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Sustainable Increasing Market Share For Small To Medium Industrial Clusters

Suranto Suranto[1], Kurnia Nabila[2], Munajat Tri Nugroho[3], Ahmad Kholid Alghofari[4]
[1,2,3,4]Industrial Engineering, Muhammadiyah University of Surakarta
Email: sur185@ums.ac.id, kurnianabila30@gmail.com, munajat.nugroho@ums.ac.id, ahmad.kholid@ums.ac.id

Keywords

batik, market, strategy, business, small, medium industries (IKM)

Abstract. Digital transformation is able to expand marketing in the context of business development to increase market share for small and medium industries (IKM). The aim of this research is business development to increase market share in SMEs. The benefits of research include input into effective marketing strategies in batik SMEs. Data collection methods through questionnaires, interviews, observation, literature study and documentation. The research object at batik SMEs centers involves business owners and consumers of batik products. The analytical method uses structural models to identify and analyze the relationship between exogenous and endogenous variables. Based on the research results, the model formulation applied is able to increase market share.

1. INTRODUCTION

Batik is one of the cultural heritages of the archipelago, Indonesian batik has been known as a traditional Indonesian cloth made from wax or wax using high-value painting techniques [1]. Batik has a long history and history, to the point that batik was recognized as Indonesia's original non-tangible cultural heritage by UNESCO on October 2 2009. Therefore, this date was designated as national batik day, all Indonesian people are required to wear batik clothes typical of their respective regions. respectively[1]. Etymologically, batik comes from the Javanese language Ambhatik which comes from amba meaning wide, wide, cloth and tik which means making dots. Batik connects the dots to create a motif on a wide cloth [2]. There are many different types of batik patterns and depend on the region of origin of each region. Initially, batik was used by the Yogyakarta palace family and the Surakarta palace family. However, currently it has been used by various groups with their own unique motifs. The batik process is done manually using tools in the form of a canting, wax (wax) which is melted in a pan on the stove, mori cloth and a wicket as a place to drape the cloth to be decorated. As time goes by, batik has developed using the stamping method[2],[3]. Almost every province in Indonesia has its own specialty of batik as a regional specialty, one of which is the Yogyakarta region which is a batik producing area. One of the batik production areas in the Yogyakarta area is precisely in the Bantul batik industrial center. The written batik production process still uses simple and manual tools which produce types of written batik, stamped batik, and combination batik [4]. The products produced are cloth, shirts, masks, hats, t-shirts and other accessories, one of the outputs of the batik industry activities.

Research activities were carried out in the batik industry center, specifically in the Akasia Bantul batik industry, with consideration of urgent problems, namely: stable sales, good product quality, stable production numbers, batik sales area has not yet expanded. Seeing the existing problems, it is urgent to study this research in more depth, why the product has not been able to spread on the market quickly, even though the batik motifs provided are quite varied. After the Covid 19 pandemic ended, Akasia batik began to revive and organize its management well, business development began to be seen, but on the other hand, the level of competition was getting higher, so problems began to reappear. Therefore, how to increase market share and what sales strategies can increase consumer buying interest. Therefore, market evaluation, entrepreneur behavior, market research, consumer desires are carried out in order to increase market share so that buyers increase. The strategy of implementing segmenting, targeting and positioning (STP), and positioning, differentiation to branding (PDB) [5], is carried out by the management of SME managers, in order to increase sales.

