

UDC 332

MARKETING STRATEGY FOR MSME FASHION PRODUCTS IN THE NEW NORMAL ERA

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ABSTRACT

The COVID-19 pandemic has had an impact on all sectors of the economy, including the MSME sector. The MSME Fashion sector is also affected because during a pandemic, consumers tend to have no interest in buying fashion products. The purpose of this study was to determine the formulation of the right strategy in the New Normal era related to increasing interest in buying fashion products from MSME Fashion in Denpasar City. This study takes the variables of price fairness, consumer satisfaction and repurchase intentions. This study uses a combination of qualitative and quantitative methods. Collecting data using questionnaires and interviews. The population in this study were consumers of MSME Fashion fashion products in Denpasar City. The sample of this study amounted to 100 respondents who were adjusted to the number of research indicators. The data analysis technique used is inferential analysis using Warp PLS software to test the research hypothesis. This study hopes to get results that are in accordance with current conditions and are useful in formulating marketing strategies for MSME Fashion products in Bali in the new normal era.

KEY WORDS

Price fairness, consumer satisfaction, repurchase intention, MSME fashion.

The Covid-19 pandemic has an impact on all industries worldwide, especially in Indonesia, including the tourism industry. The impact of Covid-19 on tourism is massive because the tourism industry in Indonesia has links with other industries, namely hospitality, transportation, micro, small and medium enterprises (MSMEs), especially those that produce souvenirs and culinary delights, restaurants, travel agencies and tour guides.

The value of losses due to Covid-19, of course, if assessed in rupiah nationally, is humongous. It is not only limited to calculating and assessing the impact, but also requires concrete steps to save the industry which is the backbone of many people. In saving the tourism industry in Indonesia after Covid-19, the right strategy is needed according to the circumstances.

The number of MSMEs in Denpasar City increases significantly every year, this certainly indicates that the economic situation in Denpasar City is good. Denpasar City is the capital city of Bali Province which has 10,933 MSME units in the trade sector. MSME trade sector in Denpasar City is a separate asset that can be a source of income for local governments and can strengthen the foundation of the regional economy (Marantiani and Kembar Sri Budhi, 2017). MSME trade sector is a business that has many types and variety of businesses, one type of business is trade in the fashion sector. Trading businesses in the fashion sector have mushroomed, especially in Denpasar City because in general people in other areas or people living in villages will buy fashion needs such as clothes, sandals, shoes, and so on to Denpasar City. This provides an opportunity for the community to make a business in the fashion sector so that fashion trade is one of the promising businesses in Denpasar City. This type of fashion business is a very potential business and the products that are sold will always be sought after by many people because clothing is a clothing need for humans and nowadays people have a lot of desires for the clothes they wear. At this time the use of clothing is not only as body protection and body warmers but also as body decoration and as a sign of social status. The development of fashion has undergone extensive development, it cannot be separated from the influence of modernization, the

influence of the culture of other countries, and also the influence of technological developments that make access to information so fast. The forms of this type of business in the fashion sector include distributions, boutiques, fashion stores, traditional clothing stores, bag shops, shoe and sandal shops and so on. Trade in the fashion sector is part of MSMEs with the type of trading business.

The increasing number of MSMEs results in higher competition between MSMEs. The increased competition indirectly increases the price competition of each MSME. Since the covid-19 pandemic, the price of an item tends to increase, but the existing competition tends to make the perception of the price of a product tend to be low, because consumers will look for the cheapest price, however, the low price of a product does not necessarily indicate that the price is reasonable. so that a reasonable price is expected to encourage consumer satisfaction and repurchase intention.

. Price is an element of the marketing mix that directly affects an expenditure resource (Martin-Consuegra et al., 2007). Customers in assessing the price of a product are very dependent not only on the absolute nominal value but through their perception of the price. When customers have little experience with the services the company provides, they will use price as an indicator of quality. According to Adhastian (2011), price can be described as a customer's consideration of an average price of a service in comparison to other services. The more reasonable the price given to the customer, the higher the level of customer repurchase interest. Based on this, the price becomes the thing that dominates the customer's repurchase intention.

