

Analysis of Factors Affecting the Increase of Customer Loyalty in Batik Bogor Tradisiku

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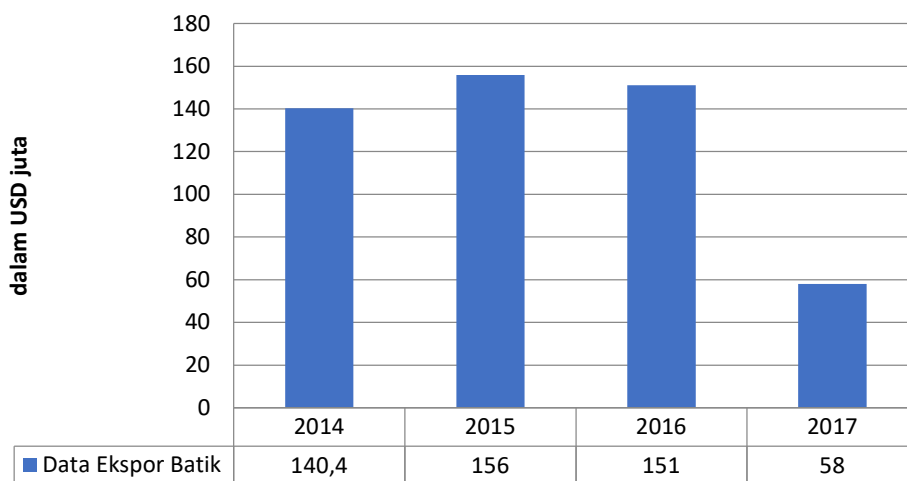
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ABSTRACT. In the city of Bogor, many pengarjin batik offers unique batik Bogor. one of them is Batik Tradisiku Bogor. Bogor batik batik Tradisiku is the pioneer of Bogor. but now more and more competitors from Bogor Batik Tradisiku which led to a decline in sales of Bogor Batik Tradisiku, thus demanding Bogor Batik Tradisiku to continue to fight in the fierce competition. Therefore the aim of this study was to analyze the factors affecting customer satisfaction and relationship quality (customer trust and customer commitment) Tradisiku Bogor Batik. Based on this research, by using Partial Least Square (PLS), it is known that Satisfaction with customer commitment is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Customer relationships of trust and loyalty is significant. This is due to the value of P values below 0:05 or 5 percent

Keyword: batik, partial least squares, satisfaction, relationship quality, loyalty

INTRODUCTION

Indonesian Batik is an original Indonesian cultural heritage that is recognized by the United Nations that the United Nations scientific and Culture Organization (UNIESCO) on October 2, 2009. Since recognized as the cultural heritage of Indonesia, batik use so widely appreciated not only domestically, but also abroad. This is supported by the batik export data in Figure 1.



Source: Ministry of Industry (2016-2018)

Figure 1. Number of Labor Batik Industry

Figure 1 shows the number of batik exports from 2014 until 2017. From Figure 1 shows that an increase in the export of Indonesian batik from 2014 to 2016, despite a sharp decline by 61 percent in 2017 but in the first half of 2018 exports increased batik to \$ 108.69. Total exports batik large enough to indicate that the batik industry in Indonesia will remain alive and growing. This is supported by data on the number of batik artisans registered businesses in the Ministry of Industry, there are 459 businesses listed batik craftsmen in 2016 in which 104 of them are on the island of Java - Bali (Kemenperin 2016).

In the city of Bogor, many pengarjin batik offers unique batik Bogor. one of them is Batik Tradisiku Bogor. Bogor batik batik Tradisiku is the pioneer of Bogor. but now more and more competitors from Batik Batik Bogor Bogor Tradisiku demanding Tradisiku to continue to fight in the fierce competition. Presented in Table 1.

The more the batik craftsmen in Bogor, Bogor Batik requires Tradisiku to obtain and increase the loyalty of its customers so that the business can survive. Bogor batik Tradisiku can acquire and improve customer retention by keeping a sense of satisfaction and build quality relationships (relationship quality) is good from each customer.

Huang (2012) describe the relationship quality as a series of episodes of interactions that occur between the two sides within a certain timeframe in relationships to achieve common goals. Thurau (1997) explains that the relationship quality includes the confidence (trust) and commitment. Thus, in an effort to achieve a good relationship quality to increase customer loyalty to be able to survive from the intense competition, Bogor Batik Tradisiku need to build trust and commitment of pelanggannya. In accordance with the words of Lapasiang (2017) that is an element of trust dam commitment of behavior in an effort to retain and maintain long-term relationship between the two sides in order to have more meaningful relationships. Customers will not be loyal if they feel

that the relationship is not favorable to the company. In addition to building a quality relationship, in an effort to improve customer retention, Bogor Batik Tradisiku also need to maintain a sense of satisfaction from each customer.

