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## The Effect of Responsiveness and Perceived Service Quality on Customer Satisfaction in MSMEs Batik in Semarang City

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### Abstract

This study aims to analyze the relationship between responsiveness and perceived service quality in relation to customer satisfaction within Micro, Small, and Medium Enterprises (MSMEs) Batik. Responsiveness is defined as the ability of MSMEs to respond quickly and accurately to customer needs and complaints, while perceived service quality refers to how customers perceive the quality of service they receive. A quantitative method was used in this research, with data collected through questionnaires distributed to 200 customers from various MSME sectors batik. The regression analysis results indicate that responsiveness has a positive and significant effect on perceived service quality. In other words, the more responsive MSMEs are in addressing customer needs, the higher the customer perception of the service quality. This improved perception of service quality directly contributes to higher customer satisfaction. These findings emphasize the importance of speed and accuracy in delivering services to enhance customers' positive experiences. Furthermore, the study highlights the importance of improving responsiveness and perceived service quality as key strategies for strengthening customer satisfaction and loyalty in MSMEs. Enhancing both aspects will help MSMEs compete more effectively in a competitive market. Therefore, MSME managers should focus on optimizing responsiveness and perceived service quality to maintain business sustainability and competitiveness.

### Keywords

Responsiveness, Perceived Service Quality, Customer Satisfaction, MSMEs, Customer Loyalty, Competitiveness.

## 1. Introduction

In order to successfully and efficiently accomplish the company's goals, marketing management consists of a number of processes for analysis, planning, implementation, supervision, and control of a marketing activity. It can also be seen as a tool for the analysis, planning, execution, and oversight of a program in a business that aims to establish, develop, and sustain exchanges for the purpose of generating advantages. A corporation or company will thereafter use these earnings to accomplish its primary objectives (Amirudin et al., 2024). Marketing management, according to Apriliana (2019), is the process of assessing, organizing, carrying out, and overseeing all actions (programs) in order to attain a degree of profitable exchange with target customers in order to meet organizational objectives. In summary, marketing management is a process that begins with the planning, directing, and regulating of goods or services in order to assist the business in reaching its objectives (Atif, 2021).

Service quality is a presentation of products or services according to the applicable standards in the place where the product is and its delivery is the same as what consumers want and expect. According to Mandasari et al. (2019), there are five aspects of service quality. The first is tangible, which includes the way that physical facilities, equipment, and other communication materials look—that is, how well-maintained, smooth, and appealing they are (Buchari, 2018; Kusuma et al., 2023). Empathy, or the readiness of staff members to care more about providing clients with individualized attention, employee responsiveness refers to their capacity to assist clients, deliver services promptly, and hear and address customer grievances. The ability and willingness of staff members to assist clients, deliver prompt services when requested, and notify clients when services will be rendered are all aspects of responsiveness (Davlyatbekovna, 2024).

Customers will always search for the value that is thought to be the highest among a variety of products since they will be presented with more options with varying costs and quality the more competitive the market is. Because poor service quality will lead to discontent, it is crucial to work toward improving the service quality system for company continuity. In contrast, high service quality will increase the value that is provided to customers and satisfy them. Consumer satisfaction, according to Shah (2022), is the emotion that a person experiences after comparing the performance (results) of the product they are evaluating with the performance they had anticipated. Batik is one of the creative products inherited from Indonesian ancestors that has been recognized internationally since ancient times. Batik for Indonesia can be said to be one of the characteristics of the Indonesian nation because it is indeed passed down from generation to generation (Ningsih & Mayar, 2019).

The production process includes all tastes so that it is embedded in the identity of the Indonesian nation. According to the definition Quyen (2020) states that batik has long been one of Indonesia's textile and cultural riches. Batik cloth is still used by women and men today and has been an important part of Malay clothing for centuries. Batik is not just a cloth used as a bottom or clothing during ceremonies but has become clothing that is used every day. According to Ramadhan et al. (2024) batik is a term to refer to structured fabrics that are produced with technology and are made of wax.

According to the language used, batik comes from Javanese, namely *amba* and *nitik* which means writing or menorah dots. Batik is a painting cloth that is done with wax then written on the cloth and processed in a certain way. One of the batiks, namely the art of tie-dye, is one of the nation's treasures and deserves attention to be maintained and developed because the Indonesian batik industry has done many variations. This diversity includes subjects, raw materials, types, quality and market

share which can also contribute to the growth of 16 economies that have endured various economic, social and cultural crises (Siagian, 2007; Sudantoko, 2011).