Repurchase intention is the customer's desire to repurchase based on past purchase experiences. High repurchase intention arises as a result of a high level of satisfaction from customers. When customers are satisfied and their needs are met, customers will be willing to establish long-term relationships with the company, one of which is through repeat purchases (Gusnandar and Untoro, 2016). In essence, more and more customers who repurchase or use services will have a great influence on a company, including increasing the company's profitability which will make the company's survival more sustainable.

The behavior of customers not to buy or reuse the same product or service can be caused by several things, among others, because the customer feels that the perceived service quality is no longer in accordance with the sacrifices or costs incurred by the customer (Bressolles and Durrieu, 2011). In addition to service quality, price also affects customers in reusing the service. This is reinforced by Dananjaya (2012), where price is the most important decision variable taken by customers to buy or use a product or service.

Consumer satisfaction is a form of appreciation felt by consumers after using a service. The existence of a sense of satisfaction felt by consumers, will have an effect for customers to buy back to the company repeatedly. Therefore, satisfaction can be defined as a post-consumption evaluation that a chosen alternative meets or exceeds expectations (Engel et al., 1995, in Raharso 2005). The existence of satisfaction and dissatisfaction with a product or service will affect subsequent behavior patterns. According to Lupiyoadi (2013), in the world of buying and selling business, good service quality will greatly affect consumer satisfaction.

This research was conducted because there are different results between service quality on customer satisfaction and repurchase interest. The results of research conducted by Saidani and Arifin (2012), stated that there was a significant influence between service quality variables on consumer satisfaction and repurchase interest, as well as a significant influence between consumer satisfaction variables on repurchase interest. In contrast to the results of research by Ramadhan and Santosa (2017) which states that service quality has a negative and insignificant effect on repurchase interest.

The results of research from Atmaja and Rahyuda (2011) which examined the effect of price fairness on consumer satisfaction on GIA domestic flights in Denpasar. The results of this study indicate that the fairness of the price has no effect on customer satisfaction, where price is not the main element in determining customer satisfaction. Unlike the case with Amryyanti et al. (2013), which states that price fairness has a positive and significant effect on customer satisfaction. According to Indraswari and Pramudana (2014) stated that price

fairness has a positive and significant effect on purchase intention. Resti and Susanto (2016) found the result that the dominant factor in influencing repurchase intention was customer satisfaction.

METHODS OF RESEARCH

Based on the research hypothesis, the variables used in the study are price fairness, consumer satisfaction, and repurchase intentions. This study uses an explanatory research, which explains a relationship between variables through hypothesis testing. The model used in this study is a causality model, which is a study that aims to determine a causal relationship between two or more variables (Sugiono, 2013: 5). The location of this research was conducted in Denpasar. This research was conducted to explain the marketing strategy of MSME Fashion in Denpasar City. The population in this study were consumers of MSME Fashion products in Denpasar City. The sample is part of the total population that is owned by the population using a sampling technique. The sampling technique in this study is accidental sampling, which is a sampling technique based on coincidence, namely any tourists who coincidentally meet with researchers or come to the MSME Fashion Shop / Boutique in Indonesia. Denpasar City and in accordance with the criteria for determining the sample.

The criteria for determining the sample in this study are as follows:

1. Is a consumer of Denpasar City Fashion SMEs;
2. Respondents have come to MSME Fashion Stores/Boutiques in Denpasar City within the last 5 years.

According to Sekaran (2011), a good sample size for filling out the questionnaire is based on 5-10 times the number of indicators. The number of indicators in this study were 10 indicators, so the sample size used in this study was 100 respondents. This study uses a structural equation model based on partial least squares (PLS). Warp PLS software is used to help analyze the relationship between variables.