Table 1. List of Competitors Batik Bogor Tradisiku

Outlet	Address
Handayani Geulis Bogor Batik	A3 16 street New Bogor, Tegal Gundil, Lutfi North Bogor 0812-9624-5964
batik Keris	Jl. Raya Padjadjaran No. 1, Baranangsiang, Botani Square (GF.5-8) (0251) 8400666
batik Semar	Jl. Captain Muslihat 7 (0251) 8327185
batik Semar	Lippo Plaza Bogor Ekalokasari 2.8 km · Jalan Siliwangi 123 (0251) 8363140
batik Mago	Block, block, Jl. Wijaya Kusuma 3 Block S1 # 5 0811-1196-369

In a study conducted by Diab (2009), indicate that the greater the customer satisfaction customer retention will also increase. To create customer satisfaction, companies must be able to formulate a marketing strategy through the marketing mix (marketing mix), which consists of product, price, place and promotion. In Muliarsi study (2016) showed that the marketing mix and a significant positive effect on customer satisfaction. Bogor batik Tradisiku also need to maintain a sense of satisfaction from each customer. In a study conducted by Diab (2009), indicate that the greater the customer satisfaction customer retention will also increase. To create customer satisfaction, companies must be able to formulate a marketing strategy through the marketing mix (marketing mix), which consists of product, price, place and promotion. In Muliarsi study (2016) showed that the marketing mix and a significant positive effect on customer satisfaction. Bogor batik Tradisiku also need to maintain a sense of satisfaction from each customer. In a study conducted by Diab (2009), indicate that the greater the customer satisfaction customer retention will also increase. To create customer satisfaction, companies must be able to formulate a marketing strategy through the marketing mix (marketing mix), which consists of product, price, place and promotion. In Muliarsi study (2016) showed that the marketing mix and a significant positive effect on customer satisfaction. Companies must be able to formulate a marketing strategy through the marketing mix (marketing mix), which consists of product, price, place and promotion. In Muliarsi study (2016) showed that the marketing mix and a significant positive effect on customer satisfaction. Companies must be able to formulate a marketing strategy through the marketing mix (marketing mix), which consists of product, price, place and promotion. In Muliarsi study (2016) showed that the marketing mix and a significant positive effect on customer satisfaction.

In improving customer satisfaction, brand image (Brand Image) also plays an important role. The better the ratings and customer image, the higher the customer satisfaction. The high customer satisfaction is also not free from the company's internal support, especially the support of the human resources (Sin 2002). Ardianto (1999) has explained that in the future the company is not only focused on the product, but it will also depend on the brand so that involves a brand orientation in the formulation of the company's strategy, will have a sustainable competitive advantage (sustainable competitive advantage) through brand equity because the only brand which can provide strong protection. This is also supported by pernyataan Kotler and Keller (2010) found a positive brand image created by an association of a strong brand, unique, and well. In other words, when consumers already recognize the brand and then in the minds of consumers there are certain associated to the mark, the mark can be distinguished by brands other, so that the

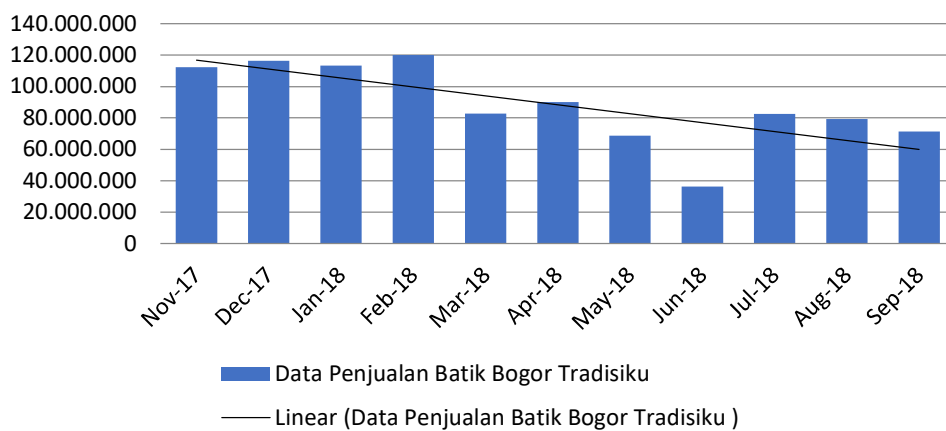
brand is perceived to have a high quality and managed to make the customer satisfied and loyal that indicate that the brand has a high brand image. According Rangkuti (2002), the purpose of the brand is as distinct from the products or services produced by competitors. Brand is a promise sellers to consistently provide the look, certain benefits and services to buyers. Best brands provide quality,

In the process, consumers buy batik is not only to meet its needs, but at the same time choosing batik which can raise the image of himself in his environment. So batik should be able to instill consumer confidence that every consumer who uses the product will be able to raise the image of himself. Because the self-image (self-image Congeruece) will cause a sense of joy and satisfaction of consumers when using the product. In tune with the research Tammubuan (2017) mentions that the self-image (self-image Congeruece) positive effect on customer satisfaction, which before the customer was satisfied, then the customer must feel that the image of the goods that are used in accordance with the self-image or "personality"

