

ANALYZING THE EFFECT OF MARKET SEGMENTATION AND PRICE ON PURCHASE INTEREST OF *BATIK* CIWARINGIN PRODUCTS

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ABSTRACT

Background: Since natural dyes were used to create them, the motifs are uncommon and have a soft *Batik* color, as is the case with the majority of *Ciwaringin Batik*. People initially assume *Ciwaringin Batik* is worn out or out of date. However, that is what makes *Ciwaringin Batik* special. After being treated, a variety of plants are used to make *Ciwaringin Batik* coloring. Mango *Batik*, indigo, rambutan skin, and *jengkol* skin are a few of them.

Aim: This study aims to analyze the influence of market segmentation, price and interest in buying *Batik Ciwaringin* products, Cirebon Regency.

Method: Data collection method using questionnaires to *Ciwaringin Batik* buyers. The key informants in this study are consumers who buy *Ciwaringin Batik* products. This research uses quantitative analysis techniques.

Findings: The t significance test obtained market segmentation variable showed t-count = 3.772 > t-table = 1.996 with a significance value of 0.000 < 0.05. Thus, hypothesis 1 is accepted. The t significance test obtained the price variable showed t-count = 3.742 > t-table = 1.984 with a significance value of 0.000 < 0.05. Thus, hypothesis 2 is accepted. The result for free variables (market and price segmentation) was 92,203 with a significant rate of 0.000. While the F-table value at $\alpha = 0.05$ is 3.13, the variables of market and price segmentation simultaneously have a positive and significant effect on consumers' buying interest in *Batik Ciwaringin*.

KEYWORDS

Batik Ciwaringin, quantitative research, market segmentation, price, purchase interest



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INTRODUCTION

Located about 30 km from the city of Cirebon, Kampung *Batik Ciwaringin* is easy to visit. From Cirebon city, it is a 45-minute trip. Compared to Trusmi *Batik*, *Ciwaringin Batik* has special features. Most *Ciwaringin Batik* is written *Batik*, the motifs are not common and have a soft *Batik* color because they are produced from natural dyes (Prawira et al., 2020; Tresnawati et al., 2020). At first glance, people think that *Ciwaringin Batik* is faded or outdated. However, that is the uniqueness of *Ciwaringin Batik*. *Ciwaringin Batik* coloring is produced from a variety of plants that are processed first. Among them are mango *Batik*, indigo, rambutan skin, and *jengkol* skin.

A long process of the production is because *Batik* fabrics must be dyed with natural dyes repeatedly to produce the right color (Handayani et al., 2018; Kusumastuti et al., 2020; Martuti et al., 2020). In fact, to complete one sheet of written *Batik* cloth takes a week. Even if the colors used are not many with simple motifs. So, *Ciwaringin Batik* is special not only because the process takes a long time, but also its unique motifs. The *Ciwaringin Batik* motif contains

a meaning that is a guideline for the Kebon Gedang block community. Motifs that are widely made by craftsmen include pringsedapur motifs, sugarcane sekaret, *jagat* cows, and others.

The broomstick *Batik* motif contains the meaning of togetherness, the pecutan motif with a long leaf image means encourager. The *Batik* motif is expected to be a handle for villagers and the community in general (Pinta, 2013). To introduce Ciwaringin *Batik* motifs to the younger generation, now the craftsmen open *Batik* classes especially for teenagers who are routinely trained in *Batik* with natural dyes (Putri, 2019), because they are the next generation of *Batik* craftsmen.

The craftsmen have also used natural dyes by utilizing tree trunks around the residence (Ado et al., 2014; Saxena & Raja, 2014). The trunk of the tree is dried and then mixed so that it produces certain colors. However, since chemical dyes were introduced to craftsmen, the habit of *Batik* with natural dyes was abandoned (Handayani et al., 2021). The use of chemical dyes is more practical, fast, while natural dyes take a long time to process (Benucci et al., 2022). However, since 2009, when UNESCO designated *Batik* as a masterpiece of Indonesia's cultural heritage, there has been a change in *Batik* workmanship. This international recognition has made *Batik* increasingly known to the global community (Akagawa, 2018). This has a big impact on *Batik* business actors. The world market needs for *Batik* are also increasing (Harwiki et al., 2018; Sisca et al., 2022). However, they want interesting *Batik* with natural processes including the use of dyes sourced from nature. They think that *Batik* with chemical dyes not only harms the body but also the environment.

For this reason, in 2009, around 40 craftsmen were included in training supported by the Indonesian and German Chambers of Commerce. They were taught to use *jengkol* skin into dyes because there are indeed many natural materials that, if processed properly, can produce attractive colors. See from an economical point of view, natural *Batik* dyes are also cheaper, just take advantage of the plants around the residents' homes. Its use can also be repetitive. This means that if the chemical dye is only one use, it can be used many times without damaging the previously produced color.

