
CONSUMER ANALYSIS OF BATIK PRING SEDAPUR FOR UNDERSTANDING BUSINESS STRATEGIES

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ABSTRACT

This study aims to analyze the demographics and purchasing habits of Batik Pring Sedapur customers based on the customer perspective of the balanced scorecard (BSC). The analysis emphasizes two things: (1) customer core measurement consists of consumer satisfaction, loyalty, and acquisition, and (2) Customer values and profitability. Based on the purpose of the study, the data, and the respondents of the research, mixed methods is the suitable approach to use. The data will be analyzed using descriptive statistics to explain the respondent's answer, and the balanced scorecard (BSC) theory, especially from the customer perspective, will be used when presenting and analyzing the data. Batik Pring Sedapur Magetan offers opportunities in specialized product development for women, training and education in batik production, optimized digital marketing and social media, customer loyalty programs, enhanced customer engagement, expanded product selection, increased design customization services, batik village as cultural tourism, segmented targeting, emphasizing quality as a selling point, developing eco-friendly and sustainable batik, and international market appeal.

Keywords: *consumer analysis; balanced scorecard; business strategies*

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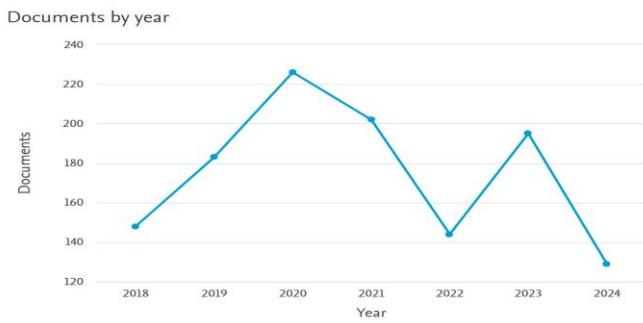
INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are crucial contributors to economic expansion and employment. So, the government increases its support year after year to encourage micro, small, and medium enterprises (MSMEs), such as the enhancement of digital ecosystems (Haryo Limanseto, 2022), offering a diverse range of financial support and loan options, building up the infrastructure, and enhancing coordination and synergy between the Central Government and stakeholders, including regional governments, private sectors, and state-owned enterprises, to empower MSME's productively and efficiently (DH/MUR, 2022).

Over the years, government assistance has significantly increased the number of newly established local enterprises. Despite this increasing number of new establishments, the number of growing establishments, from local to national to international, is low. President Jokowi said in his speech that the export market penetration rate of micro, small, and medium enterprises (MSMEs) in Indonesia remains lower than that in Thailand and Singapore (SAPTOWALYONO, 2023). For the development and expansion of the economy, it is vital to expand existing businesses. Implementing effective strategies such as providing access to finance, enhancing technological capabilities, and fostering innovation. Furthermore, it is essential to strengthen collaboration between government agencies, industry associations, and educational institutions to provide comprehensive support and guidance to entrepreneurs looking to expand their operations.

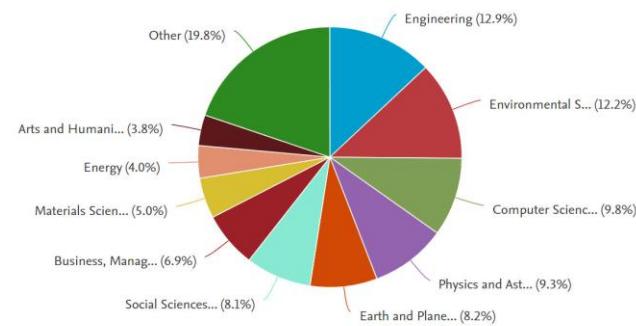
Batik Pring Sedapur has been in existence since the 1970s, which is a defining feature of Magetan City. Batik Pring Sedapur is distinguished from other batiks by having motifs that are more striking and vibrant, as well as colors that are often brighter, as well as their traditional "*Batik Tulis*" technique, which is drawing batik immediately on the fabric.

Batik Pring Sedapur, as a local business, has proven its sustainability over the past 50 years. Batik Pring Sedapur has successfully navigated the local market and established a solid customer base. This longevity speaks to their ability to adapt to changing trends and meet the demands of their customers. However, aside from their commendable sustainability, the capital market and sales have yet to experience substantial growth. According to the field survey findings, batik's profitability is still suboptimal. The financial management lacks detail, and the market share of batik remains small, relying solely on orders from Magetan government agencies. Despite its sustainability and ability to adapt, Batik Pring Sedapur has faced challenges in expanding its presence in the capital market and increasing sales. This stagnant economy may be attributed to various factors, such as limited marketing strategies or intense competition within the industry.