Formulation of the problem

Batik is now full effort to maintain and increase customer loyalty because the number of a type of batik artisans in Indonesia. This is also true for Bogor Batik Tradisiku (BBT). Tradisiku Bogor batik is one business unit that develops the batik industry in Indonesia who are trying to meet the needs of Indonesian batik, especially in the city of Bogor. Bogor batik batik Tradisiku pioneers since 2008. Bogor Bogor batik Tradisiku. Batik Keris become one of the major competitors because it is one of the leading brands in Indonesian batik circulating in the community, which until now still exist and flourish despite the presence of competitors in the same business. Nevertheless,

Tradisiku Bogor Batik sales data in Figure 2, there is a trend of declining sales. Recognized by Tradisiku Bogor Batik management, more sales decline due to competition in Bogor batik business in very high which allows customers not loyal. In an effort to increase sales and gain customer loyalty, Bogor Batik Tradisku do share promotional efforts, but the campaign carried out during this time is not much help in increasing sales revenue and retain customers. In addition, the fixed location for 11 years and the motive that has been patented since it was first established not guarantee high customer perception of the brand Tradisiku Bogor batik, which is indicated by the declining sales trend in Figure 2.



Source: Bogor Batik Tradisiku (2018)

Figure 2. Sales data of Bogor Batik My Tradition

Therefore, to obtain customer retention, as described in the background, a strategy that can be done by Bogor Batik Tradisiku is with creating a relationship quality through commitment and trust as well as increasing the satisfaction of its customers through the marketing mix, brand image, and self - image congruence.

Based on these descriptions, the formulation of research problems who want proposed in this study is how creating a relationship quality through commitment and trust as well as increasing the satisfaction of its customers through the marketing mix, brand image, and self - image congruence. Therefore, the research question posed is: 1) How Tradisiku Bogor Batik customer characteristics? 2) How factors affecting customer satisfaction Tradisiku Bogor Batik? 3) How these factors affect measured quality relationship through commitment and customer trust Tradisiku Bogor Batik? 4) How customer satisfaction and customer loyalty relationship quality affect Tradisiku Bogor Batik.

Research purposes

The purpose of this research is as follows: 1) Bogor Batik analyze customer characteristics Tradisiku. 2) Analyzing the factors affecting customer satisfaction Tradisiku Bogor Batik. 3) Analyzing the factors influencing the measured quality relationship through commitment and customer trust Tradisiku Bogor Batik. 4) Analyzing customer satisfaction and customer loyalty relationship quality affect Tradisiku Bogor Batik.

The scope of research

In this study, which is associated with retention and customer satisfaction, has some basic scope, including : 1) variables used are the marketing mix, brand image, and Self Image congruence. 2) The research was conducted from November 2018 until February 2019. 3) The research location is in Bogor batik SMEs Tradisiku.

Consumer behavior

Consumer behavior is a study that included individual process groups tau funds to make a purchase, use, manage and experiences related to a product (Solomon 2000).

Customer retention

Activities conducted customers drawn from the activities regularly and repeatedly (Hassan, 2009).

Customer satisfaction

Satisfaction is one's feelings after comparing the performance or perceived outcome with expectations (Kotler and Keller 2010).

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Marketing Mix

Price or the price is defined as the amount of money charged on the exchange of products or services (Kotler and Keller 2010). Tjiptono (2010) describes the sale as a form of marketing communication activities where there didalamnya disseminate information, influence, persuade and remind consumers of the product. The location is the selection of a place that determines a production business or a service provider based on certain considerations and often determines the success of a business, because the location is closely related to a potential market of a business (Nasution 2004).

Brand Image

Brand image (brand Image) Is a representation of the overall perception of the brand and is formed of information and past experiences with the brand. Described by Setiadi (2003) that the brand image is the image of the brand associated with the beliefs and attitudes towards a brand preference.

Self Image congruence

Atwater & Duffy (1999) says that self-image is one's view of himself and is one of the fundamental building blocks of self-concept. Each person has a unique self-image.

Commitment

Commitment is a form kemampuan behavior and willingness to align itself to the needs, priorities and objectives (Soekijan 2009).

Trust

Mowen (2009) explains that kepercayaan consumers are all forms of knowledge possessed by consumers as well as consumers about the conclusions made objects, attributes and benefits.

