

ABSTRAK

Penelitian ini bertujuan untuk mengetahui orientasi pelanggan dan *authenticity* terhadap *branding* batik Madura dengan *customer perceived value* (CPV) sebagai variabel moderasi pada para kolektor batik Madura di Indonesia. Pengambilan data dilakukan melalui distribusi kuesioner dengan teknik *purposive sampling* kepada 180 responden. Metode analisis data menggunakan analisis SEM dengan metode Partial Least Square. Hasil penelitian menunjukkan bahwa orientasi pelanggan berpengaruh positif dan signifikan terhadap *branding* batik Madura dengan koefisien sebesar 0.490 dan p-value 0,000 ($< 0,05$). *Authenticity* berpengaruh positif dan signifikan terhadap *branding*, dengan koefisien sebesar 0,537 dan p-value 0,000. Pengaruh moderasi *customer perceived value* terhadap hubungan orientasi pelanggan pada *branding* menghasilkan nilai *original sample* sebesar 0,151 dan nilai probabilitas sebesar $0,000 < 0.05$. Hasil ini menunjukkan, bahwa *customer perceived value* memoderasi hubungan orientasi pelanggan pada *branding*. Pengaruh variable moderasi *customer perceived value* pada hubungan *authenticity* terhadap *branding* menghasilkan nilai *original sample* sebesar 0,087 dan nilai probabilitas sebesar $0,129 > 0.05$. Berdasarkan nilai $p = 0.129$ lebih besar dari t tabel, maka *customer perceived value* (CPV) melemahkan hubungan *authenticity* pada *branding*. Hasil ini menunjukkan bahwa dalam meningkatkan *branding* batik Madura tetap berorientasi pada pelanggan dan mempertahankan *authenticity*.

Kata Kunci: Orientasi pelanggan, *authenticity*, moderasi, *branding*, *customer perceived value*.

ABSTRACT

This study aims to determine customer orientation and authenticity towards Madura batik branding with customer perceived value (CPV) as a moderating variable among Madura batik collectors in Indonesia. Data collection was conducted through questionnaire distribution using purposive sampling techniques to 180 respondents. Data analysis methods used SEM analysis with the Partial Least Square method. The results indicate that customer orientation has a positive and significant effect on Madura batik branding, with a coefficient of 0.490 and a p-value of 0.000 (< 0.05). Authenticity has a positive and significant effect on branding, with a coefficient of 0.537 and a p-value of 0.000. The moderating effect of customer perceived value on the relationship between customer orientation and branding yields an original sample value of 0.151 and a probability value of 0.000 < 0.05 . This result indicates that customer perceived value moderates the relationship between customer orientation and branding. The moderating effect of customer perceived value on the relationship between authenticity and branding yields an original sample value of 0.087 and a probability value of 0.129 > 0.05 . Based on the value of $\phi = 0.129$, which is greater than the t-table value, customer perceived value (CPV) weakens the relationship between authenticity and branding. These results indicate that in improving Madura batik branding, it is important to remain customer-oriented and maintain authenticity.

Keyword: Customer orientation, authenticity, branding, moderation, customer perceived values.