It is fitting that Ciwaringin *Batik* returns to its origin. The preservation of Ciwaringin *Batik* is not only in the motif but also in the coloring process. So, Ciwaringin *Batik* is expected to be able to return to glory like the past. For this reason, it requires the cooperation of all parties, both craftsmen, local governments, and the community so that Ciwaringin *Batik* writing is increasingly popular. This study aims to analyze the influence of market segmentation, price and interest in buying *Batik* Ciwaringin products, Cirebon Regency.

The hypotheses used here are:

- 1) H1: There is an influence and significance between market segmentation variables (X1) on purchase interest (Y) of Ciwaringin *Batik* products;
- 2) H2: There is an influence and significance between price variables (X2) on purchase interest (Y) of Ciwaringin *Batik* products; and
- 3) H3: There is a significant influence between market segmentation variables (X1) and price (X2) on the purchase interest (Y) of Ciwaringin *Batik* products.

METHOD

In accordance with the problem to be studied and the research objectives set earlier, this research uses a quantitative approach. The method used in this study is a survey method with

multiple linear regression techniques because it uses two independent variables. This analysis is used to find out if there is a dependency between the variables X1, X2, and Y. The variables to be studied in this study are product quality (X1), advertising (X2) as a free variable and purchasing decision as a bound variable (Y). After determining the variables the author will describe the variables for Market Segmentation (X1), Price (X2), and Buying Interest (Y).

The questionnaire was used to obtain primary data used through the survey method by collecting data from respondents obtained through the distribution of questionnaires to consumers of *Batik Ciwaringin* products, Cirebon Regency, which is considered appropriate to answer research statements. The questionnaires contain questions compiled based on theories and literature related to market segmentation, prices, and buying interest. They were made as a checklist containing questions about consumer perceptions of *Batik Ciwaringin* products of Cirebon Regency. Each answer point was assigned a value using the Likert scale.

Literature study here was conducted to obtain secondary data. The data were obtained and compiled by researchers in order to support the purpose of literature obtained from books, journals and several internet sites that provide the latest data that supports and relates to the problem under study.

The data processing method in this study used SPSS (Statistical Package for Social Science) software. This data processing activity includes several stages, namely editing, coding, and tabulation. The data then were analyzed using instrument test, classical assumption test, hypothesis test, and simultaneous test.

RESULTS AND DISCUSSION

Tabel 1. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,248	4,885		,051	,960
1 Market Segmentation	,385	,102	,447	3,772	,000
Price	,517	,138	,444	3,742	,000

a. Dependent Variable: Purchase Interest

Source: Primary Data Processed (2020)

Based on the table above, it can be known the magnitude of the double linear regression equation in this study, which is as follows:

$$Y = 0,248 + 0,385X_1 + 0,517X_2$$

From the equation, the value of the constant is 0.248. That is, if the market and price segmentation variables are 0, then consumer buying interest will be 0.248 and show positive results. The value of coefficient b_1 in the market segmentation variable is 0.385. This means that if there is a change or increase of 1, there will be a change or increase in consumer buying interest of 0.385. The value of the coefficient b_2 in the price variable is 0.517. This means that

if there is a change or increase in the price by 1, there will be a change or increase in consumer buying interest by 0.517.

Individual Parameter Significance Test (T Test)

The t significance test is used to show the significance of the partial (individual) influence of the free variables present in the model on the bound variables. The basis for this test decision is that if the t-count > t-table and the degree of significance < the probability value of 0.05, then there is a significant influence between the variables X1 and X2 on the variable Y. The value of the t-table can be obtained from the formula $df = n - k$, where n is the number of samples and k is the number of variables used. The following are the results of testing the significance of t as well as a partial explanation of each variable.

Market Segmentation

Based on table, the test results obtained the t value for the market segmentation variable which is $= 3.772 > = 1.996$ ($df=70-3=67$) with a significance value of $0.000 < 0.05$. A significance smaller than 0.05 indicates that the market segmentation variable has a significant influence on the buying interest variable.

Variable Price

Based on the table, the test results obtained the value of t for the price variable, namely t-count = $3.742 > t$ -table = 1.996 with a significance value of $0.000 < 0.05$. A significance smaller than 0.05 indicates that the price variable has a significant influence on the buying interest variable.

Significance Test (Statistical Test F)

The basis for making the F-test decision consists of du event, i.e. if the significance value < 0.05 and the value F-count > F-table. Based on the table above, static calculation results were obtained which showed values F-count = $92.203 > 3.13$ and signification values of $0.000 < 0.05$ were accepted.

Coefficient of Determination Test R^2

The correlation value or R value is obtained which is 0.856, and the magnitude of the percentage of influence of the variable X on the variable Y can be known by looking at the value of the coefficient of determination which is the result of R-square. Calculations above produce an R-square value of 0.733. Thus, it can be concluded that the influence of market segmentation variables (X1) and price (X2) on buying interest (Y) is 73.3% ($0.733 \times 100\%$).