The COVID-19 pandemic has had a significant impact on all aspects of people's lives, both economically, socially and culturally. Bali is not the only one facing this challenge, the rest of the world is also facing the same predicament. Bali's economic growth in the first quarter of 2020 was minus (1.14)%, while in the second quarter of 2020 the Balinese economy declined further to minus (10.98)%. This sluggish growth is due to a sharp decline in income from Bali's main sector, namely tourism. The number of foreign tourists in Bali has decreased since the start of the pandemic to 99.97 percent in May 2020. Bali is experiencing a loss of around 9.7 trillion Rupiah every month from the tourism sector alone. Based on data from the Bali Province Manpower and Mineral Resources Office, as of May 25, 2020, as many as 71,313 formal sector workers were laid off and 2,570 people lost their jobs.

The creative industry is a growing economic sector in Indonesia which is considered the most profitable industry nationally through increasing the added value of products as a result of one's creativity and innovation. The Ministry of Tourism and Creative Economy noted that the creative industry contributed around Rp. 989 trillion to the 2017 national GDP, or around 7.28 percent. The contribution of this sector actually continues to increase where in 2017 it grew 5.07 percent. In addition, the creative industry provides 17.7 million jobs or around 14.61 percent of the national employment rate. Creative industry workers receive an average salary of 2.23 million rupiah.

In terms of business protection, the government provides an Interest Subsidy Program for Micro, Small and Medium Enterprises (MSMEs), MSME Credit Guarantees, Corporate Credit Guarantees, and State Cash Placements at Partner Commercial Banks as a national economic recovery policy.

This support program is dedicated to increasing our economic resilience during the crisis, especially in Bali. However, the program is not directed at increasing economic competitiveness after the pandemic. "This is an important issue that we need to consider from now on. Talking about empowering the creative industry, I want to highlight 4 important aspects, namely: Refulation Support, Human Resource Improvement, Capital Support, and

Market Accessibility Support," said Deputy Governor of Bali Tjokorda Oka Artha Ardhana Sukawati, having the opportunity to be one of the keynote speakers in the International Web. The seminar entitled "Empowering Creative Industry to Rejuvenate the Economy During and After the Covid-19 Pandemic" was held online by the Faculty of Business Economics, Udayana University, on Friday (4/9).

The Provincial Government of Bali is committed to providing support to the creative industry, especially Micro, Small and Medium Enterprises, especially for MSMEs through regulatory support such as Governor Law no. 79/2018 and the Governor's Law No. 99/2018 which is intended to support the use and consumption of local Balinese products. In addition, during a pandemic, the government also facilitated the licensing and investment licensing process in Bali to boost the economy. On the other hand, the improvement of creative industry human resources is carried out through a series of trainings and workshops in accordance with the respective fields developed (culinary, art, fashion, etc.). If the quality of our human resources is improved, creative products will also be much better and have better added value.

In the next aspect of capital support, creative industries in Bali can also easily get loans and capital. This is part of the government's support and financial institutions for the creative industries to develop and expand the industry. Lastly, market accessibility support is also an important aspect in developing creative industries. The government initiated various programs and campaigns to open the widest possible market access. The government provides support through various promotional channels, affordable market programs, and other supporting programs such as "Jalan-Jalan Bali" or "Explore Bali" as a campaign to invite people to explore the beauty of Bali while supporting local creative products in Bali. Capital loan assistance will help MSME Fashion in Bali to run their business more and will create a reasonable price for each product marketed so that it will create consumer satisfaction and encourage repurchase interest in MSME Fashion products in Bali.

