

## **BATIK PRODUCTS AND SUPPLIER: UNDERSTANDING FACTORS AFFECTING CUSTOMERS' SELECTION DECISION USING AHP APPROACH**

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### **Abstract**

Being recognized by the international world as a historical fabric of human civilization and declared as UNESCO's Intangible Cultural Heritage of Humanity in 2009, Indonesian batik's popularity has been gaining more attention not only from the international but also local market. The beauty and unique designs of batik fabrics, as well as the craftsmanship involved in its production process, are said to be some of the factors which add to the attractiveness and value of batik fabrics. While product quality matters when it comes to companies selecting suppliers, it is not the sole determinant. Moreover, results from previous research on customer preference in Indonesia for batik products which emphasize the quality of batik products still lack in detail when describing and specifying what composed the 'quality' of batik products that matter to customers. The purpose of this study is to understand factors that influence customers' preference in selecting batik products and suppliers by using the analytical hierarchy process (AHP) approach within Daerah Istimewa Yogyakarta (Yogyakarta Region) as a case study. Since the judgement of selection criteria is done subjectively by customers and may differ for every customer, the AHP is used as a method to synthesize the diverse judgements and establish a more consistent measure. A market survey was conducted by interviewing and using a questionnaire given to 20 batik boutiques within Daerah Istimewa Yogyakarta (Yogyakarta Region), Indonesia. The findings of this study will aid batik enterprises/suppliers with varying degrees of importance in developing batik products and business strategies.

**Keywords:** Batik Products, Batik Supplier, Customer Preference, Analytical Hierarchy Process.

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