A high sales volume is the hope of all small and medium industries, therefore marketing development, increasing market share, is an important factor for increasing turnover and increasing

production [6]. Marketing can be done through segmenting, targeting and positioning (STP), and positioning, differentiation to branding (PDB) [5]. The target of the marketing mix is to formulate various alternative choices for the attributes of a product [7]. One development of increasing market share can be done through the 9P marketing mix approach (product, price, place, promotion, people, physical evidence, process, power, and public relations) [5]. Novelty is an advantage of strategy, namely: the complexity of the elements in it, and all elements can be used as useful tools for formulating strategies [8]. The importance of marketing strategy states that the marketing mix is very influential on product purchasing interest, variables can be combined to produce the desired response in the target market [9]

Based on the problem and urgency, the research objective was formulated as business development to increase market share for small and medium industries (IKM), so that the research would implement market strategies for SMEs. The hypothesis in this research is in accordance with the hypothesis developed. The marketing mix component is an independent variable for purchasing interest which is the dependent variable. Based on this analysis, a hypothesis was developed in the form of: (1) H1: Product mix has a positive and significant influence on interest in purchasing products. (2) H2: The price mix has a positive and significant influence on product purchase interest. (3) H3: Place mix has a positive and significant influence on product purchase interest. (4) H4: The promotion mix has a positive and significant influence on product purchase interest. (5) H5: The process mix has a positive and significant influence on product purchase interest. (6) H6: People mix (HR) has a positive and significant influence on product purchase interest. (7) H7: The physical evidence mix has a positive and significant influence on product purchase interest. (8) H8: The public relations (PR) mix has a positive and significant influence on product purchase interest, (9) H9: The power mix has a positive and significant influence on product purchase interest. If sales increase, consumers increase, production increases and sales turnover also increases, able to influence consumer buying interest, then sales are declared successful.

2. METHOD

The research was carried out at the batik industry center, with the research object being handwritten batik. The type of research used is quantitative, with the aim of testing hypotheses with numerical conclusions. Data collection through: questionnaires, interviews, questionnaires, observation, documentation and literature study. The research uses sample data from the population, in the form of respondents who have purchased batik products at IKM. The research analysis method uses the Structural Equation Modeling (SEM) structural equation model [10]. The SEM technique is a second generation multivariate technique, SEM is modeling the links between several endogenous and exogenous variables [11].

Research sources with primary and secondary data, obtained from information directly by researchers at the research site and obtained from literature studies. Concept-based samples have 9 inner model paths that are directly connected to endogenous constructs, the minimum number of research samples is 90 samples obtained from multiplying 10x9 inner model paths [12]. Research instruments as measuring tools regarding observed natural and social phenomena [13]. The instrument used in the research was a questionnaire with data collection techniques which were carried out by giving a set of questions asked by researchers to respondents [14]. Respondents will be asked questions with limited answers and using a Likert scale as assessment points, by giving a score of 1-4 to each questionnaire question. A score of 1 indicates strongly disagree to a score of 4 indicates strongly agree [15].

Data processing with an outer model and an inner model, namely the outer model (measurement model) which specifies the relationship between latent variables and their indicators. Evaluation of the measurement model is carried out by evaluating the validity and reliability of the indicators. Testing a prediction model for relational relationships between variables cannot be carried out if the data has not gone through the verification stage of the measurement model [16]. The inner model (structural model) is a structural model that aims to identify and see the relationship between exogenous and

endogenous variables. The relationship will answer the hypothesis that has been prepared. Testing answers whether the hypothesis is accepted or rejected, evaluation is carried out using the coefficient of determination (R-Square), Path coefficients, t-statistics and p-value, as well as the goodness of fit model [17].

3. RESULTS AND DISCUSSION

The research results have obtained data in the form of *exogenous* variables which are independent variables . The *market share* development research variable uses an approach 9P *marketing mix* , namely: *product* , *price* , *promotion* , *place* , *people* , *physical evidence* , *process* , *power* , and *public relations* **[17]** . The indicators for the exogenous variables of the research data are according to table-1.

