

Iskandar Hefni. NIM. 130321100039. Kepuasan dan Loyalitas Konsumen Batik Pamekasan (Studi Kasus Desa Klampar Kecamatan Proppo. Dibawah bimbingan Dr. Ir. Slamet Subari, M.Si.

ABSTRAK

Batik merupakan simbol kultural yang memiliki nilai jual tinggi, menjadi sebuah kerajinan tradisional yang sudah diakui oleh UNESCO. Tujuan penelitian ini adalah mengetahui perilaku konsumen batik pamekasan, tingkat kepuasan konsumen dan loyalitas konsumen terhadap batik Madura serta dapat memberikan rekomendasi strategi untuk pengembangan batik Madura. Sampel diambil dengan accidental sampling. Data analisis dengan metode deskriptif. Hasil penelitian yang diperoleh dapat diketahui bahwa sebesar 60% konsumen tertarik membeli batik dengan alasan pewarna yang bagus dan tidak adanya alokasi pendapatan khusus untuk membeli batik. Kepuasan konsumen batik rata-rata merasa puas terhadap tempat penyediaan pemasaran batik. Akan tetapi masih merasa biasa saja dan tidak puas terhadap harga dan promosi. Konsumen batik belum cukup loyal karena belum memenuhi konsep piramida terbalik. Sehingga, rekomendasi strategi berdasarkan keadaan tersebut diperoleh perbaikan terhadap produk, harga, tempat/distribusi, dan promosi.

Kata kunci: perilaku konsumen, batik, analisis deskriptif

Iskandar Hefni. NIM. 130321100039. Consumer Satisfaction and Loyalty of Batik Pamekasan (Case Study of Klampar Village, Proppo District. Under the guidance of Dr. Dr. Ir. Slamet Subari, M.Si.

ABSTRACT

Batik is a cultural symbol that has high selling value, becoming a traditional craft that has been recognized by UNESCO. The purpose of this study was to determine the consumer behavior of batik pamekasan, the level of customer satisfaction and customer loyalty to batik Madura and can provide strategic recommendations for the development of Madura batik. Samples were taken by accidental sampling. Data analysis by descriptive method. The results of the research obtained can be seen that as much as 60% of consumers are interested in buying batik for good coloring reasons and the absence of special revenue allocation to buy batik. Batik consumer satisfaction on average feels satisfied with the place of providing batik marketing. But still feel ordinary and not satisfied with prices and promotions. Batik consumers have not been loyal enough because they have not fulfilled the reverse pyramid concept. Thus, the strategy recommendations based on these conditions are obtained product improvements, prices, distribution / promotion and promotion.

Keywords: consumer behavior, batik, descriptive analysi

