

THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON THE DECISION TO PURCHASE ECO PRINT BATIK DANAU TELUK DISTRICT

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Abstract

Hypotheses are the answer to formulating a research problem, which means asking questions (Sugianto, 2016: 93). The research hypotheses were established based on the problem (1) Promotions, quality of batik products and sales decisions are believed to favor idol batik; (2) Batik Ecoprint Danau Teluk, we hypothesize that promotions and product quality have a significant influence on purchasing decisions is a small business specializing in the production and marketing of batik handicrafts. This study uses quantitative methods that focus on Batik Ekoprint consumers. The multiple linear regression output used in the study can be expressed as $Y = 2.071 + 1.423 X_1 + 0.434 X_2$ with an adjusted R square (R^2) of 0.836. This means that 16.4% of the variance in the dependent variable (Y) can be: Due to the independent variables (X_1 and X_2). The test result (component) of the regression model shows a significant value of 0.617 when the coefficient is 0.502 and the coefficient is 1.660. 0.502 and above; In 1,660, promotions (X_1) are determined to have a significant impact on purchase decisions. H_0 is rejected and H_1 is accepted.

Keywords: Batik Ecoprint, Product Quality, Promotion

Introduction

According to Kotler and Keller (2012:142), product quality refers to a product's ability to perform its intended functions. Whether the product has good or bad quality, the buyer's decision to choose another product remains unaffected. In Indonesia, a country with various islands and diverse ethnicities, there is a unique characteristic in terms of dialects and clothing. One prominent aspect of Indonesian attire is batik, widely spread across the archipelago with captivating designs influenced by local culture and wisdom.

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According to Tjiptono (2015:338), promotion is a component of the marketing mix that focuses on efforts to provide information, influence, and maintain consumer recall of a company's brand or product. Technological advancements play a crucial role in attracting buyers, and the extent to which a company is recognized by customers depends on the effectiveness of promotions related to the company and its advertised products. Therefore, promotional planning must be carefully considered, as the attractiveness of a promotion fundamentally affects the success of marketing activities within the company.

According to Kotler and Keller (2012:254), the purchase decision is the consumer's act of buying or not buying a product. In this decision-making process, consumers typically consider various factors such as quality, price, and public recognition of the product or service. For example, eco-print batik from Jambi City in the Lake Bay area is an innovation from batik artisans in that region, with the hope of meeting consumer preferences and needs.

Suryawati (2022) characterizes Ecoprint as a material processing method where natural themes are printed on textiles using transparent materials, flowers, or other natural substances. This approach utilizes the natural colors present in these materials to create unique designs and colors on the fabric. As expressed by Fakhrurozi (2023), eco-print batik can be seen as a material processing strategy that combines traditional batik craftsmanship with a focus on environmental sustainability.

In the current era, marked by an increasing awareness of environmental issues, material professionals effectively explore more natural and sustainable options in the textile fabrication process. In the production of eco-print batik, natural materials are used as sources of color and fabric patterns. The process begins with preparing the fabric, followed by selecting leaves, flowers, or natural plants to act as color pigments.

The heating step facilitates the absorption of natural pigments into the fabric fibers, resulting in unique patterns. The final result is batik fabric adorned with patterns and colors derived from plants and natural materials (Anwar & Satrio, 2015). The quality of a product reflects the extent to which it can meet the buyer's needs. Conversely, the absence of quality indicates the extent to which the product cannot fulfill its intended functions, including strength, reliability, innovation, durability, packaging convenience, product repairability, and other characteristics. Superior and reliable quality will always be ingrained in the minds of consumers because they are willing to spend a considerable amount of money to obtain such products (Adaming, 2019).