Picture 1. Research on Batik by year
Source. Sciedencedirect with keywords 'Batik', 2024

Documents by subject area



Picture 2. Research on by subject area

Source. Sciedencedirect with keywords 'Batik', 2024

Regarding the previous research, there are 1.227 researches with the keywords "Batik" from various fields of study from 2018 to 2024. It can be seen from Graph 1 that research trends about batik are fluctuating. Despite the research from different subject areas such as engineering about electrocoagulation (Fadzli et al., 2024) & Lean Implementation (Rochman et al., 2024), computer science about motif image detection (Ermatita et al., 2024), and research about Batik 4.0 Mobile Application (Suparmanto et al., 2024), the research from business and management has a relatively small percentage with various focuses on business performance (Hikmah et al., 2024) and (Rochiyati et al., 2022), marketing (Nuvriasari et al., 2022) and (Suhartini et al., 2021) and others. This opens up the opportunity to develop Batik's Business, Management, and Accounting research. Furthermore, among 170 research studies about Batik in Business and Management, the keywords that specifically tell the consumer analysis are few.

The balanced scorecard, is a performance measurement analysis tool that can be used to translate vision, mission, and strategy into a variety of goals and metrics organized into four perspectives: financial, customer, internal business processes, and learning and growth (Kaplan & Norton, 2001). Here is a synopsis of the four viewpoints: 1. The financial viewpoint states that to fulfill the organization's vision, financial goals must be met. 2. The customer perspective, which offers a summary of the market and client

categories in addition to the needs that must be met to meet financial objectives. 3. The internal business process viewpoint, which offers a summary of the procedures followed to satisfy clients and meet specific financial objectives. 4. The development of employee competency, information system infrastructure, and working conditions is fueled by the learning and growth viewpoint to meet goals for internal, external, and financial business processes. This research focuses on the customer perspective.

From the standpoint of the client, businesses must first identify the market niches and clientele that the company or business entity hopes to attract. The customers perspective divides performance benchmarks into two groups: Customer Core Measurement Group and Customer Value Propositions (Kaplan & Norton, 2004). The Customer Core Measurement Group comprises the following measurement components: 1) Market Share; 2) Customer Retention; 3) Customer Acquisition; 4) Customer Satisfaction; and 4) Customer profitability. As for The Customer Value Proposition includes: 1) Product attributes consist of pricing, quality, and function; 2) Customer relationship; and 3) Image and reputation.

The Balanced Scorecard (BSC) is utilized to assess Batik Pring Sedapur's performance, as conventional methods continue to be used for this purpose. We expect the Balanced Scorecard (BSC) to comprehensively and deeply analyze Batik Pring Sedapur's actions and inactions, thereby mapping out the necessary steps for significant development. The author believed that a qualitative and quantitative research study (mixed method) concerning the assessment of performance in accordance with the Balanced Scorecard theory, with a specific focus on the consumer perspective, was necessary to obtain a more comprehensive evaluation of the performance.

Do they have the opportunity to grow? Do they have to maintain their existing business strategy or completely change their plans? This study aims to address these problems by examining the demographics and purchasing habits of Batik Pring Sedapur customers based on the customer perspective of The Balance Scorecard (BSC). The customer perspective measures the most desirable client groupings. This perspective emphasizes two things; (1) customers core measurement consists of market share, consumer satisfaction, loyalty, and acquisition, and (2) Customer values and profitability are crucial variables that help a firm define its target customers requirements and expectations(Kaplan & Norton, 2001).

We may learn a lot about the company's growth potential based on the results, which will reveal the type of customers they cater to and the features and qualities of their products.

RESEARCH METHODS

Based on the purpose of the study, the data, and the respondents of the research, mixed methods is the suitable approach to use. To fully understand consumer identity, preferences, behaviors, and trends, both qualitative and quantitative data are needed. Furthermore, both types of data can complement each other to analyze the opportunities for business growth better. In as much as the gathering and analysis of data for both

qualitative and quantitative will be conducted at the same time the chosen research design is convergent parallel mixed methods.

