

Analysis of the Level of Consumer Satisfaction with the Attributes of Kuansing Batik Products in Taluk Kuantan City

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ABSTRACT

This study aims to analyze consumer satisfaction levels regarding the product attributes of Batik Kuansing in Taluk Kuantan City and to formulate strategies for improving consumer satisfaction. The method used in this study is Importance Performance Analysis (IPA) with a quantitative approach. Primary data was collected through questionnaires distributed to 102 respondents who had used Batik Kuansing products in the past three months. The analyzed variables include product attributes such as price, color variety, design/motif, craftsmanship quality, and raw material quality. The results show that most consumers are satisfied with the attributes of Batik Kuansing products; however, certain aspects such as price and craftsmanship require improvement. The recommended strategy to enhance consumer satisfaction is the implementation of Relationship Marketing and Management to strengthen customer relationships and foster loyalty. This study is expected to serve as a reference for Batik Kuansing artisans and business actors in sustainably improving their product quality.

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1. INTRODUCTION

Currently, the development of the creative industry sector plays a crucial role in Indonesia's economic development. The growth of the creative industry can absorb labor and contribute to the National Gross Domestic Product (GDP). One such creative industry is batik. Batik is a cultural art form that has been recognized internationally as a Masterpiece of Oral and Intangible Heritage of Humanity by UNESCO since October 2009. Batik is also a two-dimensional work of art, as it has length and width, making it a two-dimensional work of fine and applied art.

Batik from Riau Province, particularly in Kuansing Regency, is gaining popularity both nationally and internationally. Batik in Riau Province, particularly in Kuansing Regency, symbolizes the creativity of the local people in handicrafts. Batik is an asset for Riau Province, particularly Kuansing Regency, and can benefit by increasing the income of batik artisans and producers, both small and large-scale.

The first batik village in Riau Province is located in Kuansing Batik Village, Gunung Toar District, Kuantan Singingi Regency (Kuansing). Nine batik business

groups (KUB) are located in Gunung Toar, out of a total of 21 batik business groups spread across Kuansing Regency. These Kuansing batik business groups continue to improve the quality of their products, both in terms of attributes and marketing strategies.

In the batik craft industry, increasing competition requires an understanding of how to improve customer satisfaction and the attributes of batik products. One measure of success can be achieved through product attributes, as consumers will feel their desires and needs are met through the products they consume or use. Consumer satisfaction is a key aspect of a company's efforts to increase customer satisfaction. This is because all processes and instruments designed for a product are designed to achieve customer satisfaction with the batik products produced, and this satisfaction can increase sales volume [1].

2. LITERATURE REVIEW

2.1 *Product Definition*

Products are one of the things that companies must pay attention to. They play a crucial role in determining a company's success. Customer satisfaction is directly proportional to product quality. According to [2], a product is something that can be offered to the market for attention, ownership, use, or consumption, thereby satisfying wants and needs. Broadly defined, a product encompasses anything that can be marketed, including physical objects, human services, places, organizations, and ideas.

A product is "a set of tangible and intangible attributes, including color, price, reputation of the retailer, and manufacturer's services, as well as retailer services received by the buyer to satisfy a want" [2]. Meanwhile, [3] state that a product is anything that can be offered to a market to attract attention, acquisition, use, or consumption that can satisfy a want or need. Based on the

definition above, a product is defined as a collection of tangible and intangible attributes.

2.2 *Product Attributes Definition*

[4] defines product attributes as factors consumers consider when making purchasing decisions for a brand or product category. The attribute concept holds that the market or buyers will purchase products that are more useful, high-quality, innovative, and affordable. Consumers will seek out quality products. Quality is a goal that companies must achieve, as declining product quality will cause consumers to switch to other manufacturers.

Kotler and Armstrong in [4] define product attributes as follows: "Product attributes are all features (both tangible and intangible) of a product or service that can be assessed by customers." [5] defines product attributes as elements that are considered important by consumers and serve as the basis for purchasing decisions. From the definitions above, it can be concluded that product attributes are product elements that reflect the development of a product and can be used as a basis for purchasing decisions.

2.3 *Customer Satisfaction*

Consumer satisfaction is defined as the effort to fulfill something or create something that is adequate. Essentially, consumer satisfaction is a state in which consumer needs, desires, and expectations are met through the services or products consumed. [6] define consumer satisfaction as a condition in which consumer needs, desires, and expectations for a product or service are met or fulfilled by the performance of the product or service.

2.4 *Framework*

Based on the literature review described above, the following is the theoretical framework that will be applied in this research:



Figure 1. Framework

3. METHODS

3.1 Location and Time of Research

In this study, the research location is in Kuantan Singingi Regency, research on the level of consumer satisfaction with the attributes of Kuansing batik products in Taluk Kuantan City, Riau Province was conducted in 2024.

3.2 Population and Sample

In this case, the author concludes that the population to be used as the research object is all people who use or purchase Kuansing batik products in Taluk Kuantan Regency, Riau Province.

