

Consumer Satisfaction Analysis of Kre Alang Weaving's Marketing Mix

Fendy Maradita¹ and Arya Zulfikar Akbar²

^{1,2}Faculty of Economics and Business
Sumbawa University of Technology
Sumbawa, Indonesia



Abstract— *The purpose of this research is to determine Kre Alang Weaving's marketing mix for customer satisfaction in Moyo Mekar Village, Sumbawa Regency. The study's findings show that the products produced were well received by consumers in the form of numerous Kre Alang weaving products used in people's homes. The offered price is still available to consumers who purchase the product based on its color, size, and motif. Kre Alang Weaving's retail location remains at the production site in Moyo Mekar village, and resellers are sales agents who take orders for products for resale. So far, promotions have taken the form of offering Kre Alang Weaving handicrafts based on orders from consumers who have not used social media or newspaper advertisements. Customer satisfaction with the offered products is currently high in terms of price, quality, and sales.*

Keywords— *Product, Price, Location, Promotion, Consumer Satisfaction*

I. INTRODUCTION

Marketing is the activity of communicating and conveying or providing information to the public, which will subsequently have a desire to benefit from what is being sold. In marketing, of course, the prioritization of the wants and needs of customers continues to change over time. At the same time, this marketing itself should be more targeted so that it captures the target market more effectively. In general, marketing activities involve the coordination of several things, namely marketing intermediaries, suppliers, competitors, and the public, and can also be in the form of demographics/economics, political/legal, technological/physical, and social/cultural. Marketing has a purpose, namely: 1) potential consumers know in detail our products and, the company can provide all their requests for products. 2) The company can explain in detail all activities related to marketing. This marketing activity includes various activities ranging from explaining the product, designing the product, promoting the product, advertising the product, communicating with consumers, and ending with delivering the product for fast delivery to consumers. 3) Know and understand the consumer so that the product suits him and can sell himself. communication with consumers and ending with the delivery of the product for fast delivery to consumers. 3) Know and understand the consumer so that the product suits him and can sell himself. communication with consumers and ending with the delivery of the product for fast delivery to consumers. 3) Know and understand the consumer so that the product suits him and can sell himself.

Marketing activity adheres to the concept of marketing aimed at meeting the needs and satisfying the needs of consumers. The concept of marketing begins with the company's target customers, their needs, and desires. Companies achieving profits are accomplished by creating and maintaining customer satisfaction through integrated marketing to achieve organizational goals. The goal of the marketing concept is a profitable sales volume, i.e., the profit received from meeting the needs of customers. These profits can enable companies to grow and develop with more opportunities for consumers and can also strengthen the economy. Companies that cannot satisfy the tastes of consumers will practically experience a decline in sales.

Purchasing will occur if each manufacturer strives to produce products that meet the needs and desires of consumers. The desire of the consumer to receive the product is analyzed using the marketing mix so that the resulting product can be purchased by consumers when making a purchase decision. In the buying process, consumers go through five stages, namely: (1) need recognition; (2) search for information; (3) evaluation of alternatives; (4) purchase decisions; and (5) post-purchase behavior. At this stage, the consumer can determine the product to be used. In addition, at this stage, it may lead to an assessment of the product in use, how satisfied consumers will be with the product, and whether they want to continue using the product or stop using it. The marketing mix is a unique product, promotion, location, and pricing strategy designed to create mutually beneficial exchanges with the target market. Price, location, and advertising also strongly influence consumer choice of the desired product (Syardiansah, 2017).

Kre Alang Weaving is an excellent product from the original area of Moyo Mekar Village, Moyo Hilir District, Sumbawa Regency. This handicraft is produced by housewives who live in Moyo Mekar village and are the main source of livelihood apart from agriculture. On this day, the housewives engaged in the production of the Kre Alang loom, forming an activity group called Kre Alang Moyo Weaving Group. The raw materials to produce these handicrafts are available from waste in the village of Moyo Mekar, which are ready to be processed into Kre Alang Weaving handicrafts in accordance with the wishes of consumers. So far, manufactured products are still conditionally sold based on incoming orders. The quality of the resulting product is very durable. The process of making pandan cloth is still carried out by the skillful hands of housewives. Likewise, the place where products are sold is still at home or where these business groups were founded. The determination of the selling price is still based on a rough estimate of the effort involved in making the product, the selling price of a Kre Alang Weaving handicraft is determined. In order to be able to develop this handicraft pandanus weaving business, the participation of local governments (district, district, and village), Gampong-owned enterprises, raw material suppliers, and distributors is necessary (Syardiansah, et al, 2020). The determination of the selling price is still based on a rough estimate of the effort involved in making the product, the selling price of a Kre Alang Weaving handicraft is determined. To be able to develop this handicraft pandanus weaving business, the participation of local governments (district, district, and village), Gampong-owned enterprises, raw material suppliers, and distributors is necessary (Syardiansah, et al, 2020). The determination of the selling price is still based on a rough estimate of the effort involved in making the product, the selling price of a Kre Alang Weaving handicraft is determined. To be able to develop this handicraft pandanus weaving business, the participation of local governments (district, district, and village), Gampong-owned enterprises, raw material suppliers, and distributors is necessary (Syardiansah, et al, 2020).