Research hypothesis

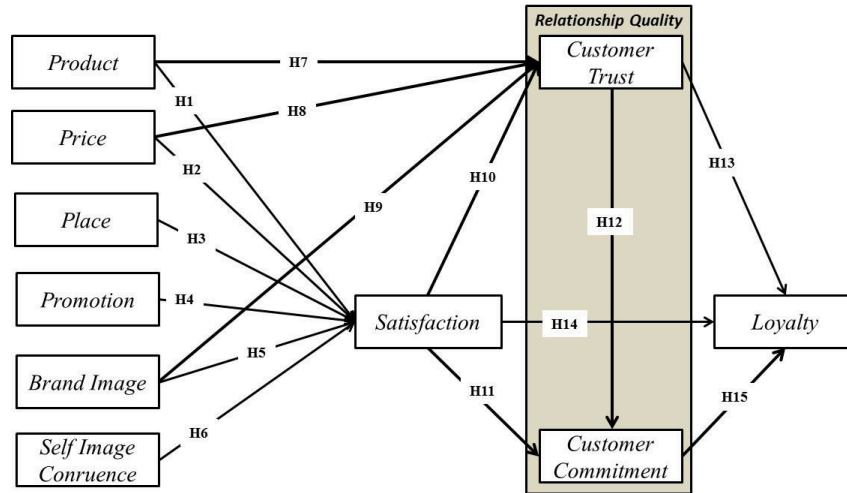


Figure 3. Research Hypothesis

H1 : Products that affect customer satisfaction

The product is what customers want, so product quality is an important part that can affect satisfaction. This is explained by Maria and Anshori (2013) that the product has an influence on customer quality, where this is related to the performance of the product.

H2 : Prices that affect customer satisfaction

Price can be said as the cost incurred by consumers to get the product. Product prices have a major influence on consumer satisfaction. Where this is illustrated in Setyo (2017) which explains that price greatly influences customer satisfaction. Where customers already have expectations of the price and quality of the product.

H3 : Location affects customer satisfaction

Location is an important thing that can affect customer satisfaction. In Wang (2016), it is explained that location has a significant influence on consumer satisfaction. The easier it is to access these locations and close to other important locations can have an impact on customer comfort and satisfaction.

H4: Promotion affects customer satisfaction

Promotion is an important activity in product marketing. In Savaye et al (2008) stated that promotion can have a significant effect on customer satisfaction.

H5: Brand Image that affects customer satisfaction

Brand image is an important picture in customer satisfaction which is explained by Ostrowski et al 1993), stating that brand image has a significant effect on customer satisfaction.

H6: Conformity of Self Image Affects Customer Satisfaction

Conformity with self-image can have an impact on satisfaction. This is proven in the research of Palacio et al (2007) which states that the suitability of self-image has a significant influence

H7: Products affect customer trust

Products affect customer trust. This is explained by Halim et al (2014) that quality products have a positive and significant influence on consumer confidence.

H8 : Price affects customer trust

Price is an important thing that is considered to affect customer trust. Zhang et al (2014) explain that the costs incurred by the customer or the price set by the customer greatly affect consumer confidence.

H9 : Brand image affects customer trust

Brand image affects customer trust. Halim et al (2014) that a quality brand image has a positive and significant influence on consumer trust

H10: Satisfaction affects customer trust

Satisfaction is considered to affect customer trust. This is explained by Noerhermaya (2016) that customer satisfaction has a positive and significant effect on trust. That is, the higher the customer satisfaction, the higher the trust felt by the customer

H11: Satisfaction affects customer commitment

Customer trust has an influence on customer satisfaction. Setiawan and Sayuti (2017) explain that trust in a product has a major influence on trust in consumers.

H12 : Customer trust affects customer commitment

Trust is something that can affect satisfaction. Ukudi (2007) explained that the quality of the relationship between consumers and companies is strongly influenced by commitment and trust.

H13 : Customer trust affects customer loyalty

Trust is something that can affect customer retention. According to Ukudi (2007), it is explained that trust has a significant influence on customer loyalty.

H14 : Customer commitment affects customer loyalty

Commitment is something that can affect customer retention. In the research Ukudi (2007) explain that a strong commitment can have a positive influence on the loyalty of customers to shop again.

H15: customers affect customer loyalty

Customers are something that every business or company wants to achieve. Described by Carpenter and Fairhurst (2005) that satisfaction has an effect on customer loyalty

Research Accomplished

Maria and Anshori (2013) that the product has influence on the quality of the customer, where it is due once the performance of the product. In the study Setyo (2017) which explains that the price is very influential terhadap customer satisfaction. Where customers have had expectations on prices and the quality of the product. Brand image is an essential feature in customer satisfaction in which it is described by Ostrowski et al 1993), stating that the brand image significantly influence customer satisfaction. Self image congruence can have an impact on satisfaction. It is proven in research Palacio et al (2007) which states that self-image congruence have a significant influence.

METHODS

Location and Time Research

This study uses a case study approach to the object of the study site is Bogor Traditional Batik. Where are the problems in the business retention and satisfaction dihubungan purchases by several important factors. This study was conducted from November 2018 until February 2019.

Types and Sources of Data

This study uses two types of data including primary data and secondary data. Sources of primary data derived from interviews aided by a questionnaire to the respondent. While secondary data sources such as text from books, published data, as well as journals previous related research.

Types of research

Research conducted quantitative manifold. This study attempts to describe the phenomena occurring in the object of research by using the numbers later described into a conclusion. In addition this study tries to link the effect of each variable.