Table - 1 . Exogenous Variables

Latent Variables	Measurable Variables/Indicators	Source
Product (Product)	1. Fabric type	[18]
	2. Varied motifs	
	3. Product reliability	
	4. Varied sizes _	
	5. Color combinations	
	6. Detailed neatness _	
Price (Price)	1. Affordable price	[6]
	2. Price variations	
	3. Compete with competitors	
	4. According to the benefits	
	5. According to quality	
Place _	1. Affordable access	
	2. Ample parking space	
	3. Place visibility	
	4. Easy to get	
	5. Discoverability of the place	
Promotion (Promotion)	1. Social media advertising	[19]
	2. Actively participate in *events* /events	
	3. Promotional content	
	4. Discount offer	
	5. Advertising with print media	
Process (Process)	1. Varied payouts	[12]
	2. Stock availability	
	3. Order creation	
	4. Order conformity	
	5. Fast delivery _	
People (People/HR)	1. Responsive service _	[20]
	2. Individual offers	
	3. Employee attitude	
	4. Knowledge of employee skills	
Physical Evidence (Physical Evidence)	1. Interior and exterior design	[21]
	2. Arrangement of goods	
	3. Product packaging	
	4. Shop size	
	5. and offline shop displays	
Public Relations (Public Relations)	1. Owner relationships	[22]
	2. Suggestion and criticism service	
	3. Actively participate in *events*	

	4. T accept the answer
Power (Strength)	1. Cultural preservation
	2. Political power
	3. Characteristics of strength
	4. Owner network

Endogenous variables are bound which are called *dependent* variables . The endogenous variable in this research is an increase in the number of purchasing interests, indicators of the endogenous variable can be seen in table 2 .

Table - 2 . Endogenous Variables

Latent Variables	Criteria	Source
Interest in buying	Buyer/consumer needs	[20]
	Prices according to consumer wishes	
	Strategic interests	
	Viewing ads	
	Conditions respond quickly	
	Recommendation from friends	
	Product characteristics	

Research data samples were obtained by taking data from a questionnaire in *Google Form* to 100 respondents. The questionnaire has 50 questions with the gender identification of the respondents being 53% male and 47% female. Characteristics based on age, respondents aged <20 years were 1%, aged >50 years were 8%, aged 20-30 years were 32%, aged 30-40 years were 34%, and aged 40-50 years were 25%. As for the identification of respondents' characters based on profession, type of work, private employees amounted to 19%, students amounted to 11%, civil servants amounted to 14%, entrepreneurs amounted to 23%, and others amounted to 33%.

Test the validity and validity of the questionnaire instrument, then loading factor , which is used to validate the relationship between the gauges (indicators) of a latent construct in terms of the loading factor value . The recommended value for the loading factor is > 0.7 [16] . Based on the loading test results factor, it is known that there is only 1 item whose output loading factor has a value less than 0 . 7 , meaning that the data is less able to explain the latent variable. Invalid statement items must be eliminated so that the forming indicators become valid.

Next, n the Output Average Variance Extracted value (AVE) explains the internal intercorrelation between indicators on the construct in each latent variable or measures the amount of variance that can be captured by the construct compared to the variance caused by measurement error. The expected value of the AVE value is > 0.5 [16]. Based on the AVE test results , it was found that the AVE output value for each construct had a value > 0.5, which means that the nine constructs were categorized as valid.

The next stage, analysis of the discriminant validity value , is the cross loading factor value which aims to determine the discriminant in a research construct. This value is said to be good if the indicator has a higher correlation with the latent variable compared to other latent variables [16] . As for the results of the cross loading test , there is a correlation between constructs and indicator items that have smaller values than other constructs. Therefore, adjustments need to be made by eliminating uncorrelated indicators. Elimination is still carried out even though the data is convergently valid. Reliability tests are used to assess the accuracy, consistency and precision of instruments in measuring constructs. Testing to determine the extent to which measurement results can be trusted by showing consistency, if measurements are carried out twice or more on the same symptoms using the same instrument [23]. The value of the *composite* reliability test according to table-3.

Table -3 Output Composite Reliability

	Composite reliability
Physical Evidence	0.91
Price	0.91

Public Relations	0.89
Strength	0.87
Interest in buying	0.91
Person	0.92
Product	0.92
Promotion	0.89
Process	0.90
Place	0.9 1

Based on table -3 , it is known that the *composite reliability value* for each variable shows a value greater than 0.7, which means the data is reliable . The next step is the *R-square test* to measure the level of variation in changes in the exogenous variable to the endogenous variable. This value criterion, namely 0.67, indicates strong model power; 0.33 indicates moderate strength and 0.19 indicates weak strength; < 0.19 is considered not to have the strength of the structural model [24], according to table-4. *R-Square output* .