II. LITERATURE REVIEW

A. Marketing

According to Dayle in Sudaryono (2016), marketing is a management process that plays a role in maximizing profit for business participants by establishing relationships with key customers and creating competitive advantages. Meanwhile, according to Melydrum in Sudaryono (2016), marketing is the process of doing business and trying to balance the human, financial and physical resources of an organization so that the needs and desires of customers can be met. According to Kotler and Keller (2011), marketing is seen to identify the satisfaction of human needs in social life. It has been said that marketing management is the science and art of choosing target markets and attracting, retaining, and increasing customers by creating, mediating, and excelling in conveying customer value. From this understanding, it can be concluded that all activities carried out by a company or business entity should be consumer-oriented. In other words, satisfaction and customer needs must come first. Achieving the concept of marketing is carried out by formulating the desires and needs of the consumers themselves.

B. Product

According to Saladin (2010), the definition of a product is based on his own experiences and views, namely:

1. The narrow definition of a product is the collection of both physical and chemical substances that can be assembled into a similar product if the public is familiar with the resulting product.
2. A broad understanding of a product is a set of physical or non-physical characteristics, including color, price, packaging, prestige value, and services that can be continuously provided to consumers.

3. Understanding the product is all activities that can fulfill and can also satisfy the needs and desires of consumers, both physical and non-physical.

According to Kotler and Keller (2011), products are of the following types:

1. Consumer goods. Consumable products are all types of products that can be used by end consumers.
 - a. Products used to meet daily needs, namely all products used and purchased by consumers, where these products are rapidly depleted with constant use, such as food and drink ingredients, laundry soap, bath soap, shampoo, and other products.
 - b. Grocery is to spend a product by reviewing and comparing the quality, price, and features of a product with various other similar products such as smartphones, TVs, laptops, shoes, and other products.
 - c. A special product is when consumers are willing to pay for a product with a high selling price and a certain character, and the product gives a luxurious and special impression, such as jewelry, cars, or other products.
 - d. *unclaimed goods*, this is a product that was not previously widely known to consumers, and even if they already know this product, they do not necessarily buy it, such as tombstones, coffins, burial grounds, etc.
2. Manufactured goods. Industrial products are all products that can be purchased by consumers so that they can be used as raw materials for further processing into new products.
 - a. Raw materials and spare parts are products that need to be processed into new products that have more benefits. Generally, this type of product is divided into two parts, namely raw materials, and spare parts. Examples of raw products are wood (which can be used to make cabinets, chairs, etc.), wheat (which can be used to make bread), etc. While LCD screens, etc. are examples of products, materials, or spare parts. d.)
 - b. Capital goods are products that can help or make it easier for manufacturers to manage or develop a mature product and have a relatively long lifespan, such as factories, office buildings, laptops, cars, manufacturing machines, etc.
 - c. Business equipment and services are products that can help manage mature products that are ready for sale and have a relatively long service life, such as office supplies, lubricating oils, motor fuels, etc. While examples of business service products are service tools, product advertising, legal aid advice, etc.
3. Goods by shape. A product can also be classified based on its form, namely goods and services.
 - a. Product Goods are all products that have a physical form that can be seen, touched, handled, moved, or otherwise physically processed, such as food and drink, accessories, etc.
 - b. Service products are all activities that can bring benefit and satisfaction to customers, such as accommodation services, consulting services, makeup services, massage services, etc.