Data Collection Methods

Data retrieval method in this research is purposive sampling. Where according Sugiyono (2010) stated that a purposive sampling method to collect data by applying the specific requirements of the population. The conditions are set for a sample to be used as respondents include: 1) Customers of Bogor Traditional Batik who have made a purchase of at least 2 times. 2) Customers who have aged more than 17 years. & 3) The minimum sample amounted to 185 people and maximum tends to 370 people.

Variable Operations

This study was conducted to assess the pelannggan retention and customer satisfaction associated with several important factors. On the basis of terseut required elaboration of each of the variables in Table 1.

Table 1. Variable Operational Research

variables	Operational definition	Indicator	Expert
<i>product</i>	Everything that is offered to the market, to attract attention, purchased, diguakan and consumed in order to meet the needs	Features performance conformance Durability Repairibility style Design	Kotler (2010)
<i>Price</i>	An amount of money charged on the exchange of products or services	affordability Compliance with quality Kesuaian with competitiveness Conformity with competitiveness	Kotler and Armstrong (2010)
<i>Self Image Congruity</i>	One's view of himself and is one of the fundamental building blocks of self-concept.	<i>Actual self congruity</i> <i>Social self-congruity</i> <i>Ideal self congruity</i> <i>ideal social self-congruity</i>	Schiffman & Kanuk (2008)
<i>brand Image</i>	Image of the brand associated with the beliefs and attitudes toward a brand preference	<i>brand identity</i> <i>brand personality</i> <i>brand association</i> <i>brand attitude</i> <i>brand benefits</i>	Kotler & Armstrong (2010)
locations	Selection of a place that determines a production business or a service provider based on certain considerations and	Access <i>visibility</i> <i>Traffic</i> parking lot Expansion Environment	Tjiptono (2010)

	often determines the success of a business	Competition	
promotion	In forms of marketing communication where there are activities to disseminate information, influence, persuade and remind consumers of the product	reach sale Quantity Quality	Kotler (2010)
Customer commitment	Craving or strong desire fatherly maintain and continue the relationships that are deemed significant and long-term value	Affective Continuace normative	Suratman (2015)
Customer Trust	Consumers Trust are all forms of knowledge possessed by consumers as well as consumers about the conclusions made objects, attributes and benefits	Ability Kindness Integrity	Mayer et al (2005)

Data analysis method

In this study, using two kinds of analysis to answer the research problems. As such:

Descriptive analysis

A descriptive analysis was used to portray to identify and analyze the data by means of a portrait in the form of tables, charts, graphs or writing (Sugiyono 2010). It is important that to sharpen the discussion of each of the existing problems in the research.

Equational Structural Analysis Modeling

Equational Structural Modeling (SEM) is an analysis that is used to determine the relationship of each variable to another variable and variable to pembentuknya indicator. Explained Ghozali and Fuad (2012) SEM into the category of multivariate analysis techniques. On the other hand described by Hair et al. (2010) states that research using SEM has two goals: the confirmation and exploration. Confirmation or confirmatory used to test the hypothesis that was developed based on the theories and concepts that have been there sebelumnya. While exploration or exploratory aims to find patterns of data that does not exist.

RESULT AND DISCUSSION

Respondents Descriptive Study

Customer is an aspect that is very important for the survival of any business, including business Tradisiku Bogor batik, which is engaged in the traditional fashion. It is therefore important to examine the characteristics of customers before reviewing the relationship quality, customer satisfaction and loyalty from Bogor Batik Tradisiku. Selected customers are customers who were peneitian location at the time of the survey, namely in Bogor Batik Tradisiku outlets. The number of customers who were respondents in this study were 100 respondents who would reflect the

actual Tradisiku Bogor Batik. The characteristics analyzed in this study is the customer's general demographic characteristics such as age, gender, past education, employment, residency / area of residence, the revenue per month.

Gender of customer Bogor Batik Tradisiku dominated by women as many as 59 people (59 percent) and the male - female as many as 41 people (41 percent). If seen, the difference in the number of categories of sex between men - men and women do not differ much. This means that the Bogor Batik Tradisiku may be a suitable option for both - men and women. Nevertheless, a greater percentage of women than men - men because women are more often to shop, including for keperluan fashion and cosmetics. Judging from the percentage of satisfaction, of 41 men - men, there is a 2:44 per cent were dissatisfied. Meanwhile though women dominate Tradisiku Bogor Batik customers, but of the 59 people, amounting to 11.86 percent of women are dissatisfied customer.