Batik Pring Sedapur, located in Magetan Regency, where this batik originated, was selected as the location of the study. There are several similar businesses in the area with different kinds of motifs, like Batik Mawar, but Batik Pring Sedapur has the best opportunity to grow because of its proven sustainability.

The primary data will be collected through interviews and questionnaires with customers, as well as interviews with business owners and their staff about customer profiles. The instruments used in this research are questionnaires and interview guidelines. There are 2 administrative employees (Deni and Rina) and 3 artisan workers (Darmi, Siti, and Dina) as informants. Furthermore, there are 43 respondents from customers of Batik Pring Sedapur for answered the questionnaires.

Table 1. Data Collection

Variable	Sub Variable	Indicator	Data Sources	Data Collection Technique
Customer Core Measurement	Market Share	Quantity	Financial Report	Interview
	Customer Retention	Number of Customers	Employee	Interview and Questionnaires
		Number of Loyal Customer	Employee	
		Retention Strategy	Employee	
		Number of Sell	Employee	
	Customer Acquisition	Request	Employee, Customer	Interview and Questionnaires
		Complain	Employee, Customer	
		Strategies to get new customers	Employee, Customer	
Customer Value Propositions	Customer Satisfaction	advertisement to get new costumers	Employee	Interview and Questionnaires
		Strategies to Improve Customer Satisfaction	Employee, Customer	
	Customer Profitability	Annual Profit = (Annual Profit comes from customers) – (Annual Money spent on providing customer services)	Financial Report, Employee	Interview and Questionnaires
	Product	Price	Employee, Custumer	Interview and Questionnaires
		Quality	Employee, Customer	

Variable	Sub Variable	Indicator	Data Sources	Data Collection Technique
		Benefit	Employee, Customer	
Customer relationship		Efforts to maintain good relationships with customers	Employee	Interview and Questionnaires
Image and reputation		Direction of manufacturer image	Employee, Customer	Interview and Questionnaires
		efforts to maintain and improve image	Employee, Costumer	

The data will be analyzed using descriptive statistics to explain the respondents' answers, and the balanced scorecard (BSC) theory, especially from the customer perspective, will be used when presenting and analyzing the data. Microsoft Excel was used to help in analyzing quantitative data while Nvivo Software was used to help analyze qualitative data.

RESULTS AND DISCUSSIONS

According to the findings of the research, the majority of Batik Pring Sedapur's customers are middle-class women who are between the ages of 36 and 45 and have wages that range anywhere from an average of 2 million to 5 million.

Table 2. Customer Data Profile

Category		Number of Respondents	Percentage
Gender	Male	13	30%
	Female	30	70%
Age	46-55 years	3	9%
	36-45 years	15	44%
	26-35 years	10	29%
	18-25 years	6	18%
Academic			7%
Backgorund	High School	3	
	Undergraduate	34	79%
	Master & Above	6	14%
Income	> Rp 10.000.00	3	7%
	Rp 500.000 - Rp 1.000.000	14	34%
	Rp 1.000.001 - Rp 2.000.000	4	10%
	Rp 2.000.001 - Rp 5.000.000	16	37%
	Rp 5.000.001 - Rp 10.000.000	6	12%

Source. Analysis With Ms. Excel, 2024

According to the findings of the research, the majority of Batik Pring Sedapur's customers are middle-class women who are between the ages of 36 and 45 and have wages that range from an average of 2 million to 5 million.

Customer core measurements of Batik Pring Sedapur Magetan

a. Market Share

Calculating market share requires the total sales of the company's product and the overall sales of that product in the market. However, based on the results of the interviews conducted, it appears that Batik Sidomukti Gallery, which oversees three KUBEs, is unable to detect the number of product sales due to several factors:

- 1) Galeri Batik Sidomukti exclusively tracks sales conducted through their platform, neglecting those made via individual KUBEs, leading to imprecise data regarding total product sales.
- 2) KUBE is not required to disclose the sales amount to Galeri Batik Sidomukti, which impedes the accurate tracking and analysis of total sales performance.
- 3) In addition to placing orders via the Gallery and KUBE, customers frequently place orders directly with the workers, which adds to the complexity of tracking sales data. Furthermore, the absence of a unified system for documenting and reporting sales across all channels complicates the evaluation of the business's overall success.
- 4) Galeri Batik Sidomukti currently lacks a sales recapitulation report, hindering the analysis of patterns and trends in their sales data..