The development of a product includes determining the benefits it will provide, and these benefits are communicated through product properties, including:

a. Product Benefits

Refers to a product's ability to meet its capacity, assessing solidity, unwavering quality, speed, ease of operation and repair, and other attributes.

b. Product Design

Client expectations can be realized through a product design that sets it apart from others. Design can encompass a broader concept than fashion, seemingly covering the product's appearance. According to Kotler and Keller (2012:8-10), the quality of a product can be measured through indicators such as Form: Encompassing the estimate, shape, or physical structure of the product.

c. Customization

Item differentiation can be achieved by tailoring items to individual preferences.

d. Performance Quality

Operational level of the product's key characteristics. Quality becomes a crucial differentiating factor when a company places high value on lower costs.

e. Suitability Quality

The degree of similarity between the production unit and guaranteed specifications.

f. Durability

Measures the operational lifespan of the product in general or influenced conditions.

g. Reliability

The likelihood that the product will not experience faults or disappointments within a specified period.

Thus, the quality of a product can be measured through these seven indicators, and manufacturers can coordinate several of these indicators in product development to create a competitive advantage compared to rival products (Kotler, 2007). The research aims to understand the product quality and purchasing decisions for Ekoprint Batik in the Danau Teluk Subdistrict, Jambi City. Additionally, it seeks to determine the influence of product quality and promotion on purchasing decisions for Ekoprint Batik in the Danau Teluk Subdistrict, Jambi City.

Hypothesis

The hypothesis functions as a temporary response to the research problem formulation; therefore research problem formulations are usually presented in the form of questions (Sugianto, 2016:93). Based on the formulation of the future research problem, the following research hypothesis can be formulated:

1. Promotion of Ekoprint Batik in Lake Teluk, quality of Batik products, and purchasing decisions are assumed to be positive.
2. It is assumed that sales promotions and product quality have a significant influence on purchasing decisions for Ekoprint Batik in Danau Teluk.

Arban et al. (2018) supports this by stating in his opinion that for Medan Azzahra batik, wider progress is related to higher yield options. Apart from that, product development also influences the choice of purchasing Medan Azzahra batik.

According to Rafi Dimas (2019), there is a relationship between brand perception, development and purchasing choices for Karawang batik. The common brand image and extended specific practices contribute to a better choice when purchasing Karawang batik.

Based on the problem description and hypothetical considerations, the current researcher will explore the influence of product progress and quality in obtaining choices. Making choices involves securing different products and services, selected through decision making based on accessible product data, occurring instantly when needs and desires arise (Astuti & Abdullah, 2018). Understanding this decision-making process is critical for marketers, given its coordinated relationship to the success of marketing programs. Specifically, marketers need to understand who can be relied on to make acquisition choices, the different types of purchasing options, and the sequential steps included in the acquisition process.

When securing a product, customers first determine the specific type of product they want to purchase. In this way, buyers search for relevant data and survey their options based on their needs (Arfah, 2022). After that, a decision is made to make a purchase based on consumer needs and the data obtained. Data obtained through progress, disseminated via social media or from communities or groups in an area, plays an important role in shaping decision-making considerations.

RESEARCH METHOD

Types of research

The approach used uses a quantitative approach, where quantitative research is related to the investigation, disclosure, description and illustration of the characteristics or nature of social impacts that require clarification (Sugiyono, 2011). Quantitative research involves examining information in numerical or quantitative form. In the context of this research, subjective information refers to data such as respondents' salaries regarding articulations related to product quality and progress.

Method of collecting data

1. Observation

Perception strategies involve systematically collecting and recording information about the subject under consideration. In this research setting, perceptual strategies are used to specifically explore important issues, especially related to Ekoprint batik in Danau Teluk District.

2. Literature Review

This research strategy involves reviewing scientific books along with various other sources. Comprehensive composition is closely related to questions regarding an issue. Information is gathered from important books, logical diaries, and online sources, forming a strong hypothesis stance, providing estimation factors, and analyzing previous research findings.

3. Questionnaire

The information collection procedure includes presenting questions prepared to respondents using a Likert scale.

Population and Sample

A population represents a collection of all substances, events, objects, or individuals with similar qualities that the researcher considers to confirm or test the hypothesis being developed. Conceptualized as a broad space consisting of objects or subjects with certain qualities and characteristics that are decided by the analyst for in-depth consideration and then conclusions are drawn (Sugiono, 2014).