Customers are divided into several categories of age, ie, 20 to 30 years, 31 to 40 years, and more than 41 years. In Figure 7, it is known that customers who are over 41 years of dominating the number of age categories that as many as 35 people (35 percent). Then aged 31 to 40 years as many as 34 people (34 percent) and aged 20 to 30 years as many as 31 people (31 percent). Elderly people dominate the majority age category pelanggan Batik Tradisiku Bogor. This is consistent with the target consumer is the consumer Tradisiku Bogor Batik elderly, because in old age range, consumers need at batik for everyday life - his days as compared to younger age. It can be an opportunity for Batik Bogor Tradisiku to be able to increase traffic and customer purchases of products by the elderly. Judging from the percentage of satisfaction, 31 per cent of respondents aged 20 to 30 years, only 6:45 per cent (2) are dissatisfied. Meanwhile, 34 percent of respondents aged 31 to 40 years, there are still 5.88 per cent (2) were dissatisfied, and 35 percent of respondents over the age of 41, at 8:57 percent (3) are not satisfied. Therefore, since the target and the majority of customers Tradisiku Bogor Batik is elderly, how to do to put pressure on the customer dissatisfaction with the elderly are more concerned about the quality of the product - Tradisiku Bogor Batik products. 88 percent (2) were dissatisfied, and 35 percent of respondents over the age of 41, at 8:57 percent (3) are not satisfied. Therefore, since the target and the majority of customers Tradisiku Bogor Batik is elderly, how to do to put pressure on the customer dissatisfaction with the elderly are more concerned about the quality of the product - Tradisiku Bogor Batik products. 88 percent (2) were dissatisfied, and 35 percent of respondents over the age of 41, at 8:57 percent (3) are not satisfied. Therefore, since the target and the majority of customers Tradisiku Bogor Batik is elderly, how to do to put pressure on the customer dissatisfaction with the elderly are more concerned about the quality of the product - Tradisiku Bogor Batik products.

Bogor batik Customers Tradisiku dominated by consumers who have the education level of education bachelor degree (S1) as many as 63 people (63 percent). Then followed by customers who have a past high school education of 20 people (20 percent). Last educated D3 customers total of 11 people (11 percent), and the last educated customer who graduate as many as 6 people (6 percent). Judging from the percentage of satisfaction, despite the recent education S1 dominate the majority of customers Batik Bogor Tradisiku, but 63 percent of respondents educated past high school, at 9:52 percent (6 people) are not satisfied with the Bogor Batik Tradisiku.

Job status becomes important things that need to be identified, it is known that the status as private employees, as many as 72 people (72 percent). This is consistent with the majority of age responden in a basket over the last 41 years and educated bachelor degree (S1). In addition it is also because Tradisiku Bogor Batik location close to several offices in the city of Bogor. The second largest percentage of work the majority of respondents Batik Bogor Tradisiku are civil servants (PNS) as

many as 18 people (18 percent), students and self-employed smasing - masiang of 4 people (4 percent), Housewife (IRT) and others that each - each as many as 1 (1 percent). Judging from the percentage of satisfaction, of the 72 percent majority of customers Tradisiku status Bogor Batik private employees, a total of 6.

The majority of customers who visited the Bogor Batik Tradisiku came from Bogor, a total of 76 people (76 percent). This shows that the Bogor Batik Tradisiku still not known outside Bogor. It is a challenge for Batik Batik Bogor Bogor Tradisiku for Tradisiku mission is to introduce batik Bogor throughout Indonesia, especially in Java - Bali and also in ASEAN. For ASEAN, Bogor Batik Tradisiku have started to use online shopping application. The next largest percentage of customers who came from Jakarta, as many as 9 people (9 percent). Consumers who come from Depok and Bekasi each - each 5 people (5 percent). Consumers who came from Tangerang many as 4 people (4 percent), and the customers who come from the island of Sumatra by 1 person (1 percent). Judging from the percentage of satisfaction, from 76 per cent majority of customers coming from Bogor, at 10:53 per cent (8) the customer was not satisfied. With the majority of customers are from the Greater Jakarta, Bogor Batik Tradisiku indicates that the need to extend the range of promotions that Tradisiku Bogor batik products known outside JABODETABEK, so that the mission of Batik Tradisku to introduce batik Bogor Bogor in Indonesia can be achieved. Customers will be very related revenue in the purchase decision process as well as customer consumption patterns. Figure 10 shows a large percentage of customer revenue Bogor Batik Tradisiku dominated by the categories of income per month in the range of Rp. 5000001-10000000 many as 44 people (44 percent). This is because the majority of customers Batik Bogor Tradisiku aged over 41 years and the status of private employees. Followed by customers who earn more than Rp. 10,000,001 that as many as 29 people (29 percent), and consumers earning less than Rp. 5 million as many as 27 people (27 percent). Berdasarkan results show that as many as 79 people (79 percent) Tradisiku Bogor Batik customers are married, 20 people (20 percent) own status is not married and 1 (1 percent) widower. This is because consumers are still elderly Spanish Momomilk. If seen from the percentage of satisfaction, 79 percent of consumers who are not married, amounting to 15.91 percent of consumers are not satisfied.

Correlation and Signifikansi

Correlation and significance is an important thing that needs to be done to get an idea of the relationship of the variables in the study. The test results in Table 2. Based on Table 2 informasiterkait with the hypothesis proposed in the formulation of research. Directions relationship of a variable with another variable and the effects of the temporal relationship of significance is used to distinguish the strong or weak of the relationship.

H1 : Product affects customer satisfaction

Relations with satisfaction the products are insignificant. This is due to the value of P values have been exceeded 0:05 or 5 percent.

