

Analysis of Micro Small Enterprises (MSEs) Customer Satisfaction in a Global Context Studies on Shoraya Batik Indonesia

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ABSTRACT

Customer satisfaction is a measure that determines how well a company's product or service meets customer expectations. This study aims to analyze customer satisfaction MSEs in the context of a global study on Indonesian Batik Shoraya. The research was conducted using a qualitative approach and data collection techniques through in-depth interviews with 10 Shoraya Batik customers, 5 domestic and 5 international. The results showed that customer satisfaction with Shoaraya Batik Indonesia products was influenced by service quality, product quality, price, emotional factors, cost and convenience. Customers expect fast and responsive service, quality and reliable products, affordable prices, and positive emotional experiences with the Shoaraya Batik Indonesia brand. Cost and ease of transaction are also important factors influencing customer satisfaction. In a global context, Shoaraya Batik Indonesia's customers have high expectations for products that can compete with international brands. Customers expect Shoraya Batik Indonesia to maintain consistent product and service quality, as well as develop innovative products that are in line with global trends. Even though Shoaraya Batik Indonesia already has a loyal customer base in Indonesia, the challenge it faces in entering the global market is competition from established international brands. Based on the results of this study, it is suggested that Shoraya Batik Indonesia continue to improve service and product quality and maintain affordable and competitive prices

INTRODUCTION

The development of exports and industrialization in various developing countries is now starting to involve many small and medium scale companies. Micro and Small Enterprises (UMK) are the foundation of the people's economy that can support the domestic economy in the aggregate (Rahman, F, Sudarmiati, Hermawan, 2023; Suyanto, 2022). MSEs are included in an industry that has not been negatively affected by the global crisis, this shows that MSEs are able to contribute to increasing market competition and stability in the existing economic system (Sari & Yasa, 2016). MSEs participate actively in export trade, although the level of their contribution to exports varies among other developing countries. MSEs have an important role in the Asian economy, especially in the export sector. They usually produce goods needed in global markets such as textile products, jewelry, handicrafts and processed foods (Pickernell et al., 2016).

Indonesia although the total annual export value continues to increase, the share of MSEs in non-oil and gas exports has continued to shrink from around 18.5% in 2005-2007 to 16% in 2008-2010, and further decreased to 15.4% between 2011 and 2013 (Ministry Of Cooperatives and SMEs Republic of Indonesia, 2015; (Faisal & Apriliadi, 2021). The depreciation ratio of non-oil and gas export activities for almost a decade has averaged 1.5%, this shows that the government's role must be increased so that the MSME sector can compete abroad (Rahman & Pratikno, 2022). Meanwhile, according to the Organization for Development and Economic Cooperation (OECD) report in 2019, around 40% of Asia's total exports came from MSEs. In addition, MSEs also makes a significant contribution to job creation in the Asian region. However, the contribution of MSEs to export trade will of course depend on many factors, such as government policies, global economic conditions, and competition in global markets (Meflinda et al., 2018). The internationalization of MSEs in developing countries is becoming increasingly important in the era of globalization. Expanding markets abroad can help MSEs increase their competitiveness and gain greater profits.

The relatively high population growth also has an effect on the internationalization of MSEs, so that a good market for entrepreneurs of goods and services needed by consumers is increasing, both in number and type, so that entrepreneurs will compete with each other to produce goods and services according to their wishes and needs. consumer needs (Joelle & Coelho, 2019). This will provide more opportunities for consumers to get their choice of products offered by manufacturers. Conditions like this lead to increasingly fierce competition among producers, especially for producers who produce similar products in an effort to seize and dominate the market. With this competition, companies must establish policies in achieving sales targets set by the company (Abduh, T, 2017).

