

**SEGMENTASI MANFAAT PADA KONSUMEN BATIK INDONESIA:  
KONSUMSI BATIK, PERILAKU PENGGUNAAN DAN PEMBELIAN,  
PSIKOGRAFI, DAN DEMOGRAFI**

*BENEFIT SEGMENTATION OF INDONESIAN BATIK CONSUMERS: BATIK  
CONSUMPTIONS, USAGE AND PURCHASE BEHAVIOR,  
PSYCHOGRAPHICS, AND DEMOGRAPHICS*

**Thesis**



**By:**

**NOVIANDA ADITYA ISTIQOMAH**

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**MASTER PROGRAM OF INDUSTRIAL ENGINEERING  
DEPARTMENT OF MECHANICAL AND INDUSTRIAL ENGINEERING  
FACULTY OF ENGINEERING  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA**

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