The concept of satisfaction basically always associated with hope and reality. BBT product that is synonymous with the city of Bogor and the lack of a major breakthrough in introducing its products, an impact on the response in the form of standard expectations of consumers against products from BBT.

H2 : Price affect customer satisfaction

Relations with satisfaction rates is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. These results are also consistent with studies conducted by Kamaluddin yanh (2018) that has no influence significantly the price to satisfaction, because

basically consumers have realized the products have their own value, so that consumers will not think of the relative prices of these products. Dampaknya expectation that the price is cheap or expensive is not used as a benchmark in influencing kepuasaannya.

Table 2. Research Hypothesis Testing

Hypothesis	Estimate	P Values	Information
Brand Image -> Customer Trust	0.841	0,016	Significant
Brand Image -> Satisfaction	0.698	0,000	Significant
Customer Commitment -> Loyalty	0.267	.080	Significant
Customer Trust -> Customer Commitment	.818	0,000	Significant
Customer Trust -> Loyalty	.811	0,000	Significant
Place -> Satisfaction	-0.069	0.827	Not significant
Price -> Customer Trust	-0.032	0.177	Not significant
Price -> Satisfaction	-0.030	0,145	Not significant
Products -> Customer Trust	0.382	0,047	Significant
Products -> Satisfaction	-0.245	0.364	Not significant
Promotion -> Satisfaction	.428	0,023	Significant
Satisfaction -> Customer Commitment	0.141	0.297	Not significant
Satisfaction -> Customer Trust	-0.254	0.361	Not significant
Satisfaction -> Loyalty	-0,084	0.353	Not significant
Self Image Congruence -> Satisfaction	.182	.356	Not significant

Source: processed data

H3 : Location affects customer satisfaction

Relations with satisfaction location is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. The results of this study are also consistent with the results of research conducted by Manurutng (2018) that the location is no direct impact on customer satisfaction. The location of outlets BBT is not considered essential to make the customer satisfied, this is due to consumers visited BBT is due to the excellence of the motive offers.

H4 Promotion affect customer satisfaction

Promotional relationship with contentment is significant. This is due to the value of P values below 0:05 or 5 percent. Promotion is done by the BBT through direct deals done by employees, follow events and offer discounted impact on customer satisfaction. These results are also consistent with studies conducted by Ginantra et al (2017) that the promotion of a significant effect on customer satisfaction.

H5 : brand Image affects customer satisfaction

Relations with satisfaction brand image is significant. This is due to the value of P values have been under 0:05 or 5 percent. The influence of brand image is considered able to make an impact on satisfaction, which BBT image building products as souvenirs Bogor. This can make consumers when getting products from BBT be satisfied Because of the impression. These results are also consistent with studies conducted by Halim et al (2014) found a significant effect on the brand image of the customer's trust.

H6 :Self Image congruence affects customer satisfaction

Self-image congruence relations with the satisfaction is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Self-image still seems low sehingga not affect satisfaction with the product BBT. Consumers expect a model piece of batik made by BBT can follow the trend of the moment, so the effects can elevate customer satisfaction.

H7 : Items affecting customer trust

Product with customer trust relationship is significant. This is due to the value of P values below 0:05 or 5 percent. Batik sold by BBT certainly has the advantage of materials, colors and patterns so that consumers believe that the quality of these products. These results are also consistent with studies conducted by Halim et al (2014) that the products a significant effect on customer confidence.

H8 : Price affect customer trust

Trust relationship with the customer prices is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Variable price for batik products are not overlooked in increasing or affecting consumer confidence. Batik is synonymous art, so that consumers do not care about the price offered for the quality of batik products are in line with expectations.

H9 : brand image affect customer trust

Brand image with the customer relationship of trust is significant. This is due to the value of P values below 0:05 or 5 percent. This is due to the ability of Bogor Batik Tradisiku to represent the character of the brand. These results are also consistent with studies conducted by Halim et al (2014) found a significant effect on the brand image of the customer's trust.

H10 : Satisfaction Customer affect trust

Customer satisfaction with trust relationship is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Satisfaction is an important thing that can affect the confidence, but in the case of batik products consumers are not always required to be satisfied for each batik offered has an appeal as well as different values so that consumer confidence in the product is preferred.

H11 : Satisfaction influencing customer commitment

Relationship satisfaction with customer commitment is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Satisfaction can not give effect to the formation of consumer commitment, this is due to the commitment is more that require the mediation of other factors.

H12 : Customer trust influencing customer commitment

Customer relationship of trust with customers is a significant commitment. This is due to the value of P values have been under 0:05 or 5 percent. Management capabilities to increase consumer confidence in offering quality batik products ultimately affect the consumer's commitment to the product BBT. This is in line with research Zulganef et al. (2015) and Bricci et al. (2016), which explains that trust can affect consumer commitment.

H13 : Customer trust affect customer loyalty

Relationship satisfaction and loyalty is significant. This is due to the value of P values below 0:05 or 5 percent. Consumer confidence in the product BBT can increase loyalty, this is due to that BBT is promoting products in a quality product. Brilliant and Achyar (2013) that confidence in a product are high can affect the loyalty of consumers.