In the era of modernization of life, batik as a work of art is still one of the choices for various activities and needs, such as clothing and accessories for household items such as tablecloths, pillows and linen for decoration there is tincture. Batik from Indonesia is no longer in doubt, even becoming one of the clothes and identities of the Indonesian nation. Batik originating from Indonesia is already famous in parts of the world, even several world-class designers who use batik as their work material and wear batik as their clothes (Sukarna, 2011). Then in Indonesia it is very diverse in each region. Indonesian batik does have various types, patterns, motifs and patterns according to the region that forms it. Batik in each region has its own characteristics that cannot be separated from the influence of time, environment and geographical location of the production area (Susilawati et al., 2022).

The reason batik always has cultural values that describe the socio-cultural life of the community where the batik motif originates. Indonesian batik contains historical and cultural values that are not limited to the beauty of the appearance produced by the composition of motifs and colors. Batik also has a spiritual beauty that is present through decoration and pattern arrangement that is full of its own philosophical meaning. Indonesian batik is rich in variety and each has its own characteristics from the region of origin. Studying the diversity of batik is a challenge as well as a very big job (Suliyati & Yuliati, 2019). Entrepreneurs, artists, professionals, researchers, the world of education and academic authorities and similar institutions play a role and contribute in each of their respective regions. The MSME sector that has the greatest potential to contribute to economic growth and income equality in Indonesia, especially in Central Java, is the batik business and industry sector. It can be said that Indonesia's human resources have great potential if they can be managed properly. One way to develop human resources in this country is to make new innovations in the management and development of MSMEs.

The problems of developing MSMEs hinder and require strategic development to increase competitiveness. In addition, research using social research methods is needed to obtain realistic information. Marketing performance is the spearhead of business organizations, but marketing is a major concern for MSMEs in the midst of globalization. Social capital is a resource that can be used as an investment to obtain new resources in society, in other words, this social capital can be used as an investment to obtain quality human capital. Social ties between human resources in an organization can facilitate human capital to adapt to the demands of an ever-changing and evolving environment (Susilawati et al., 2022; Yuliana & Adriani, 2022).

As one of the tourist destinations in Central Java province, Semarang City has the potential to develop MSMEs, especially small and medium enterprises that have their own characteristics and bring local wisdom to the region. Batik is one of the superior products owned by all districts and cities in Central Java and is managed by many MIMEs. Batik has been known since the 18th century and was recognized as a World Heritage Site by the United Nations agency, UNESCO, in 2009. This written recognition of batik contributes to the development of batik in Indonesia. In the past, the city of Semarang dominated the batik business, as did the cities of Solo and Pekalongan. This can be proven by the existence of the term batik village in the city of Semarang. However, it is very unfortunate that the tie-dye business in Semarang is currently in a coma. Along with the loss of cultural arts owned by the city of Semarang, the opportunity to profit from the rapidly growing batik business is also lost (Yuliati, 2010; Wibowo, 2021).

Although the batik culture is almost extinct, with globalization and the passage of time, very creative and interesting ideas have emerged from the followers of the archipelago in creating modern tie designs today. With very attractive colors and

patterns, modern tie motifs do not change the image or culture that has been created since long ago. Apart from their interesting ideas, many SMEs tend to create or try new things to boost MSMEs today. The development of modern batik is very beneficial for MSMEs to return to play a role in the industrial sector.

## 2. Methods

The methodology used for this investigation was quantitative. A part or representative of the population under study makes up the sample (Sudaryono, 2016). Convenience sampling is the approach utilized in sampling; it is the process of choosing a sample based on the elements' availability and simplicity of acquiring them; in other words, the sample is chosen because it is at the correct time and location. In this study, ten employees from each of the twenty MSME owners in Kampung Batik, Semarang City, were randomly selected. 200 participants were thus used as responders in this investigation. utilizing the Likert scale to ascertain the sample's measurement in this investigation. According to Sugiyono (2017), a person or group of people's attitudes, views, and perceptions of social phenomena are measured using the Likert scale. The method of data analysis makes use of SPSS. Validity and reliability tests, multiple regression analysis, hypothesis testing, and traditional assumption tests (autocorrelation, heteroscedasticity, multicollinearity, and normalcy tests) are the analysis techniques utilized.

## 3. Results

The 200 respondents who completed the surveys were either employees or MSME owners in the Semarang Batik village. This was the approach used to collect the data.