In the increasingly advanced era of globalization, business competition does not only occur at the national level, but also in the international market. As a producer and seller of original Indonesian batik, Shoraya Batik Indonesia must pay attention to customer satisfaction in a global context to remain competitive

in the international market (Adekunle & Ola, 2021). As a country of origin of batik, Indonesia has various types of batik that have their own uniqueness. Shoraya batik Indonesia as a batik producer and seller must be able to meet the needs and desires of customers in the global market by optimizing the quality of the products and services provided. Basically the level of customer satisfaction includes the difference between expectations and perceived performance or results. In evaluating satisfaction with certain goods and services or companies, consumers generally refer to various factors or dimensions (Purwati et al., 2020).

Consumer satisfaction is a specific evaluation of the overall service provided by the provider of goods or services, so that consumer satisfaction can only be assessed based on the experiences that have been experienced during the service delivery process. When consumers feel dissatisfied, consumers will be reluctant to use the company's products or services again (Rahman, 2022). They will tend to look for other MSEs that they think will offer the level of satisfaction they expect. Or in other languages, if the perceived level of satisfaction is low, it will affect the intention to move. Consumer satisfaction, especially in the product sector, is a must for the company to remain successful. The superiority of a product depends on the uniqueness and quality shown by the product. Consumer perceptions of service quality are an overall assessment of the superiority of a production of goods/services (Hatrawan, 2020).

One way to differentiate a production MSE from others is to consistently provide services and provide higher quality products than competitors. Business actors should know what factors are indicators of consumers in assessing their satisfaction. There are several factors that can be used as consumer assessments in businesses such as; product, price, emotional factors, convenience, and quality (Saparila, Worokinasih, 2019). Consumer satisfaction is the key in creating customer loyalty. Many benefits are received by MSEs by achieving a high level of customer satisfaction, sure that apart from increasing customer loyalty, it can also prevent customer turnover and improve business reputation (Rahman & Handayati, 2023). Customer satisfaction not only increases value in business, but can also attract new customers. Customers become a direct influence on the achievement of sales and business profits.

THEORETICAL REVIEW

There are several theories related to the analysis of MSE customer satisfaction in a global context, including the following:

1. The theory of customer satisfaction

This theory states that customer satisfaction is the result of a comparison between customer expectations for a product or service with the actual performance of the product or service (Rahman, 2022; Ruslim & Rahardjo, 2016). In a global context, customer satisfaction can be influenced by factors such as trust, reputation, product quality, price and service. The theory of customer satisfaction is known as the Expectancy-Disconfirmation Theory (EDT). According to this theory, customer satisfaction is formed when customer expectations for a product or service are met or even exceed the actual performance of the product or service. Conversely, dissatisfaction

occurs when product or service performance does not reach or even lower than customer expectations.

The process of measuring customer satisfaction in this theory is usually carried out through surveys or direct interviews. With the hope that information sources assess the extent of their satisfaction with the products or services they use. In addition, the theory of customer satisfaction also recognizes the important role of customer experience in shaping expectations and satisfaction with products or services. Therefore, business actors and marketers need to pay attention to and improve the customer experience in order to increase overall customer satisfaction.

2. Value-based pricing theory

This theory states a pricing strategy based on the value or benefits felt by customers for the products or services offered, not just based on production costs or competition in the market (Abadi, 2016; Arfan & Zarefar, 2018; Fauji et al., 2022). In this theory, MSEs set prices according to the value or benefits received by customers. In carrying out value-based pricing, companies must understand well the needs and desires of customers, as well as the value received by customers from the products or services offered. Thus, business actors can offer products or services at prices commensurate with the value provided to customers.

The advantage of value-based pricing is that MSEs can maximize profits and build long-term relationships with customers. Customers who feel they are getting value commensurate with the price paid tend to be more loyal and can recommend products or services to others. However, MSEs must also be careful in setting prices with this strategy, because if the price is too high compared to the value received by the customer, the customer may switch to competitors. Conversely, if the price is too low, MSEs can lose potential profits.