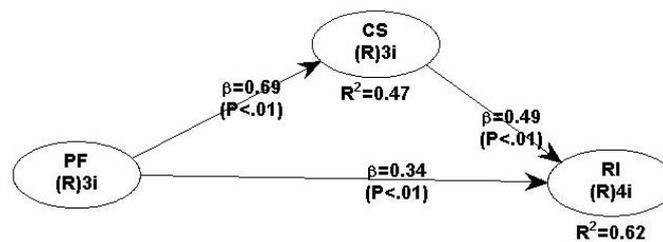


Figure 2 – PLS Warp Output Results (Source: Data processed, 2022. Note: PF - Price Fairness; CS - Consumer Satisfaction; RI - Repurchase Intention)

Table 1 – Warp PLS Output results

n/n	Path Coef.	Std. Error	Effect Size	P Values
Price Fairness → Consumer Satisfaction	0.688	0.083	0.473	<0.001
Price Fairness → Repurchase Intention	0.336	0.091	0.250	<0.001
Consumer Satisfaction → Repurchase Intention	0.485	0.088	0.372	<0.001
Price Fairness → Consumer Satisfaction → Repurchase Intention	0.334	0.065	0.248	<0.001

Source: Data processed, 2022.

Table 2 – Results of the Coefficient of Determination

Variable	R-squared	Adj. R-Squared
Consumer Satisfaction	0.473	0.467
Repurchase Intention	0.621	0.614

Source: Data processed, 2022.

Based on table 2, the R-square value of the Consumer satisfaction variable is 0.473 which means 47.3% of consumer satisfaction in Bali is influenced by price fairness, the rest is explained by other variables outside the study, and the R-square of the repurchase intention variable is 0.621, which means 62.1% repurchase. The intention of MSME fashion

products in Bali is influenced by price fairness and consumer satisfaction, while the rest is influenced by other variables outside the study.

The effect of price fairness on repurchase intention

Based on the results from table 1 and Figure 1, it is found that the fairness of the price has a positive and significant effect on repurchase intention with a value of 0.336 with a p-value <0.001 . This result means that the more reasonable the price of a fashion product from MSME fashion in Bali, the higher the intention to repurchase MSME Fashion products in Bali. This result is supported by previous research, namely according to Resti and Harry (2016) in their research, the fair price given by the company is in accordance with customer expectations and in accordance with the prices on the market, so that overall buying products has a high perception of price. Based on the results of these studies, it can be concluded that the price variable can affect consumers' repurchase interest. Dai (2010) in his research found that price fairness has a significant direct impact on purchase intention, where consumer perceptions of price fairness are positive, related to consumer purchase intentions. In general, consumers consider price considerations to be sensitive in purchasing decisions. If the price offered is considered reasonable and in accordance with the quality of the product, then consumers will have a positive attitude towards purchase intentions. This refers to the research conducted by Indraswari (2014) which states that the price fairness variable has a positive and significant effect on consumers' purchase intentions. The same study was also conducted by Kurniawan (2007) which states that price has an effect on repurchase interest. However, this is different from Wardani (2015) which shows that price does not significantly affect consumer buying interest. Nusarika and Purnami (2015) state that price perception has a positive and significant effect on repurchase intention

The effect of price fairness on consumer satisfaction.

Based on the results from table 1 and Figure 1, it is found that the fairness of the price has a positive and significant effect on consumer satisfaction with a value of 0.688 with a p-value <0.001 . This result means that the more reasonable the price of a fashion product from MSME fashion in Bali, the higher the consumer satisfaction of MSME Fashion products in Bali. This result is supported by previous research, namely Hermann (2007) which shows that price can affect customer satisfaction, where the price varies according to type and function. Consuegra (2007), Bei (2001), Martin (2007) found that there is a positive relationship between price fairness and customer satisfaction. The same thing was also done by Kumiawan (2007) who stated that price had an effect on repurchase interest. The price offered to customers can also affect customer interest in buying the product again. The fairness of the price seen as a determinant of the level of customer satisfaction itself is found in the research of Hassan et al. (2013). The results showed that the pricing strategy had a positive effect on customer satisfaction. Research according to Fata (2015) states that the price variable simultaneously has a significant effect on customer satisfaction. The price formed according to the researcher should be high, so that later with the reasonableness of the high price it will create a high value on the product, so that an image of product quality will be formed and the creation of high trust.

