

**MANAGEMENT OF BATIK BUSINESS TO MARKET-ORIENTED CONSUMER'S
REFERENCE**

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ABSTRACT

This study aims at identifying variables affecting marketing problems and the generating appropriate concept for batik employers in Masaran-Sragen. Data were collected by questionnaire, conducting interviews, documentation, study of literatures and observation. Population of this study was 115 respondents and data was analyzed using regressive concept, to understand effect of market-oriented and performance. Samples used for the analysis were 30 batik employers/producers. Based on the results of the study, significant effect of variables (X1) consisting of product innovation, orientations to competitor, customer, service, and marketing performance (Y) were obtained. Applying better, more optimal and excellent marketing management strategies, and performance would increase the sale of batik products, and more customers would need them.

Keywords: performance, marketing, batik, orientation, market.