**Table 1.** Characteristics of Respondents Based on Gender

Characteristics of Respondents	Amount	Percentage (%)
<b>Gender</b>	Man	83 33%
	Woman	117 67%
<b>Age</b>	≤ 20	22 2
	21-25	26 6
	26-30	33 13
	31-35	56 36
	≥ 35	63 43

From Table 1 it can be seen that the male respondents numbered 83 people or 33.00% of the total of 100 respondents. The female respondents numbered 117 people or 67.00% of the total number of respondents. From here we can see that most of those in the MSMEs batik circle in Semarang city are women. Respondents aged ≤ 20 years old numbered 22 people or 2%, 21-25 years old numbered 26 people or 6%, 26-30 years old numbered 33 people or 13%, 31-35 years old numbered 56 people or 36%, and ≥ 35 years old numbered 63 people or 43%.

The basis for determining whether the question posed is valid in the validity test employed in this study using Pearson Product Moment with SPSS Statistics 26 software is whether the correlation value between the item and the total item is the same or above the r-table; if it is below the r-table, the item is deemed invalid. The degree of freedom (df) = n-2, where n is the number of research samples with 200 respondents, is used to generate the r-table. The r-table value is 0.197 for the degree of freedom (df) = 200-2 = 198, df = 198, and alpha = 0.05. Based on what is there, all question items have a value of r-count larger than r-table. Therefore, it may be said that every question on the responsiveness variable is legitimate. Similarly, the

r-count value is higher than the r-table for every question item. Thus, it may be said that every question pertaining to the dependability variable is legitimate.

Using SPSS 26 software, the reliability test in this study employed the Cronbach's Alpha coefficient approach. If the Cronbach's Alpha value is more than 0.6, the instrument is considered dependable; the higher the alpha coefficient, the better the independent variable's measurement. The strength of the statement or question item in the alpha coefficient increases with its proximity to the value of 1.

Multiple regression analysis is used to predict the value of the dependent variable in the event that the value of the independent variable rises or falls, as well as to ascertain the simultaneous influence of independent variables on dependent variables. It is evident from the equation that the dependent variable has a favorable impact. The Customer Satisfaction Variable is projected to be worth 4.426 times when the three independent variables are zero (0) and nothing changes, according to the constant of 4.426. The regression coefficient value for variable X1, responsiveness, is 0.367, meaning that an increase in responsiveness is expected to result in a 0.367-fold improvement in customer satisfaction. The regression coefficient value for variable X2, or perceived service quality, is 0.467, meaning that an increase in perceived service quality is expected to result in a 0.467-fold increase in customer satisfaction. The acquired data must pass the traditional assumption test, which consists of the Multicollinearity, Heteroscedasticity, and Normality tests, before it can be subjected to additional analysis using multiple regression tests.

The purpose of normality testing is to determine whether or not the collected data has a normal distribution. The normality probability plot is the approach employed in this test, and it is based on the criterion that the data is normally distributed if the dots are dispersed about the diagonal line and follow its direction. It may be concluded that the regression model utilized has satisfied the assumption of normalcy since the data processing results show that the points are dispersed about the diagonal line and follow its direction. Following a graphical analysis normalcy test, the Kolmogorov-Smirnov test is used to do a normalcy test. The Kolmogorov-Smirnov test using test statistics is used for the normality test, with the stipulation that the data is normally distributed if the sig.> value. The table above shows that the Asymp. Sig. value is 0.200, which is based on the findings of the normalcy test using the Kolmogorov-Smirnov test. Therefore, it is possible to conclude that the Asymp. Sig. value is higher than 0.05. Therefore, it may be inferred from the normality test findings that the regression model is regularly distributed.

The purpose of the heteroscedasticity test is to determine whether the residuals of one observation differ in variance from those of another observation in the regression model. It is evident from the Scatterplot graph that the heteroscedasticity test findings indicate that the data does not pay attention to a specific pattern or that the points do not create a distinct pattern. On the Y axis, the spots are dispersed at random above and below the zero. Thus, it can be said that the regression model does not contain heteroscedasticity. Following a test for heteroscedasticity using visual analysis, the Glejser test is used to test for heteroscedasticity.