Table -4 R-Square output

	R-square	**R-square adjusted**
Interest in buying	0.92	0.91

Based on table -4 above, it shows that the purchase interest construct obtained an *R-square value* of 0.922. The 9P *marketing mix* variable simultaneously influences 92.2% while the remaining 7.8% is explained by other variables outside the research. *Path coefficients* or path coefficients are the magnitude of the relationship/influence of the latent construct. Positive values > 0 indicate a strong positive relationship while negative values < 0 indicate a strong negative relationship. Meanwhile, *t-statistic* and *p-value* analysis are used to determine the significance value of the influence between the variables being tested. The significance value used when the significance level is 5% is *t-statistic* > 1.96 and *p-value* < 0.05 **[24]** table -5 .

Table-5. Path coefficient values

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
Physical Evidence -> Purchase interest	0.21	0.20	0.08	2.36	0.01
Price -> Purchase interest	0.14	0.14	0.10	1.38	0.16
Public Relations -> Interest in buying	0.09	0.09	0.07	1.15	0.24
Strength -> Purchase interest	0.12	0.12	0.08	1.37	0.16
People -> Purchase interest	0.03	0.03	0.10	0.32	0.74
Product -> Purchase interest	0.00	0.01	0.14	0.06	0.95
Promotion -> Purchase interest	0.17	0.17	0.10	1.69	0.09
Process -> Purchase interest	0.13	0.12	0.13	0.97	0.32
Place -> Interest in buying	0.09	0.09	0.10	0.85	0.39

Based on tab el-5, *the path coefficients* value is seen from the *original sample value* . It is known that the direction of the relationship between the nine *marketing mix variables* has a positive value. Every increase in the value of each *marketing mix* variable has an impact on the increase in the

purchasing interest variable. Meanwhile, in *the t-statistic* and *p-value*, only the physical evidence variable has a positive and significant effect on buying interest , the other variables have a positive but not significant effect on buying interest . The next analysis in the form of *model fit* is used to determine how well the model fits the sample data or the accuracy of the model with the data. The desired criterion, namely the *Standardized Root Mean Square Residual* (SRMR) value, is the difference between the observed and expected correlations in the model . SRMR value < 0.08 or the smaller the better. Then the chi-square value is a statistical test used to test how close the match is between the sample covariance matrix and the model covariance matrix. It is hoped that the smaller this value the better. The *Normed Fit Index (NFI)* value is an incremental fit metric that calculates the *chi-square value* of a proposed model and compares it to a meaningful benchmark, measuring how well something fits. NFI value ≥ 0.9 or the greater the better [25] . Below in tab el-6, the model fit *output* .

Table -6. Output Model Fit Relationship Model

	Saturated models	**Estimated model**
SRMR	0.06	0.06
d_ULS	4.32	4.96
d_G	4.57	4.89
Chi-square	1990.26	2041.54
NFI	0.65	0.64

Based on tab el-6 , it can be seen that the SRMR value of 0.062 is in accordance with the *fit criteria* , namely <0.08. The correlation value of the relationship between latent variables tested through *bootstrapping output* can be seen in tab el-7 .