Effect of consumer satisfaction on repurchase intention

Based on the results from table 1 and Figure 1, it is found that consumer satisfaction has a positive and significant effect on repurchase intentions with a value of 0.485 with a p-value <0.001 . This result means that the more satisfied consumers are with a fashion product from MSME fashion in Bali, the higher the intention to repurchase MSME Fashion products in Bali. These results are supported by previous research, namely Hellier (2003) which states that with customer satisfaction, customers will have an interest in reusing the services of the same provider. According to Hellier (2003) to measure the customer satisfaction variable, there is the most dominant thing, namely the perception of performance. Perception of performance from the customer's point of view certainly cannot be separated from customer experience of using services in the past and obtaining services that are in accordance with

their expectations so that to build positive customer perceptions it is necessary to pay attention to services that focus on customer satisfaction for the services consumed. The higher the customer satisfaction, the higher the repurchase interest, so that customer satisfaction has a positive effect on the interest in repurchasing Garuda flight tickets from Semarang (Puspitasari, 2006). Research conducted by Thamrin (2003) and Sutrisno (2006) revealed that the variable customer satisfaction has a direct effect on repurchase interest. According to Puspitasari (2011) states that the variable customer satisfaction has a significant influence on repurchase interest. Saintz (2018) states that customer satisfaction has a positive and significant effect on repurchase intentions at fast food restaurants in Surabaya. Harsani and Anfas (2015) state that customer satisfaction affects repurchase intentions.

The roles of consumer satisfaction in mediating price fairness on repurchase intentions

Based on the results from table 1 and Figure 1, it is found that consumer satisfaction mediates the effect of price fairness on repurchase intentions partially with a value of 0.334 with a p-value <0.001. This result means that the reasonableness of the price can affect the intention to repurchase a fashion product from fashion SMEs in Bali through consumer satisfaction of fashion SMEs products in Bali. These results are in accordance with research from Raharso (2005) which states that the price perceived by customers has an effect on generating purchase interest which then affects consumer satisfaction. Jiang (2005) also stated that price has an effect on consumer satisfaction which can then affect consumer repurchase intentions. the company has not been able to meet consumer desires so that consumer dissatisfaction is felt. Han and Ryu (2009) stated that customer satisfaction partially mediated the relationship between price fairness and loyalty. Wijaya et al (2008) in a Study on LPK for Hospitality Schools in Bali found that Price (Cost of Education) had a positive and significant effect on Word of Mouth through Student Satisfaction as an Intervening Variable. Amryyanti et al. (2012), price fairness has a positive and significant effect on customer satisfaction at LnC Skin Care Singaraja. In Adi's research (2013), price fairness has a direct positive effect on consumer loyalty for jenang karomah. If consumers are loyal and spread positive WOM, it will certainly increase repeat purchases.

Limitation. This research certainly has limitations, that is this research was conducted in one area in Bali, namely in Denpasar, so that these results cannot represent the condition of Bali as a whole. This research also encountered many obstacles due to the pandemic so that many MSME actors were not operating.

CONCLUSION

Based on the results of research and discussions that have been carried out, it can be concluded that price fairness and consumer satisfaction have a positive and significant effect on repurchase intentions, price fairness affects consumer satisfaction. Consumer satisfaction acts as a partial mediator for the relationship between price fairness and repurchase intention. Suggestions that can be given are, based on the results of the R-square of the Consumer satisfaction variable, which is 0.473 and the R-Square of the repurchase intention variable is 0.621. encourage the intention to repurchase MSME fashion products in Bali. For further researchers, they can add other variables that are deemed appropriate to this new normal situation, because there are still opportunities to add theories and other variables in researching service quality, such as perceived value, WOM and others.

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