3. The theory of customer loyalty

The theory of customer loyalty is based on the assumption that customer satisfaction is an important factor affecting customer loyalty (Fauji et al., 2021b; Mubayyanah et al., 2018; Sambodo Rio Sasongko, 2021). According to this theory, customers who are satisfied with the product or service they receive from a MSE are likely to re-purchase or use the same product or service in the future. However, customer satisfaction alone is not sufficient to ensure long-term customer loyalty. There are several other factors that also influence customer loyalty, such as product or service quality, competitive prices, positive customer experience, and good customer support.

To strengthen customer loyalty, companies must ensure that the products or services they offer are of high quality and meet customer expectations. In addition, MSEs must also consider other factors that influence customer purchasing decisions, such as prices, promotions and positive customer experiences. By maintaining customer satisfaction and paying attention to other factors that affect customer loyalty, MSEs can build long-term relationships with their customers, which in turn can increase profits and business growth.

4. The theory of corporate reputation

This theory states that a company's reputation can affect customer satisfaction. Companies that have a good reputation tend to be more trusted by customers and can increase customer satisfaction (Fauji et al., 2021c; Oktavianus et al., 2022). Company reputation can also influence customer purchasing decisions. Customers tend to prefer products or services from companies that have a good reputation and are considered trustworthy. On the other hand, a company with a bad reputation can lose customer confidence and experience a drop in sales.

To strengthen a company's reputation, companies must ensure that they meet customer expectations and provide good service. Companies must also pay attention to other factors that affect reputation, such as product or service quality, reliability, and corporate social responsibility. By strengthening the company's reputation, companies can increase customer trust and strengthen long-term customer loyalty. This can help companies to stay competitive in the market and increase their business profits.

METHODOLOGY

This type of research is a field research, with a qualitative approach. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and the observed behavior of phenomena that occur (Fauji et al., 2021a; Rahman & Ashari, 2020). In addition, all that is collected is likely to be the key to what is being studied. The collection technique was triangulation, data analysis was qualitative in nature and the research results emphasized the meaning of generalizations, with the results of this study only describing or constructing in-depth interviews with research subjects.

The presence of researchers in qualitative research is the most important data collection instrument that is the researcher himself (human instrument). Because there is no other choice than making humans as research instruments. The researcher is the Key Instrument, therefore the position of the researcher in qualitative research is quite complicated, because the researcher acts as a planner, and in the end he becomes the reporter of the results of his research, in order to obtain the necessary data (Faisal & Apriladi, 2021). Data sources are subjects from which data can be obtained and to facilitate research in identifying data sources, researchers use the 3P formula, namely; person, paper and place. Person is a place where researchers ask about data in the form of answers through the interviews studied. Paper is a place for researchers to read and study everything related to research, such as pictures, documents and so on. Meanwhile, place is where activities related to research take place (Shirokova & Tsukanova, 2013). Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly while secondary data is data that is not obtained indirectly.

Data collection instruments used were observation, interviews and documentation. The quality of the data is determined by the quality of the measuring device, therefore the procedures demanded by each data collection

method used must also be fulfilled in an orderly and correct manner. The data analysis method begins by examining all available data from various sources. After that, it is learned and reviewed and then an interactive model analysis is carried out with stages such as data reduction, data display, data conclusion. The validity of the data in qualitative research includes credibility, transferability, dependability and co-farmability tests (Kadir & Rahman, 2022).

RESULTS AND DISCUSSION

Shoraya Batik is a Micro and Small Business located in Pamekasan Regency, East Java Province, Indonesia, which is able to penetrate its marketing abroad and has many domestic and international customers who until now still show their emotional connection and loyalty to the UMK. Some of the advantages of Shoraya Batik that have been maintained to this day and have become a unique characteristic are the coloring that does not fade easily even though it has been going on for years, some customers interviewed by researchers said that up to ten years it is still durable and does not experience changes like batik- Batik is usually because in the process of coloring it mostly uses natural dyes so that there is no doubt about the problem of durability.