Market share also correlates with total income and sales objectives. Research findings indicate that:

- 1) Sidomukti Batik Gallery lacks a defined income target.
- 2) No party, including the village or other authorities, requested financial reports from the Sidomukti Batik Gallery; therefore, the total income generated by the gallery remains unknown.

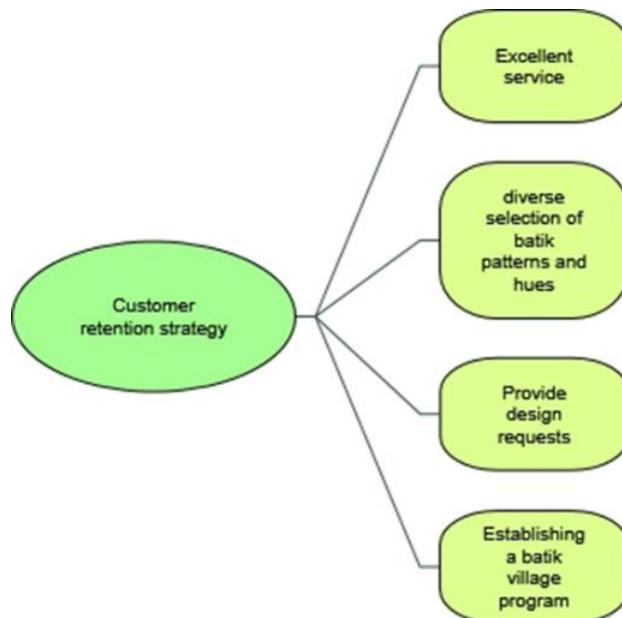
b. Customer Retention

This gauges how well the business has done in holding onto its previous clientele. Specifically, this pertains to the efforts that Batik Pring Sedapur is making to keep their consumers.

- 1) Number of consumers. The several options when obtaining Batik Sidomukti, such as being able to order through the Batik Gallery, KUBE, or directly from workers, makes it difficult to determine the exact number of customers and consumers of Batik Pring Sedapur.
- 2) Customer retention strategy. In retaining customers, Sidomukti Batik Gallery does the following things:
 - a) Excellent service. Every employee has commendable devotion for client service. Given the uniqueness of each customer, personnel endeavour to facilitate comfortable communication and address the specific needs of the consumers.
 - b) Offers a diverse selection of batik patterns and hues. The Sidomukti Batik Gallery offers numerous motifs in diverse colours, including plant-themed batik like pring batik, animal-themed batik such as bird

batik, and abstract designs featuring a spectrum of hues from neutral shades like white to vibrant colours, vivid as crimson. The extensive selection of batik motifs and colours provides consumers with greater autonomy to select and purchase batik that aligns with their preferences and requirements.

- c) Provide design requests. For customers who want a different or special batik design, Batik Sidomukti provides a design request service. Even though Batik Sidomukti's specialty is hand-written batik, customers can request batik with other techniques such as splashed batik.
- d) Establishing a batik village program. The batik village program offers an excursion for schoolchildren and other groups to learn batik-making, get instruction about batik, and visit the batik museum.



Picture 3. Customer retention strategy

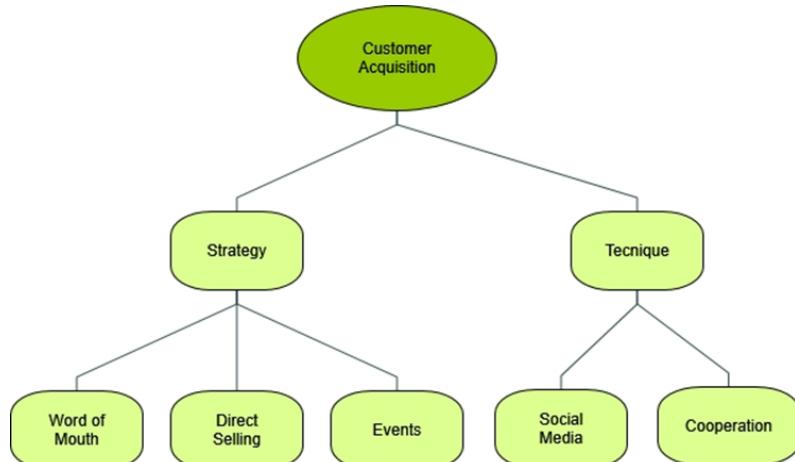
Source. Analysis on Nvivo, 2024

The importance of providing service excellent to retain customers (Pratiwi et al., 2020). One method to accomplish this is to sustain effective communication with clients. Effective and open communication enhances customer pleasure and strategically improves perceived relationship quality and client retention (Abosag et al., 2020)

