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The Application of Radical Marketing Strategies To Customer Behaviour Intention In Increasing Sales of Batik Jati Asih Products of The Umkm Unit Bumdes Kujati Perdana In Karangjati Village Pandaan Pasuruan

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Abstract: The purpose of this study is to analyse the application of Radical Marketing strategies to Customer Behaviour Intention in increasing sales of Batik Jati Asih products of the UMKM unit of Bumdes Kujati Perdana in Karangjati Village Pandaan Pasuruan. Radical Marketing is an unusual marketing strategy used in influencing Customer Behaviour Intention to increase sales of Batik Jati Asih. This research uses a qualitative method with a phenomenological approach whose research data is obtained using techniques through interviews. The sample in this study were 10 Subject Informants consisting of the chairman of Batik Jati Asih, 4 Batik Craftsmen and 5 Jati Asih batik consumers who were selected using purposive sampling method. From the results of the Interview that the Batik Jati Asih Party can be obtained the results of the research that Batik Jati asih has implemented a Radical Marketing Strategy in influencing Customer Behaviour Intention which makes consumer perceptions can be fulfilled in their perceptions so as to cause purchases and repurchases. This is a positive impact in increasing sales of Batik Jati Asih products. So the Radical Marketing Strategy affects Customer Behaviour Intention in increasing sales of Jati Asih batik products.

Keywords: Radical Marketing, Customer Behaviour Intention, Increasing Sales.

INTRODUCTION

Batik is one of the cultural heritages that has existed from ancient times to generations. In Indonesia, Batik is especially considered to be the largest heritage centre in the world with various and varied models, motifs and patterns. The process of making patterns and motifs of batik is a history of hereditary heritage that is seen as complicated and proficient. Apart from the variety of motifs and patterns, Batik is a cultural heritage with many uniqueness. The value that batik displays in culture maintains its traditional value, but in its development, Batik became a business that has undergone innovations in design to suit modern market tastes. This includes the use of new dyeing techniques, the development of more contemporary motifs, and the incorporation of batik with other fashion products. The batik

business has over time become a business that many are involved in today. The resulting economic potential is very prospective in the future. From employment to income. Batik has large-scale development. According to Novitasari (2022) explained that the high demand for domestic and foreign markets has created opportunities for the development of the batik business industry. In its process, the development of batik as well as its sales has increased and is successful due to a marketing strategy by captivating consumers and making repeat purchases. With this repurchase, it increases the sales level of a business or company's products. Several ways of classification in determining and seeing Customer Behaviour Intention can be based on the analysis and segmentation of companies in implementing marketing strategies, then based on the choices made by products for customers, thoughts, emotions, and information related to customers, companies classify Customer Behaviour Intention sorting. According to (Sundararaj & Rejeesh, 2021) In this classification, it can produce discovery and segmentation analysis to attract consumers based on needs and interests. According to Park & Tran (2018), explained that consumer behaviour responses to customer orientation come from marketing and employee performance.

In the process, consumer behavioural intentions can be caused by product popularity in the sense that the product is widely known and certainly offers convenience in the purchasing process by consumers. For this statement, according to Park in Ruddy (2020) that the company's ability to increase Customer Behaviour Intention is one of the benchmarks for the company's success. This success cannot be separated from the marketing strategy implemented. To be able to achieve this success, it also requires good communication and delivery of product information so that it creates a positive perception in the minds of consumers and from the emotional side of consumers. The concept is not only to provide information in gaining experience and benefits for consumers, in delivery and communication it also has an impact on sales. In terms of influencing consumer perceptions, one of the marketing strategies is Radical Marketing. Radical Marketing is a level of Relationship marketing theory, meaning that all marketing strategies are essentially communication, communication with consumers and communication from various efforts.

Based on Sam and Glen's book, it explains that Radical Marketing has intimate bonds and relationships with consumers and focuses on growth and development rather than short-term profits. Radical Marketing has ferocious ideas, with unusual ideas in implementing marketing strategies, with the aim of building communication and relationships that are loyal. converting or making indifferent customers more loyal is a way to improve the strong relationship between marketers and customers is the goal of Radical Marketing according to Sivesan (2018). In the development of Radical Marketing Variables in Zeithml and Bitner's Theory in Pasaribu (2023) is Radical Marketing It is assumed that a strategy orientation that focuses on maintaining and developing existing customers, more than attracting new customers. Batik Jati Asih is a product of the UMKM Unit of BUMDES KUJATI PERDANA Karangjati Village, Pandaan Subdistrict. Starting from the Karangjati Village Head's empowerment programme in 2017 for PKK women, it developed into a business idea. Batik Jati Asih is made using the Batik Cap method. There are 2 main products, namely Batik Cloth and Batik Fabric. The business idea raises various positive things ranging from advancing the village's economic sector, opening business opportunities, as well as reducing unemployment. In the process, marketing strategies are used to increase product sales. Consumers buy products with what they have seen. On the basis of where consumers buy, when they buy, and how often consumers use it. From this they can evaluate on the basis of what they feel. In increasing product sales, it cannot be separated from the way the company treats consumers well. With good communication and intense customer relations. Apart from increasing product sales, marketing strategies are also implemented to retain customers from marketing efforts of similar business competitors. According to Martoyo Et Al (2019) With the implementation of a clear and firm strategy, the company allows it to quickly and

