and analyze the condition of the problem and making plans and concrete actions to solve them [5]; (2) identification of variables driving marketing success, and (3) designing the structure of a marketing assistance model appropriate for improving market-oriented performance to ensure optimal relationship between the marketing variables.

As evident in the last 10 years, the production conditions at the Masaran Batik Industrial Center experience obstacles and constraints leading to its inability to become market-

oriented. These have been observed to be due to (1) weak product innovation (monotonous), (2) weak marketing strategy (not yet modern), (3) intense competition (many batik competitors from outside), (4) unfulfilled customer needs and desires (volume and requirements do not match the time of order), (5) services are less than optimal, (6) competing products are more marketable, (7) no batik brand from Masaran, (8) weak utilization of social media networks (marketing tends to be conventional), (9) weak market mix, (10) weak product innovation, (11) labor education (craftsmen and entrepreneurs) are low, and (12) batik business is secondary (as a side business). Based on the description of the problems above, what variables are the main (dominant) factor of the marketing mix in improving the market-oriented marketing performance of batik production from the Batik Industry Center (SIB) in Masaran Sragen District according to consumer preferences.

#### A. Market Segmentation

According to [6] marketing is one of the economic activities used in creating added value which is an increase in the function of the price of goods and services in an economy.

However, it is possible to distinguish the market in several ways through the process of market segmentation which is defined as the division of a heterogeneous market from a product into homogeneous market units or segments. It is also defined as the philosophy oriented towards consumers as an effort to increase the accuracy of a company's target. It was also stated that it is possible to segment the market based on several patterns such as homogeneous, scattered, and group preferences [7].

#### B. Market Orientation

Companies succeed brilliantly due to the careful selection of target markets and adequate preparation of marketing programs specifically designed for those markets. In addition, the implementation of market-oriented strategic planning helps a company to achieve its objectives in accordance with its resources and expertise [6].

Market-oriented products are quality design suitable for users and according to the needs, price, as well as time and dimensions of the product. The indicators include establishing the right positioning, maintaining customer loyalty, gaining new market share, maximizing sales, and creating an effective business performance. Moreover, product excellence is divided into three and they include (a) superiority of product differentiation through diversity, (b) excellence in market segmentation through marketing, and (c) superiority of market acceptance [7].

#### C. Marketing Performance

According to [8], company performance is a factor commonly used to measure the impact of a company's strategy through indicators such as sales volume, market share and the level of sales growth and financial performance. Moreover, the performance of a company is expected to be measured using activities such as units sold and customer turnover [8]. Marketing performance is also defined as an effort to measure the level of performance including sales turnover, number of customers, profits, and sales growth [9].

However, there are external and internal indicators of marketing performance. The external ones include sales volume and revenue, customer/consumer growth, and

profitability while the internal ones include business independence and management [8].

#### D. Consumer Behavior

Consumer behavior is part of human activity and this makes it important to business organizations. According to Loudon and Bitta [10], the concept is defined as a process of decision-making and individual physical activities involved in evaluating, obtaining, and using or being able to use goods and services. Based on this definition, the notion of consumer behavior contains two important elements, decision-making process, and physical activities, both of which are efforts directed towards obtaining maximum satisfaction from the goods and services offered by a company.

The American Society for Quality Control (ASQC) and the Gallup Organization [11]; examined more than 3,000 consumers in the United States, West Germany, and Japan and found several factors influencing consumer decisions in purchasing a product and determining quality components as shown in the following table-1.

Table 1 Quality Components and Factors Affecting Consumer Decisions in Purchasing a Product

United States	
Quality is determined based on:	Purchasing decisions are influenced by factors
1. Famous name	1. Price
2. Word-of-mouth recommendations	2. Quality
3. Past experience	3. Performance
4. Performance	4. Word-of-mouth recommendation
5. Endurance	5. Famous name
6. Workmanship	
7. Price	
8. Manufacturing reputation	
West Germany	
1. Price	1. Price
2. Famous name	2. Quality itself
3. Appearance	3. Appearance
4. Endurance	4. Endurance
5. Past experience	5. Famous names
6. The quality itself	6. Design and model
	7. Performance
Jepang	
1. Famous name	1. Performance
2. Performance	2. Price
3. Ease of use	3. Ease of use
4. Endurance	4. Design and model
5. Price	5. Famous name

Source: [11]

Table-1 shows that consumer decisions in purchasing a product, especially goods, are strongly influenced by price, quality, performance, word of mouth recommendations, famous names, durability, designs and models, ease of use, and appearance.

#### E. Strategy and Marketing Mix

According to [12]; marketing strategies contain two separate but closely related factors, target market, and marketing mix. The target market is a homogeneous

consumer group while the marketing mix is a combination of four elements, product planning, pricing, distribution systems, and promotions used to satisfy customer needs.