4. Products based on durability.

Products can also be divided based on product durability, which is divided into two types, namely:

- a. Non-durable goods are goods that have tangible forms and can be used up when consumed or used multiple times, such as toothpaste, bath soap, perfume, hair oil, etc.
- b. Durable goods are products that have a physical form that can last for a long time even if they are used many times, such as laptops, smartphones, refrigerators, tables, benches, TVs, etc.

Product indicators used according to Cooper (2000) include:

- a. Design. A set of features that affect the look, feel, and function of a product based on customer needs.
- b. Specifications. General characteristics of goods/services that can satisfy needs and wishes of users of goods/services, set out in writing

- c. Relevance. It is advisable to determine whether the resulting product will bring more benefits than the costs to be incurred.

C. Price

Machfoed (2010) defines price as the amount of money charged for services. In a broad sense, price is the amount of value that consumers can exchange for the benefit of a product or service that can be used as property by consumers. Meanwhile, according to Guntur (2010), price is the amount of money paid for a product and service that consumers exchange for the benefit of owning and using the product or service, price is the only element of the marketing mix that generates revenue or revenue and can also provide benefits for companies or business owners who are flexible.

According to Harini (2008), the goals of pricing are:

1. Achieve a return on investment
2. Price stability
3. Maintaining or increasing market share
4. Confronting or preventing competition
5. Pricing for Profit Maximization

According to Kotler and Armstrong (2016), there are 4 indicators that characterize prices, namely:

1. Affordable price. Consumers can reach the prices offered by each company for their products. Consumers will buy their products because consumers will consider suitable and affordable prices.
2. Prices correspond to the quality of products. Companies will provide prices that match the quality of the products they produce, for example, if a high-priced product will produce a high-quality product, the product will be purchased by consumers without any objection in their minds of consumers.
3. Competitive prices. In the business world, the price offered by a company must be highly competitive with its competitors. Good competitiveness is if the price offered by business entities is not too high compared to the price of competitors.
4. Reasonable price and benefits. Each product should have benefits according to the price the company has given it. It is good if the high price also has great benefits for the product.

D. Location

According to Lupiyoadi (2009), location is a relationship in which a business must have a place to carry out operations or activities. There are several things that affect the location, including:

1. Service providers (businesses) are visited by consumers: in this case, location will be very important. The strategic location will make it easier for consumers to access it.
2. Consumers are visited by service providers (businesses): in this case, the location is not very important, but it is necessary to pay attention to how to provide quality services.
3. Between service providers (businesses) do not meet directly with consumers: in this case, service providers (businesses) and consumers interact with each other through certain means, such as telephone, computer, or mail, so that the location is not very important if communication between by both sides.
4. Location indicators according to Tjiptono (2015), namely:
 - a. Access, a place through which public transport is easily accessible.

- b. Spacious, convenient, and secure parking
- c. Traffic (traffic) concerns density
- d. Visibility is a place that is clearly visible at a normal viewing distance.

E. Promotion

According to Swastha (2014), promotion is a one-way flow of information aimed at directing a person or a group of people to an activity that can create an exchange in the marketing process. Meanwhile, according to Tjiptono (2015), promotion is various marketing activities aimed at spreading information, influencing/persuading/inviting/recommending/reminding the target market of companies or business entities to accept, buy and be loyal to what was asked by a company or business actor. According to Machfoedz (2005), if a company uses sales promotion for various reasons, the goals of sales promotion are:

1. identification and attraction of new customers.
2. Introducing new products.
3. Increase the number of consumers of goods that were widely known.
4. Encourage wider use among affordable consumers.
5. Inform consumers about product quality improvement.
6. Inviting consumers to come to a store where a product is sold.
7. Stabilize volatile sales patterns.
8. Increased supply for intermediaries.
9. Compensation for marketing efforts of competitors.

According to Tjiptono (2015), progress indicators are:

1. Advertising. It is a form of promotion that uses print media to convey information to consumers, usually through media such as banners, posters, etc.
2. Personal selling. Personal selling is direct interaction, face-to-face communication between sellers and buyers to familiarize themselves with their products.
3. Sales promotion. Sales promotion is the activity of supplementing and coordinating purchase decision actions with the goal of attracting customers.
4. Public relations. Public relations, namely efforts to communicate carefully to be able to influence the opinions, beliefs, and attitudes of consumers towards business entities.