Based on a population of 1180 sales, the sample was determined using the Slovin method in Umar (2012: 80) with the following formula:

$$\frac{n^N}{1+Ne^2}$$

n = Sample size or number

N = Number of population (sales)

e = precision set to 10%

$$n = \frac{1180^2}{1 + 1180 \times 0.1^2}$$

$$= 92$$

Based on the formula for determining the number of samples from Slovin above, the number of samples (n) is 92 with a value of e = 100%

Analysis Method

Multiple Regression Analysis

$$Y = a + b_1X_1 + b_2X_2 + e$$

Dimana :

Y = Purchase decision

a = Constant

b₁ = Regression Coefficient

X₁ = Promotion

X₂ = Product quality

e = Error

Variable measurement scale

This research uses a Likert scale summarized by Sugiono (2005) to measure variables. This scale is used by individuals and attitudes, opinions and understanding of social phenomena.

Determination factor (R²)

The R² coefficient shows how much influence the explanatory variable has on the response variable. In this case, the R² value is equal to one, meaning that the variation in the rise and fall of Y is completely determined by the explanatory variable.

a. Validity test

Validity measures the level of accuracy or error of an instrument. Current instruments have high cross validity (Arikunto, 2010)

b. Reliability test

Reliability is an index that shows the reliability or consistency of a measuring instrument. If a measuring instrument gives the same results when used twice to measure the same phenomenon, then the instrument is considered reliable (Sugiono, 2020).

c. Hypothesis test (T test)

The t test evaluates the partial influence of the independent variable on the dependent variable.

d. Hypothesis test (F test)

The F test evaluates the collective (simultaneous) influence of independent variables on the dependent variable. Significant results indicate that the observed relationships are applicable to the population

RESULT AND DISCUSSION

Analysis Test Results

1. Validity Test

Table 1. Promotion Validity Test Results

No	Promotion	r _{value}	r _{table}	Description
1	Statement 1	0,287	0,166	Valid
2	Statement 2	0,473	0,166	Valid
3	Statement 3	0,523	0,166	Valid
4	Statement 4	0,489	0,166	Valid
5	Statement 5	0,253	0,166	Valid
6	Statement 6	0,398	0,166	Valid
7	Statement 7	0,516	0,166	Valid
8	Statement 8	0,390	0,166	Valid

Source: Data Processing (2023)

From table 1, it can be seen that the calculated r value for all statements for the Promotion variable has valid status, because the r_{table} or $r_{\text{count}} > r_{\text{table}}$ value with a total (n) of 100 is 0.166.

Table 2. Product Quality Validity Test Results

No	Promotion	r_{value}	r_{table}	Description
1	Statement 1	0,438	0,166	Valid
2	Statement 2	0,438	0,166	Valid
3	Statement 3	0,644	0,166	Valid
4	Statement 4	0,388	0,166	Valid
5	Statement 5	0,441	0,166	Valid
6	Statement 6	0,269	0,166	Valid
7	Statement 7	0,425	0,166	Valid
8	Statement 8	0,366	0,166	Valid
9	Statement 9	0,235	0,166	Valid
10	Statement 10	0,438	0,166	Valid
11	Statement 11	0,644	0,166	Valid

Source: Data Processing (2023)

From the results of table 2, it is clear that the r_{count} value for each sentence of the purchasing decision variable shows a valid condition, because r_{table} or $r_{\text{count}} > r_{\text{table}}$ value with a total value (n) of 100 which gives a value of 0.166. Likewise, in the table above, it can be seen that the r_{count} value for each inventory variable is greater than the r_{table} value or $r_{\text{count}} > r_{\text{array}}$ with a total value (n) of 100, giving a result of 0.166. Therefore, it can be concluded that all information regarding this item is valid.

2. Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Conclusion
Promotion	0,318	Reliable
Product quality	0,770	Reliable
Buying decision	0,614	Reliable

Source: Data Processing (2023)

Based on the results of the instrument reliability test presented in table 3, it shows the reliability of all instruments related to purchasing decision variables,

promotions and product quality, because the survey data shows a consistent Cronbach Alpha value > 0.05

3. F Test

Table 4. F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.702	2	6.851	6.678	.017 ^b
	Residual	2.694	97	.028		
	Total	16.396	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Promotion

Source: Data Processing (2023)

From the comparison results, the resulting F-count is 6.678, while the F-table value is 3.09. Because the F-count is greater than the F-table ($6.678 > 3.09$), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This shows that there is a significant influence between the Promotion variables (X_1) and Product Quality (X_2) on purchasing decisions (Y) for Batik Idola. With a research significance value of 0.05, and because $6.678 > 0.05$, it can be concluded that there is a positive and significant influence simultaneously between Promotion (X_1) and Product Quality (X_2) on Purchasing Decisions (Y) on Ekoprint Batik Danau Teluk District.

4. t Test

Table 5. t Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.071	.141		5.502	.617		
Promotion	1.423	.103	1.304	1.842	.005	.191	1.238
Product Quality	.434	.089	.458	1.861	.008	.191	1.238

a. Dependent Variable: Purchase Decision

Source: Data Processing (2023)

From the results of the partial regression t test, it can be seen that the significance value is 0.005 and the t number is 1.842 compared to the t table of 1.660. Therefore, it can be concluded that sales promotions (X_1) have an influence on purchasing decisions (Y) of 1.842; 1660. The results of the partial regression t test show a significant value of 0.008 with a calculated t value of 1.861 compared to the t table of 1.660. Thus it can be concluded that product quality (X_2) influences purchasing decisions (Y) 1.861 and gt; 1660.

Analysis

Analysis of the Influence of Promotion and Product Quality on Purchasing Batik Ekoprint Danau Teluk

Based on comprehensive considerations carried out by analysts for Batik Ekoprint Danau Teluk clients, the general assessment of the selection results in a score of 448, indicating a classification of "firmly agree" in the scale range of 386.7 - 460. The perspective with the highest score is the purchase time marker with an average score - average 439. The most unequivocal response obtained was "Choosing to purchase symbolic batik based on the time of purchase according to your needs" with a total score of 444. However, the lowest score was found in the brand choice indicator, with an average of 390.5. The most preferred address was "I chose the batik trader Ekoprint Danau Teluk because the goods are easy to make and the quality of the goods is good," with a total score of 388.

Research on the findings revealed that the significance value of the F test was 0.017, smaller than 0.05, and the calculated F value was 6.678, outperforming the F table value of 3.09. Thus H_0 is rejected and H_a is acknowledged. This means that progress and quality of goods have an important impact on decision making. Various recurrence tests directly show that Item Progress and Quality strongly and substantially influence acquisition choices.

In this way, a successful promotional strategy and maintaining product quality will attract consumers to make purchases at Batik Ekoprint Danau Teluk District. Additionally, any increase in the use of Progress and Product Quality is expected to increase acquisition options. Various direct linear regression test progress shows that the variable Product Quality

Analysis of the Influence of Promotion on Purchasing Decisions for Batik Ekoprint Danau Teluk

A comprehensive survey conducted by researchers on Batik Ekoprint Danau Teluk customers resulted in a total purchasing decision score of 448 points indicating a rating of "strongly agree". on a scale of 386.7 – 460. The aspect that was rated best was related to the purchase time indicator with an average score of 439. The most positive reaction was obtained from the question "Bay Lake purchase decision according to

purchase time". needs," Total points 444. However, the lowest score was found in the brand choice indicator with an average of 390.5.

The least recommended question was "Choose the location of the Danau Teluk Ecoprint batik distributor because the product is easy to get and the product quality is good" with 388 points. The research results show that the significance value of the F test is 0.017, which is less than 0.05, and the calculated F value of 6.678 exceeds the F table value of 3.09. So H_0 is rejected and H_a is accepted. This means that sales promotions and product quality together have a significant influence on purchasing decisions.