Using the Glejser test with test statistics, the heteroscedasticity test stipulates that there is no heteroscedasticity if the sig. value is greater than 0.5. All values of the independent variables of importance have a Sig. value greater than 0.05, indicating that the regression model does not exhibit heteroscedasticity, according to the findings of the heteroscedasticity test using the Glejser test. Therefore, it may be inferred from the heteroscedasticity test findings that the regression model satisfies the heteroscedasticity assumption. The coefficient of determination is calculated by squaring the coefficient, which is useful for analyzing the degree to which the independent variable influences the dependent variable. The findings indicate that responsiveness and perceived service quality have a significant impact

on customer satisfaction variables, with a magnitude of 0.654 or 65.4%. The influence of additional, unstudied factors accounts for the remaining 34.6%.

To find out if the independent variables that were added to the regression equation all at once (collectively) have an impact on the dependent variable, the F test is utilized. The following are the hypotheses: both responsiveness and perceived service quality have an impact on customer satisfaction, while responsiveness and reliability have an impact on customer satisfaction at the same time. According to the test criteria, a result is rejected if the significance level is less than 0.05. Based on the results of the table processing above, it can be seen that the resulting F-count is  $91.692 \geq 3.090$  F-table and sig. value 0.000. So, the results show that and the level of significance of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. So, it can be concluded that there is an influence of responsiveness and perceived service quality simultaneously on customer satisfaction.

#### 4. Discussion

Based on data processing and the findings of a study on MSMEs in Kampung Batik Semarang, this service aims to help clients choose the design, color, and quality they desire. A product is a set of goods and services that a business produces and makes available to its intended market. Quality, features, style, shape, brand, packaging, care, and warranty are the aspects that affect the product series. Consumers must find the things created unique, inspiring, and practical. The establishment of Kampung Batik Semarang is not only for business alone, but also as a place for education and optimization of existing potential, as well as to boost the national economy and create jobs for the surrounding community. Therefore, MSME batik is also developed by recruiting and educating local residents, the majority of whom are housewives.

The more people who can do batik, the more interested, the better. However, the pandemic since the beginning of 2020 has had a negative impact on the existence and enthusiasts of Semarang batik. Income from the sale of MSME batik tends to decline. So, how to improve and advance the Semarang batik MSMEs again, namely To overcome this, we use several strategies as an effort to re-optimize the Semarang batik MSMEs, especially in Malon village. Some of these methods are by holding an exhibition at the Alam Batik Gallery, increasing marketing efforts, one of which is the Gunung Pati Market, and expanding the network of cooperation as the main strategy in advancing the Semarang Batik culture.

#### 5. Conclusion

This study aims to determine the effect of responsiveness and perceived service quality on customer satisfaction. Based on the Likert scale, responsiveness is the highest average score of 367.5, so the results indicate that it is classified as good and the lowest average score of 317 indicates that it is classified as quite good, with an overall average score of 340.5, it can be concluded that responsiveness is classified as good. And the Likert scale produced by perceived service quality is the highest average score of 344.25, so the results indicate that it is classified as good and the lowest average score of 310 indicates that it is classified as quite good, with an overall average score of 330.6, it can be concluded that perceived service quality is classified as quite good. Based on the resulting f-count, it is  $91.692 \geq 3.090$  f-table with a sig value of 0.000. So, it can be concluded that there is an influence of responsiveness (X1) and perceived service quality (X2) simultaneously on customer satisfaction. Based on the t-count produced responsiveness (X1) is  $2.990 \geq 1.66055$  t-table with a sig value of 0.004. And the t-count produced reliability (X2) is  $4.395 \geq 1.66055$  and a sig value of 0.000. So, the results show that it can be concluded that there is an

influence of the variables responsiveness and perceived service quality on customer satisfaction.

Based on the results of the research that we have done; we can see that MSMEs are local products that really need to be developed. This is because MSMEs have great potential if they continue to receive attention from both the government and the community. One of them is Batik Semarang. However, in developing and advancing it, of course it is not easy. There are challenges that often-become obstacles in the process. Therefore, strategies are needed that can be solutions. namely by holding exhibitions, expanding marketing and promotional media, forming cooperative ties, and conducting teaching media. This has been proven to be able to improve and re-optimize the development of batik MSMEs that prioritize the potential of the surrounding area. The use of natural dyes and adding variations in colors and beautiful motifs is also a way to attract consumers. In addition, the concern of the government and the community is also an important factor in this matter. Therefore, in the process of advancing MSMEs, we must always synergize and support each other for a common goal, namely to advance and develop MSMEs as local products that can compete on the international stage.

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