According to Jeromy [13]; classified marketing strategies into four main groups of Product, Price, Place, and Promotion also known as the 4P of the marketing mix as shown in Figure 1. However, to achieve marketing objectives through the 4P strategy, marketers are required to be effective in managing these variables.

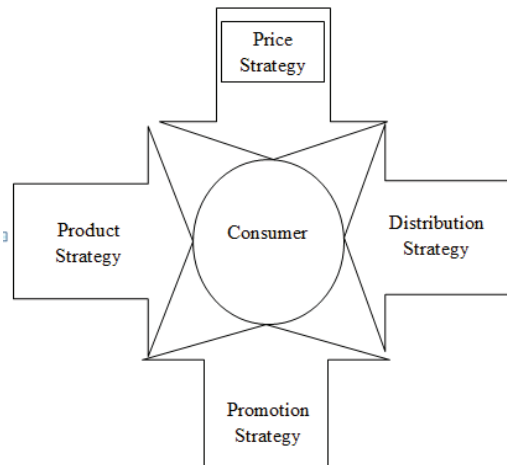


Figure-1. Marketing Mix that focuses on Consumers [14]

II. METHOD

The research paradigm used was observational analytics by combining quantitative and qualitative methods. The quantitative was used as the primary while qualitative was implemented as the secondary method in this research [15].

Quantitative studies were conducted to examine consumer preferences and purchase interests for batik using conjoint analysis while multiple linear regression analysis was used to analyze the model of the relationship between marketing mix factors - product, price, promotion, and distribution - and the buying interest of batik consumers.

A. Population

The population includes 126 Masaran batik entrepreneurs and craftsmen obtained from the documentation of the local village chief covering the subdistrict area of Kliwonan and Pilang. The record showed 52 entrepreneurs in Kliwonan Village and 74 in Pilang Village.

B. Sample

The sample was selected include 30 entrepreneurs/craftsmen with a small turnover below 300 million/month and 100 customers.

III. RESULT

As previously stated, the data obtained were analyzed using Conjoint Analysis and multiple linear regression. The Multiple Regression Model was used to determine the effect of independent variables - Product, Price, Promotion, and Distribution on the dependent variable - consumer buying interest through the use of the following basic equation.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 \quad (1)$$

Information:  
 Y = Consumer Buy Interest  
 a = constant  
 b = Regression coefficient  
 X1 = Product  
 X2 = Price  
 X3 = Promotion  
 X4 = Distribution

Table 2. Distribution of Frequency of Respondents Preferences on the Distribution of Products

Variable	Dimension	Criteria
Product	Performance	appear medium
	Feature	traditional
	Reliability	first washed-off no fading problem
	Compliance / specifications	motif like in the market
	Durability (warranty)	3-5 years
	Model	stamped batik
	Color	gentle combination
	Brand	there is a brand
	Company reputation	It must not be made by a famous businessman
	Quality	Sufficient at affordable price
Price	List/price amount	below 50 thousand/meter
	Payment system	cash
	Discounts	there are pieces of purchase over 3 meters
	Competitors	the price is cheaper than similar products
Promotion	Advertising	make audiovisual advertisements on television/radio
	Personal selling	sold with marketing staff
	Sales promotion	no need to join the event
	Publicity	no need to do CSR
	Popularity	must be widely known Central Java
Distribution	Location	does not have to be sold in every store in all districts/cities in Indonesia
	On-time delivery	faster than promised
	Product search speed	sold through online stores
	Reach (channel)	sold in stores/outlets around Sragen

### A. Conjoint Analysis

The results of the Conjoint analysis are shown in the following table. Table -2 Distribution of Frequency of Respondents' Preferences on the Distribution of Products

Source: A summary of the results of SPSS 22.0 data processing is attached.

Table 2 shows the preference of consumers. First, from the product variables perspective, the Masaran Sragen batik has the following criteria, (1) performance needs to be moderate and inconspicuous, (2) traditionally patterned, (3) discoloration does not matter when first washed, (4) motifs such as batik sold on the market, (5) lasts 3-5 years when used often, (6) stamped and no-letter batik models, (7) soft color combinations, (8) has a brand, (9) does not have to be made by a famous businessman, and (10) sufficient quality at affordable prices.

Second, from the price variable perspective, the following criteria were observed, (1) the price is below Rp. 50,000 per meter, (2) cash payment system is being used, (3) buy more than 3 meters and get a discount, and (4) products are sold at lower prices than similar products in the market.

Third, from the promotion variable perspective, there is need to (1) create audio-visual advertisements on television/radio to obtain more public recognition, (2) products are sold using marketing personnel, (3) there is no need to attend events, (4) no need for CSR, and (5) the advertising goals are widely known by the people of Central Java.