Table -7. Outputs Bootstrapping Relationship Models

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
Price -> Physical Evidence	0.93	0.92	0.01	64.08	0
Price -> People	0.92	0.92	0.01	50.97	0
Price -> Promotion	0.42	0.41	0.15	2.71	0.007
Price -> Place	0.38	0.38	0.11	3.31	0.001
Power -> Public Relations	0.22	0.22	0.09	2.27	0.023
Strength -> Promotion	0.20	0.21	0.08	2.36	0.018
People -> Public Relations	0.68	0.68	0.09	7.29	0
People -> Process	0.20	0.20	0.10	2.00	0.045
Product -> Price	0.94	0.94	0.01	67.46	0
Product -> Strength	0.46	0.45	0.18	2.53	0.011
Product -> Process	0.43	0.42	0.11	3.78	0
Process -> Strength	0.38	0.39	0.17	2.15	0.031
Process -> Place	0.55	0.55	0.11	4.96	0
Place -> Promotion	0.25	0.25	0.10	2.38	0.017

Based on table -7 it is known that *the output Path Coefficients, t -Statistics, p -Values* have met the requirements. The test results of the relationship between exogenous variables through

interconnection have a positive and significant effect on buying interest. Based on the test results, the relationship model can be described as in Figure -1 .

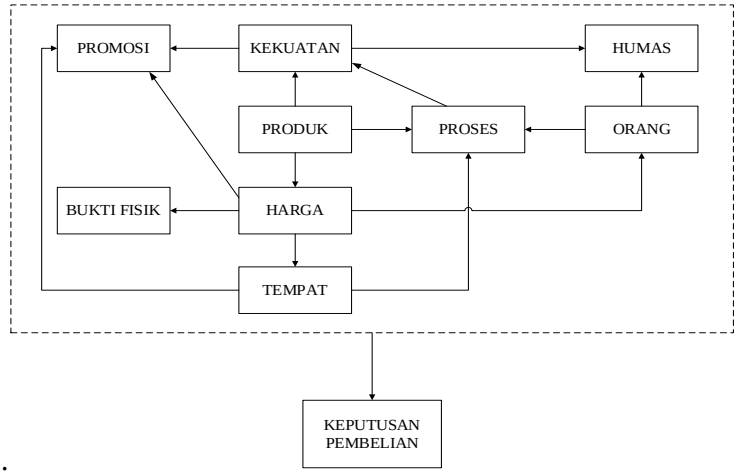

Figure -1 Model of Relationship Between Variables

Based on the analysis, it is possible to develop a sustainable market share model by implementing social media with various accounts to increase marketing, using a marketingmix approach . As for variables used include price factors by means of; make price adjustments to products , provide price labels, provide prices that are easy to reach , take into account certain price offers, determine varying prices according to places that are acceptable to consumers. Improving the quality of public relations to increase purchasing interest by increasing interaction with customers through social media or exhibition events, being able to manage suggestions and constructive criticism, providing excellent service by being responsible for technical errors received by consumers.

Improving the quality of human resources increases purchasing interest by add marketers who are specifically tasked with product marketing to maximize sales. Considering that the increasing number of marketplaces being used will require more energy and time to focus on marketing. Improving product quality to increase purchasing interest by; improving product quality , carrying out quality control in the production process by employees to maximize product results or with a special quality control division , making products or motifs according to current trends . This opens up more market opportunities and strengthens the position of batik because it competes with developments in the fashion world .

Improving the quality of promotions to increase purchasing interest by; updating social media or marketplace accounts consistently , to attract consumer attention and can be easily found by consumers. Improving the quality of the production process to increase purchasing interest by; maintain ease of transactions and on time production in accordance with order agreements with customers. Improving the quality of sales locations to increase purchasing interest by opening business branches in more strategic locations or shopping centers so that consumers can more easily reach products.

Improving the quality of physical evidence factors to increase purchasing interest by; improving the showroom shop location by installing banners in front of the shop, so that the shop can be more visible , implementing social media to the maximum . Based on the implementation results, market share development through *the marketing mix* in the field can increase after implementing various inputs and implementing social media. The formulation of marketing strategies through *marketing mix* to increase *market share* is quite effective and positive sales trends are increasing.

4. CONCLUSION

Based on the research results, the formulation of a model for increasing market share through the marketingmix approach was declared effective and has been implemented with the results of being

able to increase the market share of the small batik industry, a model for sustainable market share increase can be developed.

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