Sampling in this study was conducted using a non-probability sampling technique, a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample. One of the non-probability sampling techniques used is purposive sampling, a sample collection technique based on certain considerations [7]. Purposive sampling has the following criteria:

1. Age over 17 years
2. Consumers who have used Kuansing batik products in the last 3 years.

3.3 Data Types and Sources

There are two types of data in general, namely quantitative data and qualitative data which will be explained below, the author focuses more on quantitative data in carrying out this analysis.

1. Quantitative data is data or information obtained in numerical form. In this numerical form, quantitative data can be processed using mathematical formulas or analyzed using statistical systems.
2. Qualitative data is data in the form of words or verbally. Qualitative data can be obtained through interviews.

In collecting data sources, researchers collect data sources in the form of primary data and secondary data.

1. Primary Data

Primary data is a type and source of research data obtained directly from primary sources (without intermediaries), whether individuals or groups. Therefore, the data is obtained directly. Primary data is specifically used to answer research questions. The author collected primary data using survey and observation methods. The survey method is a primary data collection method that uses oral and written questions. The author conducted interviews with the Woodhouse business owner to obtain the necessary data or information. The author also collected data using observation methods. Observation is a primary data collection method that involves observing specific activities and events. Therefore, the author visited the Woodhouse business premises to observe the activities taking place there to obtain data or

information that aligns with what was seen and is in accordance with reality.

2. Secondary Data

Secondary data is a source of research data obtained indirectly through intermediaries (obtained or recorded by other parties). Secondary data consists of evidence, notes, or historical reports compiled in archives or documentary data. The author obtained this secondary data by requesting permission to borrow evidence of transactions at the Woodhouse business and the books used to record daily transactions.

3.4 Data Collection Technique

The data sources in this study are primary and secondary data. Primary data is data collected by the researcher during the research [7]. Secondary data is data that has been compiled in the form of documents that can be obtained from relevant agencies [7]. To collect primary data, a questionnaire will be used, namely written questions to be answered by respondents.

4. RESULTS AND DISCUSSION

4.1 Respondent Profil

Based on data collection conducted through questionnaires, the characteristics of the respondents were identified from the various responses. Respondents in this study were consumers aged 17 and over who used Kuasing batik products. A total of 102 questionnaires were distributed. The respondents' identities included: gender, age, domicile status, occupation, income, purchase frequency, type of batik product purchased, and Kuasing batik motif purchased.

4.2 Instrument test results

1) Validity test

In measuring the validity test, it is useful to determine the extent of the accuracy and precision of a measurement instrument in carrying out its measurement function. If the calculated r is greater than the table r , then the hypothesis cannot be rejected or is valid (Ghozali, 2011). In this study, the validity test used SPSS version 25 with a 5% level. The table r value is obtained from the equation $df = N - 2 = 102 - 2 = 100$ (table r with $df = 100 = 0.194$).

Tabel 1. validation test results

No	Indicator	r Count		r Table	Description
		Expectation	Performance		
1	Harga Terjangkau	0,572**	0,608**	0,194	Valid
2	Harga sesuai Kualitas	0,551**	0,740**	0,194	Valid
3	Warna Pola yang Indah	0,625**	0,737**	0,194	Valid
4	Warna yang Beragam	0,519**	0,542**	0,194	Valid
5	Keawetan Warna batik	0,695**	0,673**	0,194	Valid
6	Warna yang Cerah	0,616**	0,821**	0,194	Valid
7	Bentuk atau gambar Budaya Lokal	0,578**	0,422**	0,194	Valid
8	Motif Khas Daerah	0,752**	0,876**	0,194	Valid
9	Kehalusan sesuai dengan kualitas	0,756**	0,434**	0,194	Valid
10	Kehalusan membuat nyaman	0,382**	0,852**	0,194	Valid
11	Bahan Baku Kualitas yang Baik	0,422**	0,841**	0,194	Valid
12	Bahan Baku Memiliki Ketahanan	0,545**	0,766**	0,194	Valid

Sumber: *Researcher Processed Dara (2025)*

Based on table 5.9, the calculated r value can be obtained $> r$ table (0.194), meaning that the measuring instrument used in this study is declared valid.

2) Reliability Test

Instrument test results are considered reliable for measuring variables if the alpha value is greater than 0.6. A Cronbach's Alpha coefficient greater than 0.6 indicates instrument/questionnaire limitations.

Furthermore, the closer it is to 1, the higher the internal consistency of reliability [8].

Tabel 2. Reliability test results

No	Variable	Cronbach's Alpha Value		Critical Value	Description
		Expectation	Performance		
1	Attribute	0,823	0,899	0,6	Reliable

Sumber: Researcher Processed Dara (2025)

Based on table 5.10 above, the results of the reliability test show that the Cronbach's Alpha value > 0.06 means that the measuring instrument used in this study can be trusted or relied upon.

