

**PREFERENSI KONSUMEN DAN PELAKSANAAN CUSTOMER
RELATIONSHIP MANAGEMENT PADA USAHA BATIK TULIS DI
KABUPATEN BOJONEGORO (Studi Kasus : UMKM Batik'e Seto)**

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ABSTRAK

Batik'e Seto merupakan UMKM yang bergerak dalam pembuatan batik tulis yang berada di Kabupaten Bojonegoro. Tujuan penelitian ini yaitu mengetahui karakteristik konsumen batik tulis, mengetahui atribut yang menjadi pilihan konsumen dalam membeli batik tulis dan menganalisis pelaksanaan *customer relationship management* pada Batik'e Seto. Metode analisis data yang digunakan yaitu deskriptif kualitatif, analisis konjoin, serta rumus *servqual* dengan teknik *accidental sampling* sebagai metode penentuan sampel. Hasil analisis pada penelitian ini yaitu konsumen sebagian besar berjenis kelamin perempuan, berusia 26-34, berpendidikan S1, berprofesi PNS, dan berpendapatan >4.000.000/bln. Level atribut yang paling penting dalam pembelian batik tulis yaitu motif klasik, warna mencolok, harga Rp 100.000 hingga Rp 200.000 dan jenis kain primisima. Tahapan *customer relationship management* yang direkomendasikan konsumen yaitu tahap mempertahankan pelanggan dengan indikator gratis 1 pcs jika melakukan pembelian 10 pcs/lebih dan indikator gratis biaya pengiriman ke seluruh Indonesia untuk *membership*, diikuti tahapan mendapatkan pelanggan baru dengan indikator gratis biaya pengiriman area Jawa Timur dan *giveaway* berupa cangkir bagi pembeli pertama di bulan pertama, serta tahap meningkatkan keuntungan dengan indikator membayar harga 50% jika melakukan custom motif minimal 3 pcs, dengan rata-rata seluruh indikator sebesar 75.78 sehingga dikategorikan baik.

Kata Kunci : Batik tulis, Preferensi Konsumen, CRM

ABSTRACT

Batik'e Seto is an UMKM engaged in the manufacture of written batik in Bojonegoro Regency. The purpose of this research is to know the characteristics of the written batik consumers, to know the attributes that are the consumer's choice in buying written batik and to analyze the implementation of customer relationship management at Batik'e Seto. The data analysis method used is descriptive qualitative, conjoint analysis, and the formula servqual with accidental sampling technique as the method of determining the sample. The results of the analysis in this study are that most of the consumers are female, aged 26-34, have an undergraduate education, work as civil servants, and have an income of > 4,000,000/month. The most important attribute levels in purchasing hand-drawn batik are classic motifs, striking colors, prices from IDR 100,000 to IDR 200,000 and the type of primisima fabric. The customer relationship management stages recommended by consumers are the stage of retaining customers with a free indicator of 1 pcs if you make a purchase of 10 pcs or more and an indicator of free shipping costs throughout Indonesia for membership, followed by the stages of getting new customers

with indicators for free delivery costs for the East Java area and giveaways in the form of canting for the first buyer in the first month, as well as the stage of increasing profits with the indicator paying a price of 50% if you make a custom motif of at least 3 pcs, with an average of 75.78 for all indicators so that it is categorized as good.

Keywords: Batik, Consumer Preference, CRM