Apart from that, Shoraya Batik is able to create a variety of products that really compete with other competitors, including motives that are produced one motive one cloth so that when using batik there is no similarity or double motive with that of others, as well as a combination of contemporary and modern motifs. modern motifs without eliminating the style or characteristics of Madura batik. Besides that, in addition to the superiority in terms of MSE products, they are also able to build a high emotional relationship by applying good and professional service.

Research findings that have been carried out by researchers on issues related to customer satisfaction at home and abroad. With the question instrument since when did you become a customer of Shoraya Batik. Several customers who were interviewed stated that they had been customers at Shoraya Batik for a very long time, starting from 1999, 2007, 2009, 2012 until now. At the beginning of the purchase, the average customer purchases directly at the gallery, with quality products and good service so that they can choose products and motives that suit their tastes. It is from there that customers get the desired product and the expected service, that is what makes customer satisfaction and tends to make customers return to buy until now. How often do they repurchase, customers make repurchases on average more than three times both offline and online. With regard to convenience when making purchases, customers find comfort when making purchases starting from the reception given by the gallery which is very friendly making customers happy and happy, good service and so open the information provided to customers and customers really understand the explanation, apart from that the place is clean and tidy and the employee ethics are very high.

Customer satisfaction is the main indicator in the Shoraya Batik gallery, therefore it will never stop at one point, it will move dynamically following the level of quality of products or services and services with the hope of developing

in the minds of consumers or customers. Customers are individuals who continuously come to the same place to satisfy their desires by having a product or service (Hatrawan, 2020). There are four methods to measure the level of customer satisfaction including the following:

a. Complaint and suggestion system

A complaint and suggestion system is a system that is usually implemented by an organization or company to provide opportunities for customers or service users to provide input, complaints and suggestions regarding the products or services they use. The purpose of this system is to provide useful feedback for organizations or companies in improving the quality of the services or products they offer. Complaints and suggestions can be made in various ways, such as via email, online forms, telephone or in person by visiting the gallery. After complaints or suggestions are received, the organization or company will respond according to established policies, such as providing solutions to problems faced by customers or considering suggestions for product or service improvements.

The implementation of a complaint and suggestion system can provide several benefits for an organization or company such as; improve the quality of services or products offered by improving aspects that are unsatisfactory for customers. Increase customer satisfaction and strengthen relationships with them and respond to complaints or suggestions provided quickly and effectively. Improve the image of the organization or company by showing that they care about customer input and needs. Increase customer confidence and help maintain their loyalty to the products or services offered. In implementing a complaint and suggestion system, organizations or companies need to ensure that this system is easily accessible and managed effectively. They must also ensure that any complaints or suggestions are taken seriously and the solutions or responses provided are in accordance with established policies. Thus, a complaint and suggestion system can help organizations or companies to improve the quality of services or products offered and strengthen relationships with customers.

b. Services hiring system

Service hiring system is a process in which a person or company rents services or services from other individuals or companies. This system is usually used when a person or company needs expertise or resources that they don't own or when they want to save costs rather than having to buy or hire people to do certain tasks. The service leasing process begins with finding a service provider that fits your needs. Then, a rental agreement must be drawn up detailing the services to be hired, the rental price, the length of the rental, and other terms and conditions. After the agreement is agreed, the services rented can be used and rental payments can be made according to the agreement.

The leasing system can be applied in various fields, such as financial services, technology services, construction services, consulting services, maintenance services, and so on. Some of the advantages of using a service hire system are flexibility, cost-effectiveness, and the ability to access expertise that one does

not own. However, it should also be remembered that leasing services can also have risks, such as poor quality or untimely service. Therefore, the selection of a good service provider and a clear agreement is very important in the service leasing process.

c. Former customer analysis system

The former customer analysis system is a system used by companies to analyze data and information relating to customers who are no longer using their products or services. This system aims to evaluate the reasons why customers decide to switch to competitors or stop using the product or service. The process of analyzing former customers begins with collecting data and information about customers who are no longer using the company's products or services. Information data collected includes reasons for switching customers, experience using products or services, customer perceptions of products or services, as well as feedback provided by customers.