Fourth, for the distribution, (1) there is no need to sell in every shop in all the regencies/cities in Indonesia, (2) delivery of goods to the consumer's address needs to be faster than promised, (3) products are sold through online stores and (4) stores/outlets in Sragen and surrounding areas. Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

### B. Regression Analysis

The determination of the significance of the effect of each of the independent variables partially or individually on the dependent variable was conducted using the t-test and the results are presented in the following table.

Table-4  
Calculated Results of F-Test  
ANOVA\*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327,098	4	81,774	55,832	,000 <sup>a</sup>
	Residual	139,142	95	1,465		
	Total	466,240	99			

a. Dependent Variable: INTEREST IN BUYING

b. Predictors: (Constant), DISTRIBUTION, PROMOTION, PRICE, PRODUCT

Sumber: Olah data SPSS 22.0

Based on the results presented in Table 3, the multiple linear regression equation obtained is:

$$Y = -2.448 + 0,243 X_1 + 0,254 X_2 + 0,041 X_3 + 0,128 X_4$$

To determine the significance of the combined influence of the four independent variables on the dependent variable, F-test was used and the results are presented in the following table. Simultaneous (F-Test) results showed the value of F to be 55,832 with a significance value of 0,000 < 0.05. This indicates that the combination of Product, Price, Promotion, and Distribution has a significant effect on Purchase Interest. Furthermore, the same result was also observed for the simultaneous influence as shown by the results of the Determination Coefficient (R<sup>2</sup>) in Table 5.

Table-5  
Determinant Coefficient Results (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,838 <sup>a</sup>	,702	,689	1,21023

Source: Data processed by SPSS 22.0 (attached)

The table shows the value of R<sup>2</sup> (R square) obtained to be 0.689 or 68.9%, which means the contribution of the independent variables to the consumer buying interest was 70.2 % while the remaining 29.8% is due to other variables not examined.

## IV. CONCLUSION

Based on the results and discussion, the following conclusions were drawn:

1. Consumer preferences for batik produced by the Batik Industry Center (SIB) in Masaran Sragen Subdistrict include
2. Product variables perspective including the following criteria, (1) performance needs to be moderate and inconspicuous, (2) traditionally patterned, (3) discoloration does not matter when first washed, (4) motifs such as batik sold on the market, (5) lasts 3-5 years when used often, (6) stamped and no-letter batik models, (7) soft color combinations, (8) has a brand, (9) does not have to be made by a famous businessman, and (10) sufficient quality at affordable prices.
3. Price variable perspective including the following criteria, (1) the price is below Rp. 50,000 per meter, (2) cash payment system is being used, (3) buy more than 3 meters and get a discount, and (4) products are sold at lower prices than similar products in the market.
4. Promotion variable perspective, there is need to (1) create audio-visual advertisements on television/radio to obtain more public recognition, (2) products are sold using marketing personnel, (3) there is no need to attend events, (4) no need for CSR, and (5) the advertising goals are widely known by the people of Central Java.
5. Distribution variable perspective, (1) there is no need to sell in every shop in all the regencies/cities in Indonesia, (2) delivery of goods to the consumer's address needs to be faster than promised, (3) products are sold through online stores and (4) stores/outlets in Sragen and surrounding areas.
6. The model of the relationship between marketing mix factors including product, price, promotion and distribution and the consumer buying interest from the

Batik Industry Center (SIB) in Masaran Sragen Subdistrict include:

7. The product has a significant effect on consumer buying interest, as evidenced by the results of the t-test of 6.044 with a significance value of  $0,000 < 0.05$ . This indicates that higher quality of Masaran Sragen batik products led to higher consumer buying interest and vice versa.
8. Price has a significant effect on consumer buying interest as evidenced by the t-test results of 3.321 with a significance value of  $0.001 < 0.05$ . This indicates that, generally, cheaper price of goods leads to higher consumer buying interest and vice versa.
9. Promotion does not significantly influence consumer buying interest, as evidenced by the t-test result of 0.624 with a significance of  $0.534 > 0.05$ . Therefore, a higher level of promotion does not always increase consumer buying interest and vice versa.
10. Distribution has a significant effect on consumer buying interest, as evidenced by the t-test result of 2.383 with a significance of  $0.019 < 0.05$ . This means a higher satisfying distribution service leads to higher buying interest and vice versa.

Some suggestions were made based on the results regarding the parties concerned with the production and selling of batik in the Batik Industry Center (SIB) of Masaran Sragen District.

#### 1. Entrepreneurs

The results are expected to provide input needed to increase consumer buying interest and increasing sales volume by making batik products according to consumer desires.

#### 2. Government

The results are expected to help local government at the village, sub-district, and district levels understand the problems facing batik entrepreneurs, and subsequently to make appropriate policies required to assist entrepreneurs, encourage business independence, and develop batik production with the ability to compete with similar products from other regions.

#### 3. Consumers and community

The results are expected to help consumers and wider community search for product information, obtain batik products as needed, and make purchase transactions easily.

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