Kuansing Batik Product Attributes in Taluk Kuantan City

To calculate the level of customer satisfaction in this study, the customer satisfaction index analysis method was used (Adnan, 2018). The following formula was used:

4.3 Analysis of Consumer Satisfaction Levels with

$$IKP = PP - EX$$

Description :
 IKP = Customer Satisfaction Index
 PP = Perceived Performance
 EX = Expectation

The interpretation of satisfaction measurement is as follows:

- PP > EX means the customer is satisfied
- PP < EX means the customer is dissatisfied
- PP = EX means the customer is satisfied

Tabel 3. Consumer Satisfaction Level with Batik Product Attributes Kuansing

No	Indicators	Scores		Average		Gap	Category
		Expectations	Performance	Expectations	Performance		
Price							
1	Affordable prices	435	422	4,26	4,06	-20	Less satisfied
2	Price according to quality	430	419	4,22	4,11	-11	Less satisfied
Diversity of Colors							
3	Beautiful Pattern Colors	430	420	4,22	4,12	-10	Less satisfied
4	Various Colors	433	421	4,25	4,13	-12	Less satisfied
5	Batik color durability	436	421	4,27	4,13	-14	Less satisfied
6	Bright Colors	431	415	4,23	4,07	-16	Less satisfied
Design/Patterns							
7	Local Culture Shapes or Images	428	416	4,20	4,08	-12	Less satisfied
8	Typical Regional Motifs	429	417	4,21	4,09	-12	Less satisfied
Fineness of Workmanship							

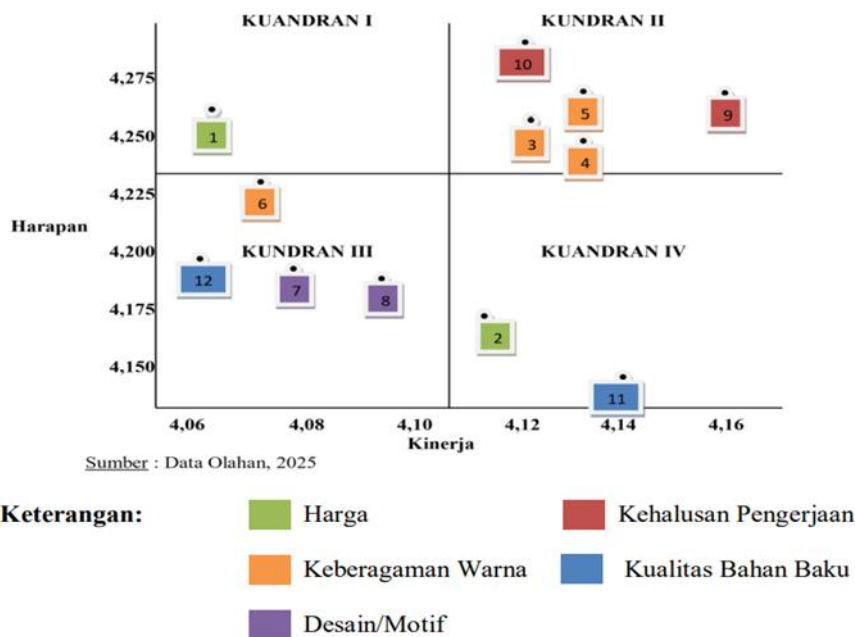
9	Fineness according to quality	436	424	4,27	4,16	-11	Less satisfied
10	Smoothness makes it comfortable	437	420	4,26	4,14	-12	Less satisfied
Raw Material Quality							
11	Good Quality Raw Materials	422	414	4,14	4,06	-8	Less satisfied
12	Raw Materials Have Durability	4,28	4,14	4,20	4,06	-14	Less satisfied
		4759	4609	50,84	49,31	-130	Less satisfied
		396,58	384	4,23	4,10	12,75	satisfied

Sumber: Researcher Processed Dara (2025)

4.4 Cartesian diagram

A Cartesian diagram is a structure divided into four parts, bounded by two lines or axes that intersect perpendicularly at points (X, Y). Line X is the average of the attribute performance level weights, while Y

is the average of the importance levels of all factors that influence consumer satisfaction. The following is a picture of the average value of each attribute entered into the Cartesian diagram:



Picture 1. Cartesian Diagram

In the image above, it can be seen that out of 12 product attributes, there is 1 product attribute in Quadrant 1, 5 product attributes in Quadrant 2, 4 product attributes in Quadrant 3 and 2 attributes in Quadrant 4. Thus, the average line on the expectation variable is at a value of 4.30 while the average line on the performance variable is at a value of 4.11. The following is an explanation of each quadrant in the Cartesian diagram.

5. CONCLUSION

From the overall test results, the comparison between expectations and performance of Kuansing batik products is still below consumer expectations, with the highest GAP being in the affordable price indicator. The lowest GAP is in the good quality raw material indicator, but consumers have felt very satisfied according to the

quality whose performance needs to be maintained.

Based on the analysis using the Importance Performance Analysis (IPA) method, craftsmen must improve their performance in quadrant I to increase consumer satisfaction. In quadrant I, there are

indicators whose performance needs to be improved, namely the affordable price indicator, because with raw materials as the basic ingredients for making batik art crafts, the need for quality raw materials, making production costs expensive and unaffordable for the lower middle class.

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