accurately plan developments that may occur from internal and external aspects so that the company can respond to changes quickly. From the explanation above, the researcher conducted a study entitled Application of Radical Marketing Strategy to Customer Behaviour Intention in Increasing Sales of Jati Asih Batik Products of UMKM Unit Bumdes Kujati Perdana in Karangjati Village Pandaan Pasuruan.

METHOD

The research method in this study uses Qualitative research methods. According to Sugiyono (2018) Qualitative methods are research used to research on natural object conditions. This study uses a qualitative method with a phenomenological approach in which research data is obtained using techniques through interviews. Abdul Fatah Nasution (2023) explained in his book that the definition of phenomenology is one form of qualitative research that grows and develops in the field of sociology, being the subject matter of the study of phenomena that appear as research subjects but are free from prejudice or researcher subjectivity. The sample in this study was 10 Subject Informants consisting of the head of Batik Jati Asih, 4 Batik Craftsmen and 5 Jati Asih batik consumers who were selected using purposive sampling method. In a study in research allows the acquisition of large amounts of information in a relatively short time with the use of informants. (Creswell in Tumangkeng Et Al, 2022) said that the number of informants is enough as many as 10 people, the most important thing is the occurrence of data saturation (data redundancy). In Phenomenological approach research, the determination of informants depends on the capability of the person to be interviewed to be able to articulate his life experiences (Creswell, 2022).

RESULTS AND DISCUSSION

Marketing strategies are indispensable in increasing product sales. Apart from improving products, to attract consumers as well as retain existing consumers, a very appropriate Marketing Strategy is needed in its application. Through Customer Behaviour Intention, the application of Radical Marketing is needed to be able to influence the Emotional and Consumer Mind in evaluating the experience and benefits for consumers in the use of products, especially Batik Jati Asih Products. Apart from that, it can have a good impact on the level of sales of Batik Jati Asih products. In order for the Strategy to be Effective and can have a significant impact, researchers conducted interviews with the Head of the Batik Unit Mrs. Yuli Tanti Widiati, Members of Batik Craftsmen and Consumers with several questions related to Radical Marketing Strategy and Customer Behaviour Intention, namely with questions with interview question points the results obtained as follows:

Interview with Informant Head of Batik Unit

Is there a certain strategy carried out by marketing from Batik Jati Asih, when consumers finish buying Batik Jati Asih products? Informant Answer

“Yes, after consumers receive the Batik Asih products that have been ordered, we communicate with several questions related to things such as wearing comfort, suitability of the ordered size, and the materials we have used.”

Next question, what is the next step after the customer returns home? The informant answered

“After the consumer returns home, we are waiting for the right time, the term is in a moment that does not interfere with consumer time to be able to communicate through Social Media, especially the Whatsapp application to find out what the customer feels and feels about using Batik jati Asih”

Continuing the interview question to the Head of the Batik Unit,

When marketing has communicated at Pre-Purchase, is there no further communication? The informant answered

“No, we don't stop there, any answers about suggestions and criticisms from consumers we accept first, in the process we also explore what consumers want and consumers expect from our products, after that we also communicate intensely, and some moments we also provide offers according to consumer desires.”

The next question, many other competitors are also similar products, besides that the Marketing Strategy is intensively carried out well, what makes Jati Asih Batik Products more convincing to consumers than other products, the Informant Answered,

“We focus on the quality of Jati Asih Batik products, the main thing we offer is Motif, besides that the method we use is the Batik Cap method. For the capacity of errors we can minimise, in convincing consumers it is also necessary to build good communication, besides that, it also provides product information well and clearly so that consumers can sort and convince in their minds that our products have other uniqueness than competitors' products”.

In the answer above, it can be concluded that Marketing Batik Jati Asih conducts communication that leads that Marketing approaches consumers by trying to build the beginning of communication. That means the application of Radical Marketing Strategy From this communication, it can make it appealing and give a positive perception of Customer Behaviour Intention. So that there is a desire to repurchase and increase product sales. In addition, the above statement is supported by research conducted by Nurul Alfiyah (2019) that Referral Marketing has an effect on Customer Behaviour. In addition, in Sam and Glen's 2000 book, it also explains the point that Radical Marketing has strong relationships and focuses on development rather than short-term profits. Apart from conducting interviews with the Head of the Batik Unit, researchers also conducted interviews with several members of the Teak Batik Craftsmen. There were 4 informants that we interviewed in turn.