Partial Correlation Results

Based on the calculation, it can be known the result of the influence separately (partially) between the free variable on the bound variable with the formula $KD = R^2 \times 100\%$ as follows:

- 1) Market Segmentation = $(0,823)^2 \times 100\% = 67,73\%$
- 2) Price = $(0,823)^2 \times 100\% = 67,73\%$

Based on the results of the calculations above, it is known that the result of the calculation of the correlation coefficient is $X_1 = 0.823$ with a strong level of correlation (relationship), while the correlation coefficient is $X_2 = 0.823$ and the level of correlation (relationship) is strong. The results of this calculation show that the variables X_1 and X_2 have an influence on the same large buying interest, namely 67.73%.

Discussion

Based on the results of data analysis that has been carried out, this study shows quite good results. This is evidenced from the results of respondents' responses who mostly agree with the variables used in this study, namely market segmentation (X_1) and price (X_2) as well as buying interest (Y).

Instrument Test in this study was carried out pre-test through validity test and reliability test to 15 respondents. The questionnaire pre-test test in this study is said to be reliable because the alpha value of cronbach has a value greater than 0.6. The calculation results are a reliability value of 0.961 for the market segmentation variable and 0.957 for the price variable and 0.953 for the buying interest variable, so that the reliability value for the three variables is declared reliable with good categories.

Furthermore, classical assumption test calculations are carried out consisting of normality tests, heteroscedasticity tests, and multicollinearity tests. Normality test calculation by the method of histogram and pplot graphs. Based on the calculations it can be stated that the test model has met the normal distribution requirements. The Heteroscedasticity test shows a Scatterplot graph with dots that spread around the number 0 and form a random pattern, so it can be said that there are no symptoms of heteroscedasticity. Meanwhile, the calculation of the multicollinearity test gave the calculation results of VIF 3,537, so it was concluded that there was no multicollinearity.

The results of multiple linear regression analysis obtained the equation $Y = 0,248 + 0,385X_1 + 0,517X_2$. From the equation, there is a constant value of 0.248, meaning that if the market segmentation and price are worth 0, then the buying interest in consumers of *Batik Ciwaringin*, Cirebon Regency is 0.248. The value of the regression coefficient in the positive market segmentation variable is 0.385, meaning that if the market segmentation is increased by 1 value, the influence on consumers' buying interest in *Batik Ciwaringin* products will increase by 0.385. The value of the regression coefficient on the positive price variable of 0.517 means that if the price is increased by 1 value, then the influence on consumers' buying interest in *Batik Ciwaringin* products will increase by 0.517.

Furthermore, the calculation results of the significance test t obtained market segmentation variables showed a calculated value = $3.772 > 1.996$ ($df=70-3=67$) with a significant value of $0.000 < 0.05$ then H_1 was accepted. The value for the price variable indicates value = $3.742 > 1.996$ with a significant value of $0.000 < 0.05$ then H_2 is accepted. The result of the static calculation f shows the value = $92.203 > 3.13$ and the significance value of $0.000 < 0.05$ then H_3 is accepted.

The result of the correlation calculation can be seen that the correlation coefficient is simultaneously 0.856. The value has a strong correlation because it is in the interval 0.60-0.799 (Sugiyono, 2012). Based on the correlation value, it is known that the coefficient of determination (R -square) obtained is $(0.856)^2 = 0.733$, this means that 73.3% of buying interest

of *Batik Ciwaringin* consumers is influenced by market segmentation and price, while the remaining 26.7% is influenced by other variables that were not studied in this study. Furthermore, the results of the partial correlation calculation obtained the correlation coefficient X1 of 0.616, so that $KD = (0.823)^2 \times 100\% = 67.7\%$, the correlation coefficient X2 of 0.663, so that $KD = (0.823)^2 \times 100\% = 67.7\%$.

CONCLUSION

The results of partial correlation testing for market segmentation variables obtained a value of 0.823 and had a strong correlation, so that the R-square obtained was 67.73%. The significance test t obtained market segmentation variables showed value $t\text{-count} = 3.772 > t\text{-table} = 1.996$ with a significance value of $0.000 < 0.05$. Thus, hypothesis 1 is accepted.

The results of partial correlation testing for the price variable obtained a value of 0.823 and had a strong correlation, so that the R square obtained was 67.73%. The t significance test obtained the price variable showed a value $t\text{-count} = 3.742 > t\text{-table} = 1.984$ with a significance value of $0.000 < 0.05$. Thus, hypothesis 2 is accepted.

The results of the correlation calculation can be seen that the correlation is simultaneously 0.856 or has a strong correlation, the result of the coefficient of determination shows that $R\text{-square} = 0.733$ or 73.3% of consumer buying interest is influenced by market segmentation and price, while 26.7% is influenced by other variables or factors that are not studied such as location, store atmosphere, and promotion. The result for the F-count of independent variables (market and price segmentation) was 92,203 with a significant rate of 0.000. While the F-table value at $\alpha = 0.05$ is 3.13, the variables of market and price segmentation simultaneously have a positive and significant effect on consumers' buying interest in *Batik Ciwaringin*. Thus, hypothesis 3 is accepted.

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