After the data and information is collected, the company will analyze and evaluate the data to find out why customers switch and find solutions to improve product or service quality. By knowing why customers switch, companies can take action to improve products or services and retain loyal customers. The former customer analysis system is very important for companies because it can help companies improve their products or services and retain loyal customers. In addition, this system can also help companies gain insight into competition in the market to improve their marketing strategy.

d. Customer satisfaction survey system

The customer satisfaction survey system is a system used by companies to measure the level of customer satisfaction with the products or services they offer. This system aims to find out what customers want and need, as well as evaluate how well the company has met customer needs and expectations. The customer satisfaction survey process begins with designing a questionnaire or survey that will be given to customers. The questionnaire contains questions concerning customer experience in using products or services, customer expectations and needs, as well as responses to customer service and purchasing experience.

After the questionnaires were collected, the data and information were analyzed and evaluated to determine the level of customer satisfaction. The results of this analysis can help companies determine which areas should be improved or changed, so as to increase customer satisfaction. The customer satisfaction survey system is very important for companies because it can help companies understand customer needs and expectations. By knowing what customers want, companies can improve their products or services and improve the quality of customer service. In addition, this system can also help companies improve their brand image and gain competitive advantage in the market (Fauji et al., 2021b; Kevin et al., 2019).

Product or service providers need to understand and classify customer satisfaction through the dimensions of customer satisfaction because not every

customer has the same behavior and needs in fulfilling product and service services. There are three dimensions to measure customer satisfaction in general, namely:

- a. Attributes related to product, namely the satisfaction dimension regarding the attribute information of the product can be seen starting from the determination of product value adjusted for price, the ability of product performance to determine satisfaction results, and the benefits that customers get from using the product.
- b. Attributes related to purchase, namely the dimension of satisfaction that has links with attributes of customer satisfaction in making transactions or not with producers such as the ease of receiving the information needed, friendliness of employee behavior and also the influence of corporate image.
- c. Attributes related to service, namely the satisfaction dimension related to the attributes of the service, for example, the warranty offered, the process of fulfilling the service or delivery, and how to respond to problem solving if a complaint occurs.

The three dimensions above are very important, including the customer's expectations of the company in terms of benefits, whether the price paid is in accordance with the benefits of using the products that customers buy in the company. Customer complaints on the company's products will be a determinant of customer satisfaction because they will see the response from the company whether they can handle their complaints or not. Furthermore, in the form of corporate image, it is highly reflected in the hospitality provided by employees, and also the information needed is not complicated, this is a meeting point for customer satisfaction with the company.

Factors that affect customer satisfaction in a global context, Shoraya Batik is known as one of the good craftsmen who have high and very good product quality, in terms of patterns, motifs and coloring, which uses a lot of natural materials, making batik durable, not easy to fade even after many years year. Product quality is a global dimension where there are six elements of product quality, namely performance, durability, features, reliability, consistency and design. Performance is the most basic dimension and relates to the main function of a product. Reliability is the probability that the product will work satisfactorily or not within a certain period of time. The dimensions of performance and reliability at first glance look similar but have clear differences. Feature dimensions are product characteristics designed to enhance product functions or increase consumer or customer engagement with the product. This dimension can be said as a secondary aspect. The conformance dimension shows how far a product can match certain standards or specifications. Products that have high conformance means that the product is in accordance with predetermined standards, one aspect of conformance is consistency. The design dimension is a unique dimension, which offers many emotional aspects in influencing customer satisfaction (Purwati et al., 2020). Of the several elements that are feasible are based on reliability, durability, and performance because it is the value given by the replacement of the physical form and image of the

product. Product quality is the extent to which the product meets its specifications.