Interview with Jati Asih Batik Crafters.

Interview by giving the next question to several members of Jati Batik craftsmen, the researcher asked the question, in the production process of making batik, what do you do when there are consumers who come and see the process you are doing, **Informant 1 answered,**

“In the process of making batik, sometimes consumers come in to try to see the orders that consumers order. Apart from making batik, we try to communicate with consumers to attract their attention”

The next question to Informant 2, in communicating, what is discussed and conveyed to consumers, Informant 2 answered”“In communicating, we provide information related to making batik, in this case we produce batik by providing good quality and quantity, apart from that we transfer information on what desires in the minds of consumers, what models and motifs are expected.”

The next question to Informant 3, During this time, are there orders that do not meet the expectations of customers?, Informant 3 replied,

“So far, we have carried out production, there are still no consumers who have complained, but we react to it before there are complaints, we always update the production progress so that consumers can provide an assessment.”

From the question for informant 3, the researcher continued to ask informant 4, In Educating Consumers, what do Team crafters do in convincing the minds of consumers, so that they can be comfortable outside of using the product?

“Apart from the materials used, we educate and provide information in Batik making techniques through the CAP process. The term is that the materials and tools we use in producing Batik products are safe and suitable for use as a medium for making batik.”

The results of the interviews with Batik Crafters show that in addition to marketing, the craft team also applies the Radical Marketing Strategy to attract Customer Behaviour Intention. A strategy where communicating well with consumers makes consumers

comfortable in communicating and getting product information. Fulfilment of customer expectations and from an emotional point of view, triggers customers to be attracted to the use of products from Batik teak then in this case the mind and interest in repurchasing. So it can be said that it can increase sales of Batik Jati Asih products. The statement of these results is supported by Schiffman in Kadarisman Et Al (2016) with his explanation, namely that the creation of Radical Marketing to develop customer loyalty and commitment to products and services.

Interview Questions for Consumers

Furthermore, researchers also gave interviews to consumers of Batik Jati Asih. Researchers gave interviews to 5 consumers

Question to consumer informant 1, Is the batik product you ordered in accordance with what you expected?

Answer from Consumer Informant 1, “For Batik products that I ordered are in accordance with what I expected. For the motif and design that I ordered at the beginning, it is in accordance with what I received.”

The next question for Consumer Informant 1, Does Batik Jati Products pay attention and maintain the quality of its products?

Answer from Consumer Informant 1, “Batik Jati's products are very well maintained, apart from the quality of the colours and designs, the stitching quality of the batik uniforms is also good.”

The next question for Consumer Informant 1, In the process, does Batik teak Asih Marketing communicate well so that you can be comfortable and get good information?

Answer from Consumer Informant 1, “Marketing is very interactive in communicating with me as a consumer, especially when I came to visit the batik room unit, I was also surprised that the production team was also friendly to me, I think the parties from Batik jati asih have communicated well.”

The next question, the researcher asked, In handling complaints or criticism, is the response from Batik Jati Marketing good?

At the moment I have no complaints, which is clear that I and the batik jati asih communicate well.

The next question, From what you get and evaluate the results of Batik Jati products, will you come back again and recommend it to others?

“I have tried the batik that I ordered, the results are indeed okay, and I will order again for the next batik uniform project, for recommendations to others, I will definitely try to recommend this product to others.”

Question to consumer informant 2, Is the batik product you ordered what you expected?

Answer from Consumer Informant 2, “It is appropriate, I am very satisfied, it is good”

Next question, do Batik Jati products pay attention and maintain the quality of their products?

Answer from Consumer Informant 2, “I think so, in my own opinion, the quality is good, especially batik that is made non-industrial or machine. Made manually by the craftsmen.”

Next question, In the process, does Batik teak Asih Marketing communicate well so that you can be comfortable and get good information?

Answer from Consumer Informant 2, “Communication is good, I have no problems with marketing or Batik Jati asih”

The next question, the researcher asked, In handling complaints or criticism, is the response from Batik Jati Marketing good?

Answer from Consumer Informant 2, “In response to questions or what I need, so far it is good, there is no element of disappointment from them”

The next question, From what you get and evaluate the results of Batik Jati products, will you come back again and recommend it to others?

“Definitely yes, because I feel satisfied with the product so I will also invite other people to order here”.

Question to consumer informant 3, Is the batik product you ordered what you expected?

Answer from Consumer Informant 3, “Well, yesterday there were several products that I ordered that did not meet my expectations, but the batik jati responded quickly to make improvements, and finally I was satisfied with their performance”

Next question, do Batik Jati products pay attention and maintain the quality of their products?