c. Customer Acquisition

This metric gauges how well company units are doing by drawing in new clients or businesses. Customer acquisition tactics are extremely crucial for the growth and sustainability of a business. These strategies are designed to attract new customers while simultaneously retaining the consumers that are already in the firm(Ang & Buttle, 2006). Effective strategies for attracting new customers include

advertising, sales promotions, and personal selling (Sinha & Verma, 2020) .Batik Pring Sedapur employs several strategies and techniques for customer acquisition.



Picture 4. Customer Acquisition Strategy

Source. Analysis on Nvivo, 2024

- 1) Approach for acquiring new clients. The primary marketing strategies employed by the Sidomukti Batik Gallery include Word of Mouth and Direct Selling.
 - a) Word of Mouth refers to the dissemination of information regarding products and companies through verbal communication.
 - b) Direct selling allows for immediate exhibition and purchase of products. At the Sidomukti Batik Gallery, customers can view and buy batik products featuring a range of motifs, from simple to intricate designs, while also observing the batik-making process firsthand.
 - c) Exhibitions. In addition to retailing at the gallery, Batik Sidomukti often participates in exhibitions and is frequently designated to represent regional products at diverse events.
- 2) Techniques for marketing. In addition, Batik Sidomukti employs a variety of technologically advanced marketing strategies in order to acquire new clients, including:
 - a) The use of social media. In order to attract clients, Batik Sidomukti employs Instagram and TikTok. Both of these social media platforms are controlled by the company's own employees. Despite the fact that they have utilised social media due to a lack of competent staff, their utilisation of these platforms is not yet at its optimal level. It has been reported by staff members that social media updates are not carried out on a regular basis; rather, they are only carried out when specific events occur and when there is additional time available.
 - b) Cooperation. In order to facilitate the acquisition of new clients, Sidomukti Batik Gallery actively engages in collaborative efforts with

various partners. For instance, a school in Bogor successfully conducted a comparative study in the village of Sidomukti, which is known for its batik production. This was made possible due to the fact that the head of the Batik Gallery was a colleague of the teacher at that particular school. As a consequence of this, a trip to the Sidomukti batik village is made by a school group from Bogor virtually every year.

d. Customer satisfaction

Customer satisfaction include quantifying and evaluating the degree of customer contentment and the extent to which customers are pleased with the services provided by the business. Customer satisfaction is a critical factor in business success, driving repeat purchases and competitive advantage (Uzir et al., 2020). customer satisfaction contributes to the growth of organisations by lowering the amount of bad word of mouth and raising the amount of customers who remain loyal(Agag et al., 2023). The satisfaction of Batik Pring Sedapur's customers has a significant influence in the company's ability to preserve client loyalty. The ability of Batik Pring Sedapur to boost customer satisfaction can be achieved via the provision of outstanding service both in-person (at the gallery) and online (through social media). Among the services that are offered are politeness, attentiveness, prompt delivery of orders, and efficient processing of complaints.

Table 3. Customer satisfaction

Questions	Percentage				
	Worst	Bad	Moderate	Good	Very Good
How would you rate how friendly the staff is?	0	0	6.3	28.1	65.6
How promptly is the service provided during the checkout process or payment??	0	0	6.3	65.6	28.1
How do you rate how easy it is to get the desired goods?	0	0	28.1	40.6	31.3
How would you rate the staff's speed in responding to your questions or complaints?	0	0	12.5	53.1	34.4
How do you assess the availability of information provided regarding Batik Pring Sedapur?	0	9.4	12.5	37.5	40.6

