

ABSTRAK

Sektor ekonomi kreatif di Indonesia mengalami perkembangan positif dalam beberapa tahun terakhir dan mampu menyumbang 8,16% dari total Pendapatan Domestik Bruto (PDB) pada tahun 2018. Dari 16 subsektor ekonomi kreatif, subsektor fesyen menjadi salah satu subsektor yang berdampak besar dengan menyumbang kontribusi PDB ekonomi kreatif sebesar 18%. Industri batik, yang termasuk kedalam subsektor fesyen, juga terus mengalami pertumbuhan dalam 6 tahun terakhir sehingga menyebabkan persaingan di industri ini menjadi semakin ketat. Namun hal itu tidak didukung dengan pertumbuhan jumlah industri batik dengan skala besar dan sedang yang terus menurun pada tahun 2010-2014 dan rendahnya pertumbuhan nilai ekspor industri batik (0,8%) apabila dibandingkan dengan pertumbuhan nilai ekspor industri kreatif secara umum (3%). Berdasarkan hasil wawancara dengan beberapa pelaku usaha toko pakaian batik di Yogyakarta, ditemukan bahwa lambatnya pengembangan industri batik dapat disebabkan karena tidak terstrukturunya proses pengembangan industri tersebut. Penelitian ini bertujuan untuk menganalisis faktor yang berpengaruh terhadap kesuksesan industri batik khususnya pada toko pakaian batik dengan membangun hubungan antara beberapa faktor yang diduga dapat berpengaruh dengan *market share* agar pemilik bisnis dapat mengembangkan bisnis dengan lebih efisien dan terstruktur.

Penelitian dilakukan dengan melakukan membangun model kesuksesan Kano dari 14 data toko pakaian batik di Kota Sleman dan Kota Yogyakarta dan *fitting model* ke beberapa model penelitian yang telah dilakukan sebelumnya. Pembangunan model Kano dilakukan dengan membangun hubungan antara variabel independen yang terdiri dari faktor lokasi, harga, kualitas pelayanan, atmosfer, kualitas produk, dan promosi terhadap variabel dependen yang direpresentasikan oleh *market share* toko pakaian yang diukur dengan metode *last usage*. Hubungan dibangun dengan mengelompokkan beberapa faktor yang diduga berpengaruh terhadap kesuksesan kedalam tiga kelompok atribut, yaitu *must-be requirements*, *one-dimensional requirements*, dan *attractive requirements*.

Dari hasil pembangunan model didapatkan bahwa faktor harga dan atmosfer berada pada kategori *must-be requirement*, faktor kualitas pelayanan dan lokasi berada pada kategori *one-dimensional requirement*, dan faktor kualitas produk dan promosi berada pada kategori *attractive requirement*. Sementara dari hasil penyesuaian model, didapatkan hasil bahwa penelitian yang menghasilkan nilai error yang paling kecil adalah penelitian milik Pitria (2017), dimana faktor promosi berada pada kategori *must-be requirements*, faktor harga dan lokasi berada pada kategori *one-dimensional requirements*, dan faktor kualitas produk berada pada kategori *attractive requirements*.

Kata kunci: *Fitting Model*, Kesuksesan Produk, *Market Share*, Model Kano, Regresi Linear, dan Toko Pakaian Batik

ABSTRACT

The creative economy sector in Indonesia experienced positive developments in recent years and was able to contribute 8.16% of the total Gross Domestic Revenue (GDP) in 2018. Of the 16 creative economy sub-sectors, the fashion subsector was one of the sub-sectors that had a significant impact on GDP contribution creative economy by 18%. The batik industry, which is included in the fashion subsector, has also continued to grow in the past 6 years, causing competition in this industry to become increasingly stringent. However, this was not supported by the growth of the number of large and medium scale batik industries which continued to decline in 2010-2014 and the low growth in the value of the export of batik industry (0.8%) compared to the growth of the export value of the creative industry in general (3%) . Based on the results of interviews with several batik clothing store business people in Yogyakarta, it was found that the slow development of the batik industry could be due to the unstructured process of developing the industry. This study aims to analyze the factors that influence the success of the batik industry, especially in batik clothing stores by building relationships between several factors that are thought to influence the market share so that business owners can develop businesses more efficiently and structured.

The research was conducted by building a Kano success model from 14 batik clothing store data in Sleman City and Yogyakarta City and fitting the model to several models of research that had been done before. The construction of the Kano model is carried out by establishing a relationship between the independent variables consisting of location factors, price, service quality, atmosphere, product quality, and promotion of the dependent variable represented by the clothing store market share as measured by the last usage method. Relationships are built by grouping several factors that are thought to influence success into three attribute groups, namely must-requirements, one-dimensional requirements, and attractive requirements.

From the results of the model development it was found that price and atmosphere factors are in the category of must-be requirements, service quality, and location are in the one-dimensional requirement category, and product quality and promotion factors are in the attractive requirement category. While from the model adjustments, the results showed that the research that produced the smallest MAPE error value was Pitria's model (2017) where promotion is included in must-be requirements, price and place included in one-dimensional requirements, and product quality included in attractive requirements.

Keywords: *Fitting Model, Product Success, Kano Model, Multilinear Regression, Market Share*