F. Consumer Satisfaction

According to Richard L. Oliver in Tjiptono (2015), customer satisfaction is the feeling of pleasure or displeasure gained by someone from comparing the perceived performance (or results) of a product to reality and expectations. The consumer feels satisfied or dissatisfied depending on the product's performance compared to the buyer's expectations and whether the buyer interprets the gap between performance and expectations. If the performance is lower than expected, the interested customer will feel dissatisfied. If the performance is the same as the expectations, then he will be satisfied. Meanwhile, if the performance exceeds expectations, the customer will be very satisfied or even very happy. Rondonuwu and Komalig in Setyo (2017) state that consumers will feel satisfied if it is measured in terms of meeting consumer or customer expectations. In addition, it can explain the performance achieved to meet customer needs, including:

1. Consumer expectations can be justified. In this case, consumers will feel satisfied because the desires and needs for the

product or service are fulfilled.

2. Attitude or desire to use the product. Attitude is a tendency that a person learns, which means that a person's attitude towards purchasing behavior is formed because of direct experience of the product, information received orally from other people or published advertising in the media, the Internet and various forms of marketing that is carried out directly.
3. Recommend to others. The offerings made by the company will cause consumers to always recommend the results of their experience to others for what they get from a quality product.
4. Quality of service. Through the fulfillment of consumer desires and accuracy, to balance consumer expectations, so that service quality can be realized.
5. Loyal. Reasons why consumers do not develop loyalty to certain products or services that may benefit or their expectations, justified.
6. Good reputation. A product or service is the main product produced by a business entity; therefore, reputation and good name largely determine the idea that reputation in the form of brand image (brand image), company image (company image), brand reputation (brand reputation), name is the best (best name), great service (great service) and the top priority is customer satisfaction.

G. *Conceptual framework*

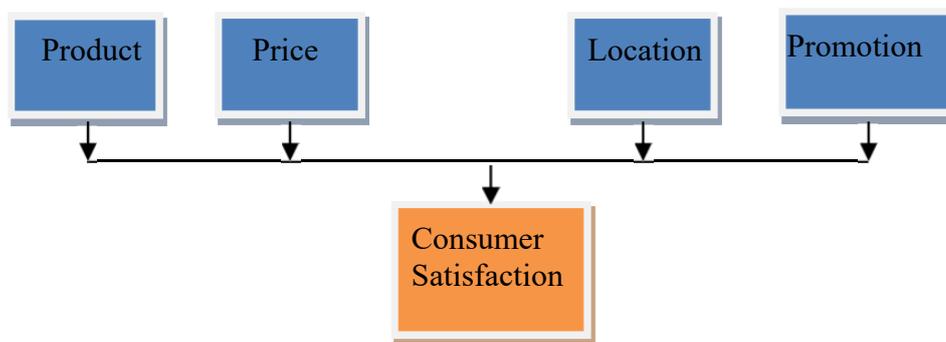


Figure 1. *Conceptual Framework*

III. RESEARCH METHOD

A. *Population and Sample*

Hilir District, Sumbawa Regency, with several business groups namely: Kre Alang Moyo Weaving group, Kre Alang Moyo Weaving group and Bungong Seuke group, as well as several consumers who have used Kre Alang Weaving either for their own household use or for sale to others.

B. *Data Collection Method*

The data collection method was carried out through observation, and documentation related to Kre Alang weaving, from the process of using raw materials, the production process to the marketing process and data collection methods by conducting direct interviews with participants in the Kre Alang weaving business in the village of Moyo Mekar. , Moyo District, downstream of Sumbawa County, which consists of several business groups, namely the Kre Alang Moyo Weaving Group, the Kre Alang Moyo Weaving Group, and the Bungong Seuke Group, as well as several consumers, whom we call whistleblowers. The library method in this study is presented in the form of journals and articles related to this study.

C. Data Analysis Method

The data analysis method used is a qualitative descriptive method whereby the results of interviews conducted with multiple parties can be summarized and conclusions drawn so that conclusions can be drawn from the research conducted. How to develop a business using the marketing mix and how to increase customer satisfaction with products produced by business entities. The purpose of this study is to identify an event or fact, circumstances, phenomena, variables, and circumstances that took place during the study by presenting what happened to the object of study. This research interprets and can also describe data related to the current situation, attitudes and attitudes emerging in society, the conflict between two or more circumstances, the relationship between emerging variables, differences between existing facts and their impact on the state, etc.