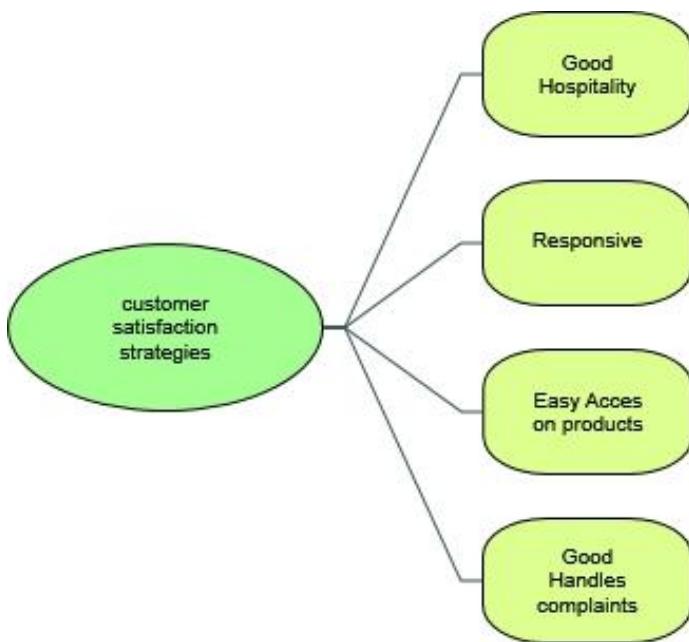
Source. Analysis With Ms. Excel, 2024

As can be seen in the table, the results of the customer satisfaction survey indicate that Batik Pring Sedapur are, on the whole, of a satisfactory quality. The majority of customers rated their experience as positive. Numerous customers praised the friendly and helpful staff at Batik Pring Sedapur, noting that their interactions greatly enhanced their overall experience. The survey also revealed that customers particularly appreciated the variety of unique and high-quality products available

at the store. Overall, the positive feedback and high satisfaction ratings suggest that Batik Pring Sedapur has successfully established a loyal customer base, with many expressing their intention to return in the future.

The strategies of Batik Pring Sedapur to achieve good satisfaction are as follows:

- 1) Hospitality. When it comes to providing a great experience for consumers, one factor that cannot be overlooked is the friendliness of employees, Batik Pring Sedapur holds hospitality as an important aspect they have to do when communicating with customers. This action relates to the result of the customer satisfaction survey in Table 4, in which 65.2% customers say that employees provide very good hospitality.
- 2) Responsive. In addition, employees who are fast to respond to queries or complaints and who are receptive to such questions and complaints play an essential part in enhancing customer satisfaction. It is reasonable for customers to anticipate prompt responses and efficient solutions whenever they experience problems or have questions. Not only do employees who are able to deliver answers in a timely manner display professionalism, but they also instill a sense of confidence in the consumers that they are not only in excellent hands but also in the right hands.
- 3) Easy Access on products. Another consideration is the simplicity of obtaining what one wants. Easy access to these things allows consumers to just locate and purchase items that match their tastes on social media or in galleries. Good search techniques save consumers time and effort, so increasing their likelihood of returning to their initial retailer. This ease also helps consumers feel as though their requirements are being satisfied, which increases client happiness. Customers that online buy have the flexibility to purchase anywhere and anytime they so like. Clear, interesting product information from galleries could draw clients and increase their purchase probability. They will be greater company loyalty if they can quickly and pleasantly acquire the products.
- 4) Handles complaints in an efficient manner. This also demonstrates Batik Pring Sedapur's readiness to address issues and his regard of customer satisfaction. To demonstrate its dedication to client satisfaction, the company responds professionally and fast to address issues. This indicates that the business appreciates client relationships and strengthens brand customer confidence. Effective handling of complaints influences company image. Contentment consumers are more likely to suggest Batik Pring Sedapur to friends and relatives. The ability of the organization to promptly and successfully address issues gives customers the impression of value. Customers so come back to Batik Pring Sedapur knowing that the business would always be there for them. Good complaint handling facilitates long-term loyalty. Because satisfied consumers remain loyal.