Price is a number of values exchanged to obtain a product. Shoraya Batik provides various measurements including; service quality, process quality, offer quality, then the type of specialty. Prices for batik are given because for sensitive customers usually low prices are an important source of satisfaction because they get high value for money. A low price creates a perception of a product that is not of high quality, whereas a high price creates a perception of a quality product. Price is a guarantee of the money needed to get a number of combinations of products and services, in line with previous research that proves this by showing that price has a direct effect on customer satisfaction. The application of service quality at Shoraya Batik is a service with a sense of openness and is family-friendly. Greeting customers who visit make customers feel respected, friendly greetings to customers make customers not feel awkward and embarrassed and start a conversation first with a customer.

The emotional factor given by Shoraya Batik is very high, various ways are carried out in an effort to strengthen emotional ties, including giving gifts in the form of discounts or discounts for customers who buy in large quantities, giving souvenirs for customers who are far away, for example from abroad and abroad. province as a form of gratitude for the visit and purchase. Emotional factors are factors related to one's lifestyle. Emotions are feelings that are turbulent as if they vibrate and move the individual, so that it is visible from the outside. Previous research has proven this by showing that emotional factors have a direct effect on customer satisfaction.

The very rapid development of the business world in the digital market is precisely what Shoraya Batik takes advantage of in expanding its marketing in the economic arena. Apart from marketing products in its gallery, other marketing has moved to digital such as Facebook, WhatsApp, Instagram and so on. This makes it easier for customers to access and obtain various information regarding new products and others. Cost and convenience are sacrifices incurred by customers to obtain products or services that are relatively young, comfortable and efficient. Customers will be more satisfied if it is relatively easy, comfortable and efficient in obtaining products or services. Factors of customer satisfaction such as product quality play an important role here, namely the overall satisfaction that the customer feels while using the product or service, which ensures that the customer of the product on the features offered functions properly. Prices for many types of similar industries form price competition by offering relatively cheap prices but the same quality as competitors' products and services in an effort to make customers satisfied.

The quality of company service here must display the unique side of the service they offer so that it is different from competitors even though customers cannot see the form of goods, but the services provided by the company can be felt by customers at the same time the services provided must be improved through a friendly attitude, fast and appropriate responses. Another important emotional factor that the company provides to other important customers is giving high self-confidence when using the product in public and creating a sense

of pride that the product that customers use is different in quality from other brands. The following is no less important, namely the cost is almost the same as the price, in this case it is emphasized that customers do not incur additional costs such as guarantees. When there are complaints or complaints about products or services, customers are not charged additional costs.

CONCLUSIONS AND RECOMMENDATIONS

Customers have felt satisfied when making purchases or shopping at Shoraya batik, this is evidenced by several statements from customers both at the domestic and international levels who have made several re-purchases both online and offline with quite a large nominal amount. The strategy used to measure the level of customer satisfaction is implementing a complaint and suggestion system, ghost shopping, or evaluating company products and services through comparisons with competing companies, lost customer analysis whether they are still active or have moved, as well as conducting customer satisfaction surveys. or ask questions to customers about their products, provide an assessment regarding the products purchased so that customers can be more flexible in assessing and providing comments to the company on the products it produces, and the company is able to analyze how employees and potential competitors are performing.

Factors affecting customer satisfaction at home and abroad, such as service quality, product quality, pricing, emotional factors as well as cost and convenience. By paying attention to the factors that affect customer satisfaction at home and abroad, companies can increase customer satisfaction and strengthen their loyalty to the brand or company. This will have a positive impact on business growth and corporate image in the eyes of customers and society in general.

Based on the results of this study, it is suggested that Shoraya Batik Indonesia continue to improve service and product quality and maintain affordable and competitive prices. Shoraya Batik Indonesia can also develop marketing strategies that focus on customers' emotional experiences with brands, as well as expand product accessibility globally by leveraging e-commerce platforms. Thus, Shoraya Batik Indonesia can increase customer satisfaction, strengthen brand image in the eyes of customers, and increase business growth on a global scale.

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