Qualitative analysis uses four steps of data analysis methods, including:

1. Collected data. Collected data is all the activities of finding information related to the data that will be used to obtain the desired research results in accordance with the needs of the researcher.
2. Data compression. Data reduction is the simplification, classification, and removal of unnecessary data so that the data can provide meaningful information and facilitate conclusions. The large amount of data and the complexity of the data require data analysis during the reduction phase. This reduction step is performed to select whether the data is fit for the end goal.
3. Data presentation. Data presentation is an activity in which a set of data is organized in such a way that it can be easily understood, which enables the generation of conclusions. The presentation of qualitative data can be in the form of descriptive text (in the form of field notes), matrices, graphs, networks, or charts. Using a data view, the data will later be organized, and the relationship patterns arranged to be easier to understand.
4. Draw conclusions and check. The purpose of this phase is to find the meaning of the collected data by looking for relationships, similarities, or differences to draw conclusions as answers to existing problems. The initial conclusions drawn are still provisional and may change if the next phase of data collection does not find the evidence needed to resolve the issue. However, if the conclusions drawn at the initial stage are supported by reliable evidence, then the conclusions drawn are credible conclusions. Verification aims to make the evaluation of data in accordance with the purpose contained in the main concept of analysis more accurate and objective. One way to do this is to sum up the results with colleagues.

IV. RESULT AND DISCUSSION

Based on the results of direct observations and interviews conducted by researchers at the study site of the Kre Alang Moyo Weaving Group, the Kre Alang Moyo Weaving Group, and the Bungong Seuke Group, it is known that:

A. Product

In the Kre Alang Moyo Weaving group as an informant, Ms. Halaya as the team leader, information was received: "The design of the products produced by this group varies according to customer demand, there are long fabrics, multi-layered fabrics, patterned fabrics, etc. e. Size specifications are usually standard, which are made in widths of more than 1 meter and lengths up to 5 meters or more, but still, look at what the consumers who buy them ordered. For feasibility, at present, all pandan fabric handicrafts are used to make seat mats, or even used as living room flooring, so when consumers want to buy, they already know the costs that need to be incurred to be able to get this product. "

In the Kre Alang Moyo Weaving group as an informant and Ms. Nurhafifa as the group leader, information was received: "Our handicraft Kre Alang Weaving was designed by the women who work to create this fabric, so the design that was used is an example, which existed before, and the result of participation in trainings conducted by the Sumbawa Regency Office. Fabric patterns are made in various sizes, motifs, and colors. Meanwhile, the sizes usually follow the wishes of the customer, so they are not made directly if no one orders them, except for standard fabrics, which are often sold. The resulting fabric is usually used by buyers for the home when receiving guests or holding traditional events at home or in the countryside."

In the Kre Alang Moyo Weaving group, as an informant, Ms. Nurhayati, as the leader of the group, received information: "We have always had a shortage of fabric, because there are always a lot of orders, but we can make a little fabric, because we still

make it by hand. The skills that we received at the training and individually adopted from the elders. Meanwhile, the design we make is consistent with the design we have seen or learned from others. The Kre Alang weaving we produce has been exhibited at foreign exhibitions such as Merica, Singapore, Malaysia, and others. The buyers who order come from the village outside the city and are usually ordered for use in homes, unless there is an agent who orders them to be resold."

"Based on interviews with several groups of entrepreneurs in the craft business of Kre Alang Weaving. The resulting product, according to consumer demand, is used as a seat. When orders are plentiful, business entities are overwhelmed with Kre Alang Weaving production because the production process carried out by business entities is still manual. When a product can be produced with good quality, it can provide consumer satisfaction, consumers can continue to buy and recommend to others.

B. Price

"The price of the Kre Alang Moyo Weaving pandanus handicraft is still affordable for consumers, for example, for seating fabric, which is commonly used in car seats, it costs only 350,000 rupiahs if bought directly from the place of production. This price, when viewed in terms of the strength of the product, is indeed capable of lasting for a long time in use without being damaged quickly. Compared to other pandanus weavers, the price offered by Kre Alang Weaving is in line with the Kre Alang Moyo Weaving group, which is cheaper because others can reach Rp750,000. In terms of advantages, indeed, the product of this pandan woven handicraft is made according to its name, and the fabric is used for seating or seating, so the suggested price is in line with.