The results of multiple linear regression tests show that advertising and product quality have a positive and significant effect on purchasing decisions. Therefore, effective promotional strategies and maintaining high product quality attract customers to shop at Batik Idola. Apart from that, the use of discounts and improving product quality is expected to improve purchasing decisions. The multiple linear regression test further shows that the product quality variable

Analysis of the Influence of Product Quality on Purchasing Decisions on Batik Ekoprint Danau Teluk

Based on a thorough search carried out by the creator, Batik Ekoprint clients were given a product quality assessment of 394.6, with a score of 439, indicating a strongly agree classification in the scale range of 386.7 – 460. The most important assessment was witnessed in the plan indicator, the average score was 439, for a total score of 444. However, the lowest-scoring marker was unwavering quality, with a normal score of 347.5, and the lowest-scoring address was "Goods advertised with the batik symbol are reliable for their texture quality," with a total score 304.

The results of the general investigation show that the t test produces a significant value of 0.008 with a calculated t of 1.861 and a t table of 1.660. Therefore, it can be concluded that Product Quality (X_2) has a positive and critical influence on the choice (Y). This is in accordance with the findings of Dewanti Dwi Arhasari's research at Semarang University in 2019 which examined the influence of product quality, benefit quality and brand image on purchasing choices (think about Oma Batik Ngesti). The research results reveal that product quality has a positive and important impact on obtaining choices.

Analysis of the Influence of Promotion, Product Quality and Purchasing Decisions on Danau Teluk Ecoprint Batik

Based on comprehensive research conducted by the creators, the collateral coefficient appears to reveal that the use of progress has an important influence in decision making. The certainty coefficient, expressed as R square (R^2), was calculated as 0.836. This concludes that the Progress variable (X_1) and the Goods Quality variable

(X_2) collectively explain 83.6% of changes in the acquisition choice variable (Y), while the remaining 16.4% is caused by other factors.

According to Kotler and Keller (2007:262), various components that influence purchasing choices include shopper behavior, including social factors, social channels, individuals, and mental factors. Furthermore, the coefficient of the relationship between the variables Progress (X_1) and Product Quality (X_2) regarding the acquisition of choices is 0.914, indicating that there is a high relationship between Progress (X_1) and Product Quality (X_2) on the acquisition of choices (Y).

CONCLUSION

The main objective of this research is to evaluate the influence of promotions (X_1) and product quality (X_2) on purchasing decisions (Y). This research involved 92 Batik Ekoprint customers in Jambi City, Danau Teluk District. The results obtained from the analysis of the completed packages and the procedures carried out resulted in the following conclusions:

1. Results of the t test (partial) on the regression model, the results of the t test show a significant value of 0.617 with a t-count of 5.502 and an accuracy of 1.660. The result, 5,502 andgt; Judging by 1,660, it can be concluded that Promotion (X_1) has a significant influence on Purchasing Decisions (Y). Likewise, a significance value of 0.008 is found on the t-scale t-section, t-count is 1.861 and t-table is 1.660. 1,861 dangt; With a value of 1,660, it can be concluded that product quality (X_2) is good and has a significant influence on purchasing decisions (Y). The R-square (R^2) of 0.836 indicates that the promotion variable (X_1) and product quality variable (X_2) explain 16.4% of the variation in the purchasing decision variable (Y), and the remaining 83.6% is guaranteed.
2. The results of the f test calculated using the SPSS program are the results of a comparison of scores and tables at a significance level of $\alpha = 0.05$. Compared with the ftable, the figure is 6.678 and the degree of freedom of the variable (variable) is $\alpha = 0.05$, which shows that there is a significant influence between the promotion variables (X_1) and product quality (X_2) on purchasing decision making (Y). This means that the independent variables, namely Promotion and Product Quality, also have a significant influence on the Trust variable and Purchasing Decisions.
3. A score of 394.6 indicates that the promotion is rated as strongly agree with a scale of 386.7 – 460. Likewise, the product quality score of 394.6 is in the category of strongly agree and can be accepted on a scale range of 386.7 – 460. A purchasing decision score of 448 is considered very acceptable in the range of 386.7 – 460.

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