Picture 5. customer satisfaction strategies

Source. Analysis on Nvivo, 2024

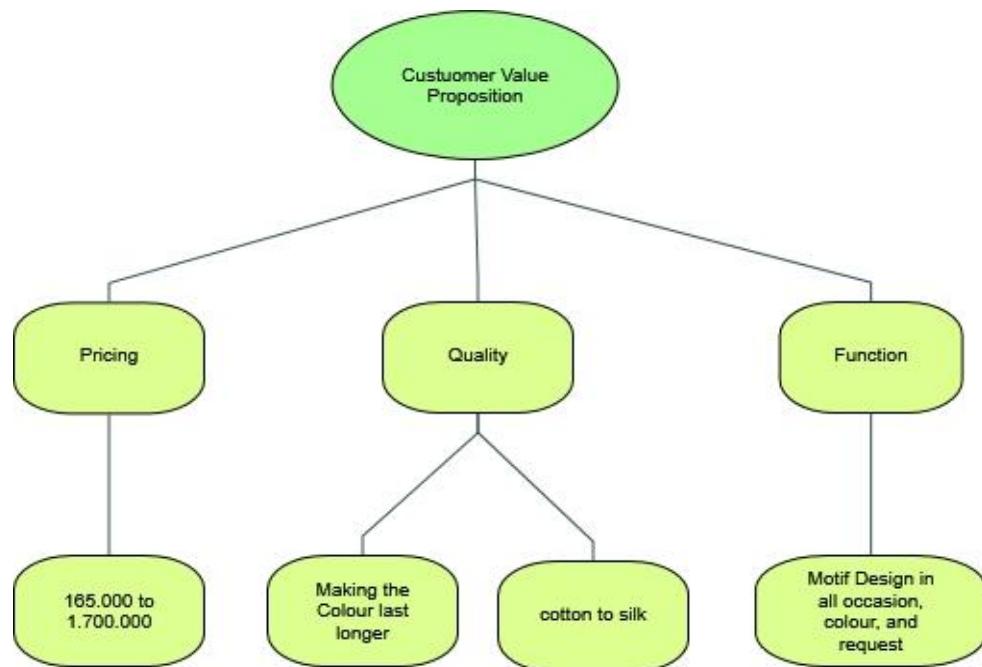
Customer value propositions of Batik Pring Sedapur Magetan

A customer value proposition represents the distinct combination of benefits and values that a company commits to providing its customers, aiming at addressing their needs and distinguishing itself from competitors. It includes both the tangible and intangible benefits that a customer gains from selecting a product or service, including aspects such as quality, functionality, personalization, innovation, and price. When it comes to building effective goods and strategies across a wide range of industries and marketplaces, it is essential to have a solid understanding of these value propositions and individual client preferences (Rintamäki & Saarijärvi, 2021).

- a. Product attributes consist of pricing, quality, and function.
 - 1) Price. The pricing range offered by Pring Sedapur Batik is rather variable, beginning at IDR 165,000 and going all the way up to IDR 1,700,000. The price range is determined by the material used and the level of complexity of the motif. The price structure represents a customer value proposition approach, which places an emphasis on delivering value that is in accordance with the requirements and expectations of the client. Batik Pring Sedapur is able to reach a wider market segment by providing items at a variety of price points. This allows the company to attract clients who are seeking affordable products as well as those who are interested in high-quality batik with more intricate designs.
 - 2) Quality. In order to differentiate themselves from their competitors, Batik Pring Sedapur has been working on developing methods that will allow the colours of batik to remain vibrant for longer. This innovation improves product quality and

adds value to buyers. One of the most essential considerations for consumers is the durability of the colour, particularly for those who wear batik as their primary garment. Customers typically select items that are not only aesthetically pleasing but also functional and long-lasting, as this gives them the impression that they are getting more value from each purchase they make. Batik Pring Sedapur provides a range of fabric options, including cotton and silk. The difficulty of painting Batik on silk arises from the higher costs associated with silk compared to ordinary fabric.

- 3) Function. This product serves not only as an art or collectible item, but also as an integral element of everyday life, as evidenced by the fact that the majority of Batik Pring Sedapur clients wear the batik that they have purchased as apparel. By gaining an awareness of these preferences, Batik Pring Sedapur is able to modify its product offerings in order to more effectively suit the requirements of its customers. For instance, by offering a selection of patterns and sizes that are appropriate for a wide range of events, ranging from formal to informal gatherings.