"The pandan cloth made as raw material can be obtained in the village itself, Moyo Mekar village, because it grows a lot, those who have this plant garden (seuke) do not need to buy raw materials, unlike those who have no need to buy this raw material. The price listed for fabrics made due to the raw material being purchased, the price may rise and fall, if the price of raw materials rises, the selling price of the fabric also rises. But until now, the buyer could always buy, because before the fabric is made, the buyer ordered it, and we made it, and the price was notified, if you agree, it will be made. The resulting fabric can last for more than a year without damage if it does not soak in water and rot. Many people order this fabric for the home when they receive guests or arrange a home feast."

"The Bungong Seuke group is the first pandanus fabric group to stand up to the Kre Alang Moyo Weaving group or the Kre Alang Moyo Weaving group. In terms of selling prices, we really differ depending on the effort we put into fabric production. This group no longer has members because it was split into two other groups, so the members are divided in such a way as to produce end products that are different from the other groups. Consumers continue to order our fabrics at the prices we currently quote, some of them from outside the village or city, usually ordered for use in homes unless there is an agent who orders them again for sale. The strength of the fabrics we produce can last for years,

"From the results of the above interview, in terms of price, there is a difference in price between several businesses when looking at the durability of Kre Alang Weaving products, including products that are not easily damaged or durable to use. The selling price depends on the price of raw materials, whether it is the price of the main or additional raw materials. If the price of raw materials increases, the selling price increases, and vice versa, if the price of raw materials decreases, the selling price decreases. Weaving Kre Alang is a product made with traditionally produced natural ingredients, consumers love products made with natural ingredients, so they don't consider the price. If the price matches the raw material of the product desired by the consumer, it can satisfy the consumer.

C. Location (distribution channel)

"The location of the Kre Alang Moyo Weaving pandan handicraft business is close to residents and easily accessible by public transportation, 4-wheel vehicles can drive directly to the Kre Alang Moyo Weaving group's weaving location. Parking is available in an area that can accommodate 4 to 5-wheeled vehicles. There are no traffic jams to get to the place and it is easy to get to because the passable road is already paved."

"Getting to the Kre Alang Moyo Weaving office is very easy because a car can drive right up to the site, right on the side of the road leading to Moyo Mekar village. However, it does not have enough parking space, so shoppers who come to shop must park their cars on the side of the road unless two-wheelers can enter the house's parking lot. There are no traffic jams to get to the location of this place of business because the roads in the village are already paved, and this place of business can be seen from afar directly through the eyes of the head.

“Our place of business is indeed further away from the Kre Alang Moyo Weaving and Kre Alang Moyo Weaving groups, but getting to the place is already easy, although there are some roads that are not paved, 4-wheelers can drive along the road. vehicles, vehicle parking can be done on the side of the road, unless 2-wheeled vehicles can enter the courtyard of the house. At the same time, there are no traffic jams, because the location of this place of work is quite quiet and it is easy to find a place to work.”

“According to the above information from whistleblowers of panda weaving businesses, it is known that is strategically located in relation to the business location and being easily accessible to consumers will satisfy consumers as they will be able to go directly to the location of the business. Kre Alang Weaving craft. Moreover, consumers can directly see the place of work and the process of making Kre Alang weaving, it will even bring more satisfaction than just buying Kre Alang weaving in the market.”

D. Promotion

“Until now, there has been no advertisement for fabric production, sales are only based on orders received and the presentation of goods to sellers from individuals or buyers who bought fabric products and introduced them to friends or other people. There are also clothing agents who come to buy and resell them outside the city so that agents indirectly introduce our products to other buyers: “We don't run promotions like people from Instagram, Facebook or the Internet do now. The business we've been in so far has relied on orders from buyers who have signed up because so far there are many orders but there is a long wait before the ordered fabric can be made until it's finished. There are many people in the surrounding community who are working to create this fabric, so the surrounding community also indirectly introduces it to customers to buy the manufactured fabric.”

“Sales currently rely on word of mouth rather than promotions to attract buyers. The commissions that always come in are usually from government officials or agencies in the Sumbawa area, Dekranas often commissions exhibitions as well. Meanwhile, the agents who order usually resell them to buyers outside the city. “From interviews with business entities, researchers can find out that they did not promote in the form of advertising, advertising is carried out only by word of mouth, advertising is also carried out based on events or exhibitions held by local government, which display the results of their production. Kre Alang weaving. Business entities have also not been directly connected to the virtual world in the form of Facebook or Instagram, they only rely on direct orders from customers. Promotions run by business actors should inform others about the Kre Alang Weaving products they make so they can satisfy consumers and retain customers so they can make repeat purchases.”