H14 : Customer commitment affect customer loyalty

Customer relationship and loyalty is a significant commitment. This is due to the value of P values below 0:05 or 5 percent. Consumers who already have a commitment to product BBT would be easier to remain loyal to purchase products from BBT. Bricci et al. (2016) describes the commitment of consumers is important to increase loyalty to keep using the product being marketed.

H15 : Customer satisfaction influence the customer loyalty

Relationship satisfaction with loyalty is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. The formation of consumer loyalty is not easy to do, consumer satisfaction that occurs when buying batik of BBT can not be said would affect customer loyalty. Loyalty among consumers, especially on batik products can occur should be through commitment and trust. This is in line with research from Brilliant and Achyar (2013) explains that satisfaction does not have a significant influence.

Managerial implications

This research can be developed into a managerial implications that can be used in order peningkatkan Tradisiku Bogor Batik customer loyalty. The managerial implications are:

1. Customer satisfaction is an essential part of the first to be considered by the management of Batik Tradisiku Bogor, where satisfaction is often associated with the ability to provide benefits for the company in the form of repeated requests, as well as the possibility of being re-purchase customer in the long term. Bogor batik Tradisiku have learned that there are two major influential factor in enhancing the satisfaction that brand image and promotional activities. Management can increase the role of brand image and promotion by way of a) Treat as private or personal brand. This can be done by giving the characters and the right value for the brand owned. b) improve marketing content. This can be done by creating a better brand profile, attractive and complete, made-at-your photos and videos that reflect the brand of Bogor Batik Tradisiku c) Promote innovative products and brands. Bogor batik Tradisiku need to maintain the current promotional activities undertaken by the department in order to maintain the impression that it is a pioneer Tradisiku Bogor batik batik Bogor. The hope they can maintain the overall activity as well as maintain a good impression to the products of Batik Bogor Tradisiku.
2. Consumer confidence is the second important thing to note by consumers, resulting batik products have different characteristics with umumnya fashion products. Bogor Batik Tradisiku consumer confidence can be enhanced by maintaining the quality of the product dann brand image. Things can be done by a) Providing a quality product. This can be done by keeping every process of batik from beginning to end. b) Ensure brand of Bogor Tradisiku Batik is a brand that has been remembered by audiences in Bogor and surrounding areas, this can be done by increasing promotional activities more massive.
3. Customer loyalty is a third thing that is important to note the Bogor Batik Tradisiku. Where it is to maintain the retention of the purchase and still remembered and talked about a positive impression by customers. Management can focus on trust and commitment from the customer, by retaining the good image of the product and the company through the activity of product offerings to the promise and the establishment of appropriate values on products from Bogor Batik Tradisiku.

CONCLUSION

The results showed that as many as 59 percent of customers of Bogor Tradisiku Batik is a woman with a majority aged over 41 years with a percentage of 35 percent. pernikahan status is not married by 79 percent. The last study of customers Tradisiku Bogor Batik most are in stratum 1 (S1) with a percentage of 63 percent, and worked as private employees with a percentage of 71 percent. Monthly income of the majority of customers is < IDR. 50. 000. 000 by 44 percent. Batik customers domiciled in Bogor Bogor Tradisiku seabanyak 71 percent. Batik batik is the most

widely purchased by customers Tradisiku Bogor batik as much as 41 percent. place to memneli Bogor batik apart in Batk Tradisiku are others - others (online shop, mall) as much as 46 percent. Satisfaction with customer commitment is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Satisfaction can not give effect to the formation of consumer commitment, this is due to the commitment is more that require the mediation of other factors. Satisfaction with customer trust is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Satisfaction is an important thing that can affect the confidence, but in the case of batik products consumers are not always required to be satisfied for each batik offered has an appeal as well as different values so that consumer confidence in the product is preferred. Satisfaction with customer trust is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. Satisfaction is an important thing that can affect the confidence, but in the case of batik products consumers are not always required to be satisfied for each batik offered has an appeal as well as different values so that consumer confidence in the product is preferred. Customer relationships of trust and loyalty is significant. This is due to the value of P values below 0:05 or 5 percent. Consumer confidence in the product BBT can increase loyalty, this is due to that the product BBT is promoting the product quality customer relationships and loyalty is a significant commitment. This is due to the value of P values below 0:05 or 5 percent. Consumers who already have a commitment to product BBT would be easier to remain loyal to purchase products from BBT. Relationship satisfaction with loyalty is not significant. This is due to the value of P values have been exceeded 0:05 or 5 percent. The formation of consumer loyalty is not easy to do, consumer satisfaction that occurs when buying batik of BBT can not be said would affect customer loyalty.

Suggestions advanced research is to conduct research by sectors other than the marketing mix approach, satisfaction, customer trust and customer commitent, namely through the switching cost approach and conduct research related to the online shop which will be conducted by the Bogor Batik management Tradisiku. In addition, further research can relate several new variables such as those related to ethnocentrism and brand endorsement.

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