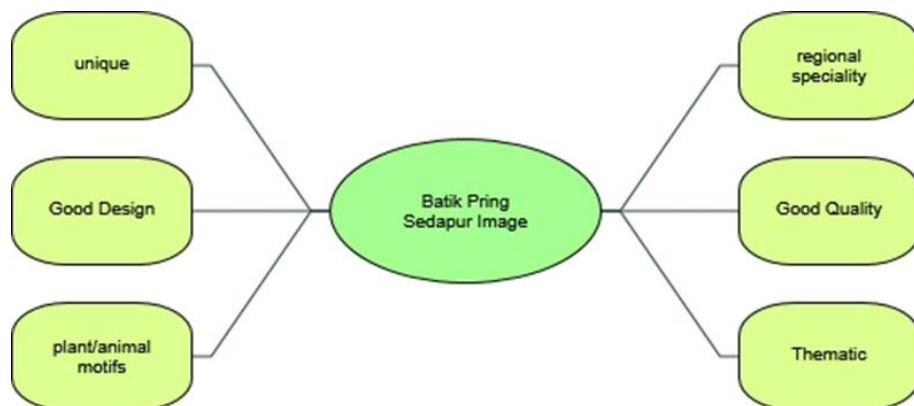
Picture 6. Customer Value Proposition

Source. *Analysis on Nvivo, 2024*

- b. Customer relationship. Customers are the focus of customer relationship management, which is an operational approach that integrates both internal operations and external networks in order to provide value for specific customers (Farhan et al., 2018). Customer relationship encompasses product distribution, response from the business, delivery schedule, and the customer's sentiment following the purchase of the product or service from the concerned business.

- 1) The State Civil Apparatus (ASN) are the primary customers of Pring Sedapur Batik. This is due to the fact that the regional government mandates that every ASN in the Magetan region wear Pring batik on Thursdays. The fact that Batik Pring Sedapur is able to enhance sales through the utilization of government rules demonstrates that the company has an excellent marketing strategy.
- 2) Consistent delivery schedules also help clients receive things on time. The feelings of clients after they buy a product are also important since pleased customers are more likely to recommend Batik Pring Sedapur to other companies. The government legislation that requires all employees to wear Pring batik on Thursdays strengthens Batik Pring Sedapur's reputation as a customer-focused business. This policy improves sales and brand reputation. Thus, Batik Pring Sedapur's sustainable customer retention and sales growth depend on a government-aligned marketing strategy.

c. Image and reputation, which denote intangible elements that a business uses to draw clients and encourage them to purchase goods. The term "image" refers to the perceptions and connections that consumers have after being exposed to advertising, which can be developed quite quickly. Reputation, on the other hand, is an evaluation of a company's actions over an extended period of time by a variety of stakeholders (Rintamäki & Saarijärvi, 2021).



Picture 7. Image of Batik Pring Sedapur

Source. *Analysis on Nvivo, 2024*

Batik Pring Sedapur's image and reputation demonstrate how corporations use intangible characteristics to sell their products. Since it's been around so long, Batik Pring Sedapur is considered the traditional Magetan batik. Because its image has grown over time. The initial image comes from the unique motif. The bamboo grove and "Pring Sedapur" design symbolize connection and unity. As bamboo grows again after being cut down, this subject also symbolizes resilience and persistence. In addition to Magetan, Pring Sedapur Batik has spread to several cities in Java and other nations. Batik Pring Sedapur's internet and expo marketing has improved consumers' perceptions of the company. The image and reputation of Batik Pring Sedapur attracts customers and keeps them loyal.

CONCLUSION, SUGGESTION, AND LIMITATION

Based on the consumer analysis of Batik Pring Sedapur Magetan, it is evident that understanding customer behavior, preferences, and business strategies plays a crucial role in identifying growth opportunities. The core measurements highlight challenges such as the lack of a comprehensive sales recapitulation while also emphasizing effective customer retention strategies, acquisition techniques, and satisfaction-driven initiatives. Additionally, Batik Pring Sedapur's value propositions, including product pricing, quality enhancements, strong customer relationships, and a well-established brand image, contribute significantly to its market position. From these insights, several business opportunities emerge, such as expanding product lines, optimizing digital marketing, leveraging cultural tourism, and exploring international markets. By capitalizing on these opportunities, Batik Pring Sedapur has the potential to strengthen its market presence, enhance customer engagement, and drive sustainable business growth in the batik industry.

From these results, several key recommendations can be made to maximize business growth opportunities. First, implementing a comprehensive sales tracking system will enable better market share analysis, providing valuable insights for strategic planning. Strengthening customer retention and acquisition strategies will further enhance brand loyalty and expand the customer base. Additionally, optimizing digital marketing and e-commerce strategies will help Batik Pring Sedapur tap into a broader market and increase its online presence. For future research, exploring other aspects of the Balanced Scorecard (BSC) theory could provide a more holistic understanding of business growth opportunities. By addressing these recommendations, Batik Pring Sedapur can refine its business strategies and drive sustainable growth in the batik industry.

This section specifically concludes the research results followed by recommendations to related parties according to the benefits to be achieved in the research. In the final part, the author can convey various limitations in the research, followed by directions for improving future research for future researchers.

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