E. Consumer Satisfaction

Below are consumer responses as informants about the marketing mix contained in the Kre Alang Moyo Weaving group: “The Kre Alang Weaving handicrafts produced by the Kre Alang Moyo Weaving Group, the Kre Alang Moyo Weaving Group, and the Bungong Seuke Group are in line with our wishes because the goods produced are indeed the first customers to order them, and then they are custom-made both in terms of design, size, color or function of the ordered fabric, for example, seating fabric in the living room. Based on our experience of buying this fabric product, the fabric is really good and durable, we have received information about this fabric product from other people who also bought it here, there are also our friends who bought it out of town from another seller, but the seller reported, that the original item is cloth from the village of Moyo Mekar. After we have bought several of these fabric products, we consciously recommend to everyone, who wants to buy fabric, to come to the place to get the desired fabric to taste. To receive a purchase service, we show the fabric motifs or fabric models that we want to order. However, something is missing in this fabric product, namely the name of the fabric or the brand of the product does not yet exist, and it has not been packaged properly so that it is more attractive in terms of appearance if we carry it with us, so it's really more convenient to buy and use right at home.”

“The price offered for each fabric sold is in line with our ability to buy because the fabric we buy is very natural, made from seke leaves, and the fabric is neat. The natural materials that this fabric is made of make us want to use this fabric even more than the factory-made plastic. We also get price information from friends who bought this fabric, different motifs, sizes or colors, and fabric thickness, the price will be different too. To compare with other buyers, we recommend that you buy directly from the place of production, because the price is cheaper, and if you buy in large quantities, you will also be given a discounted price. However, payment must be made locally.

“The place where this fabric is sold is in a different place because there are also agents who bring this pandan fabric to other areas, but the offered price is higher. Similarly, Sumbawa Regency Dekranas in Sumbawa City also sells this fabric both at trade shows and at the Dekranas office that is for sale. However, we are more interested in coming directly to the place where we produce, because we can more freely choose the fabrics that we will buy and we can order more and we can sell them again, the price we get, also cheaper. It is not difficult to get to the place where the fabric is made, because it can be transported on 4-wheeled vehicles, and the road has already been paved. The place for weaving is in the houses of the handicraft business group Kre Alang Weaving. By looking directly at our location as buyers, we can get more information about the production process and become more inclined to use this fabric product because the fabrics are produced directly from their own fields in Moyo Mekar village. For the image of pandanus weaving, it is good for society because the workers who make this fabric are housewives in the village of Moyo Mekar as an additional source of income besides agriculture.”

“The promotions we saw did not include any promotions run by this business group. We hope that if there is an advertisement, and the advertisement is obvious from the process of obtaining raw materials, from production to product results, and with photos and specifications, we believe that it will be easier for us to get information about this pandan fabric without having to go to our location. And from this advertising medium, we can show it to other friends, if you are interested in buying this pandan fabric, we just need to show the advertising medium earlier.”

“Based on the above interviews with several customers who have purchased and used Weaving Kre Alang, most customers are satisfied with the quality of the product. According to them, the price of Kre Alang Weaving is in line with market conditions. In terms of location, consumers also find it easy to get to the office they need to visit given the strategic location of the business. In terms of promotion, this is very unfortunate because the business entities of Kre Alang Weaving have not used social media to promote the type of business they have been running so far. In fact, using social networks, business entities can promote their products outside the region, even to other countries.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

Kre Alang Weaving handicrafts produced by business actors (Kre Alang Moyo Weaving group) have been able to satisfy consumers who buy. The price of Kre Alang Weaving handmade products offered to consumers as buyers or sales agents is very affordable, and consumer satisfaction is achieved because the price matches the quality of the product. The location of the plant is very easy for consumers who want to receive the products, and consumers can see the process of making this pandan woven fabric at the place of production as much as they like. The promotions that are currently being held are still traditional, so consumers who were not able to immediately jump into the place will feel less satisfied due to the lack of information about the products sold under the promotion.

B. Suggestion

Business entities are expected to be able to carry out social media promotions to grow and develop the Kre Alang Weaving craft business. For further research, researchers may use other variables. The Sumbawa Regency Government is expected to continue to aid develop the capacity of the Kre Alang Weaving handicraft business.

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