Answer from Consumer Informant 3, “In terms of quality, it is good, but because there are several factors that make some products not as expected, but it has been overcome”

Next question, in the process, does Batik teak Asih Marketing communicate well so that you can be comfortable and get good information?

Answer from Consumer Informant 3, “If communication is okay, because I also have a good relationship with the head of the batik unit and fellow craftsmen”

The next question, the researcher asked, In handling complaints or criticism, is the response from Batik teak marketing good?

Answer from Consumer Informant 3, “Handling complaints is good, they are also responsive to what I want”

The next question, From what you get and evaluate the results of teak batik products, will you come back again and recommend it to others?

“For now, there are still no plans to return, because I feel enough with this order, so maybe next time.”

Question to consumer informant 4, Is the batik product you ordered what you expected?

Answer from Consumer Informant 4, “Good mas, friends who ordered batik uniforms also felt quite satisfied”

Next question, do Batik Jati products pay attention and maintain the quality of their products?

Answer from Consumer Informant 4, “It's good, the proof is that my friends, especially me, are happy to wear it”

Next question, In the process, does Batik jati Asih Marketing communicate well so that you can be comfortable and get good information?

Answer from Consumer Informant 4, “In communicating we are good, yes mas, I am also comfortable in conveying what I expect”

The next question, the researcher asked, In handling complaints and criticism, is the response from Batik Asih Marketing good?

Answer from Consumer Informant 4, “The response given is good, so I also feel valued as a consumer even though I don't order much”

The next question, From what you get and evaluate the results of teak batik products, will you come back again and recommend it to others?

“For now, there are still no plans to return because I feel enough with this order, so maybe next time.”

The last interview with consumer informant 5

Question to consumer informant 5, Is the batik product you ordered what you expected?

Answer from Consumer Informant 5, “For the product I ordered, it was in accordance with what I wanted”

Next question, do Batik Jati products pay attention and maintain the quality of their products?

Answer from Consumer Informant 5, The quality is good, on par with other good batik products’

Next question, in the process, does Batik jati Asih Marketing communicate well so that you can be comfortable and get good information?

Answer from Consumer Informant 5, “Even though we don't communicate often, I think it's good, especially in providing the information I need”

The next question, the researcher asked, In handling complaints or criticism, is the response from Batik Asih Marketing good?

Answer from Consumer Informant 5, “In responding very well, so I don't bother waiting for information on my complaint”

The next question, From what you get and evaluate the results of Batik Jati products, will you come back again and recommend it to others?

“If there is a plan to make a uniform or batik cloth, I will immediately contact batik jati, of course I also recommend it to others”.

In the results of interviews with consumers, it can bring up the results that indeed Batik Jati Asih applies the Radical Marketing Strategy well so that customers feel that they are comfortable and satisfied with Batik Jati Asih. Not only that, seen from the results of the interview answers that consumers are also ready to recommend this product to others. That means consumers really fulfilled their perceptions and responded positively to what has been given by Batik Jati, so that the Radical Marketing Strategy has been implemented and Customer Behaviour Intention Successfully captivated. On the basis of this description, Batik Jati products can increase their sales. The description is also supported by the explanation according to Kotler in Sinulingga (2023) namely if the behaviour of customers who respond positively to the quality of a company's service if it meets consumer expectations or even exceeds customer expectations, customers will intend to make a return visit or re-consume the company's products and even customers will convey good things to others. The point is that from all the results of the interview, the results show that if the Radical Marketing Strategy is implemented properly, it will increase sales of Batik jati asih products. That's because the Radical Marketing Strategy can create Customer Behaviour Intention.

CONCLUSION

The implementation of the Radical Marketing Strategy has a positive impact on Customer Behaviour Intention. In the results of the interview, it can be concluded that consumers are captivated by the Radical Marketing strategy to make consumer perceptions and positive responses. The Radical Marketing strategy is an innovative marketing strategy from Batik Jati asih that creates a perceptual influence on Customer Behaviour Intention. Through the differentiation of intense communication approaches, Batik Jati asih is able to attract consumer perceptions. The statement is also in line with the theory presented in the book Sam and Glenn (2000) that they provide recommendations in taking a more unconventional and customer-centred marketing approach that focuses on building strong emotional relationships with customers. The Radical Marketing strategy in the book Sam And Glenn (2000) is assumed to be an unusual marketing strategy or commonly called Out Of the Box. Because in the direction of marketing goals using different ways of approach. When the Radical Marketing Strategy Approach has been implemented properly so that consumers can be fulfilled in their perceptions to cause purchases and repurchases. Therefore, the Radical Marketing Strategy has been applied and then affects Customer Behaviour Intention and has a positive impact on increasing sales of Batik Jati Asih products.

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