

ANALYSIS OF MARKET SEGMENTATION BASED ON GEOGRAPHIC, DEMOGRAPHIC, PSYCHOGRAPHIC, AND BEHAVIOR IN CV HOEDA KHARYA SANTOESA

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ABSTRACT

Market segmentation is the classification of markets in different groups aiming to carry out marketing according to characteristics, needs and desires. The domestic apparel and textile industry is still in decline due to changes in people's consumption patterns during the Covid-19 pandemic. In terms of garment industry potential and segmentation problems in CV Hoeda Kharya Santoesa. Research was the quantitative descriptive, used in this research was the purposive sampling. A number of samples used in this research were 100 samples for data collecting was distributing questionnaires. Respondents in this research are about 110 people. With tools SPSS version 25.0 the data obtained was tested for validity and reliability. Data that has been valid and reliable to be processed through cluster analysis using a non-hierarchical clustering procedure k-means method. The results of this study resulted in three different segments, namely 1) cooperative customer segment (44.5%) customer group who don't notice to company location, but notice a demographic, psychographic and behavioral factors, 2) mid income user (39.1%) customer group who notice to all aspects, 3) growing customer segment (16.4%) customer group who prioritize demographic factors. Each segment has different characteristics, profiles, and behaviors. CRM is implemented to build stronger relationships by tailoring interactions and offers to the behavioral preferences of customers and potential customers.

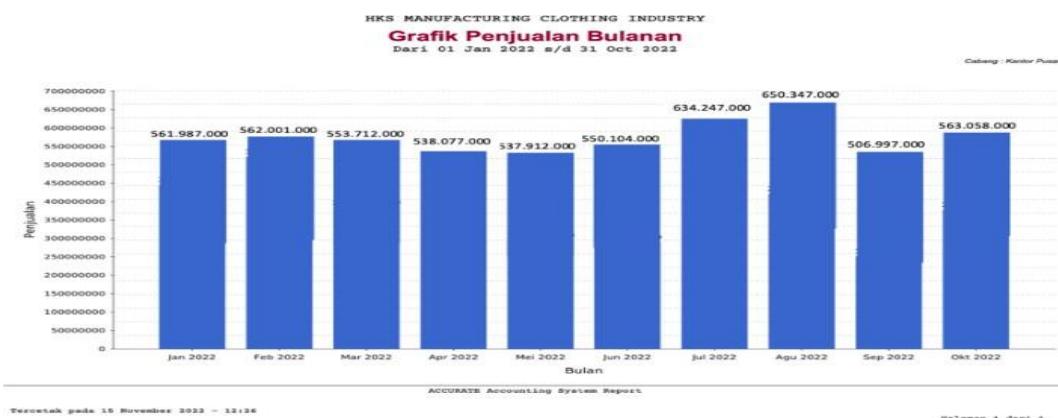
Keywords: Market Segmentation, Marketing Strategy, Cluster Analysis, textile industry, K-means method

INTRODUCTION

The textile and apparel industry is a manufacturing sector that recorded the highest growth in the fourth quarter of 2021 and is one of the contributors to GDP with a large value in Indonesia. Referring to data from the Central Statistics Agency (BPS) which recorded the Gross Domestic Product (GDP) of the Textile and clothing industry increased by 12.45% compared to the same period the previous year. Below is a graph of the GDP of the textile apparel industry from 2020-2022. The national textile and textile products (TPT) industry is increasingly competitive in the global arena because it already has high competitiveness. This is driven because the industrial structure has been integrated from upstream to downstream. As a labor-intensive sector, the textile industry has an export orientation.

Therefore, several strategic steps were taken, including encouraging the expansion of market access and restructuring machinery and equipment (Ministry of Industry of the Republic of Indonesia, 2022).

CV Hoeda Kharya Santoesa is a family company engaged in the field of confectionery since 1998 which is currently being run by the second generation starting in 2011. The products produced are uniforms, shirts, jackets, pants, sportswear and so on. The production system is based on consumer demand (make to order), namely the company processes semi-finished materials, namely fabrics into ready-to-use products. Meanwhile, there are 2 types of consumers served, namely Regular consumers (B2C) and Partnership consumers (B2B), both of which have different provisions and treatments. Marketing activities cannot be expanded and cannot be delegated to other teams. Customers are dominated by existing customers rather than new customers. Competition conditions are also increasingly aggressive, demand is increasingly diverse so that the production team is confused in meeting consumer demand. This eventually had an impact on the stagnant sales volume as shown in Figure 1.1, the sales graph in 2022.

**Figure 1.1 Monthly sales graph**

Source: Internal Data CV Hoeda Kharya Santoesa 2022

Radianto (2015) in his research states that strategies are not only used to avoid bankruptcy but are used to expand market segments, the wider the market segment, the higher and more revenue streams the company has. One of the most effective and popular marketing strategies used in various companies to date is the STP strategy - Segmentation, Targeting, Positioning (Kotler, 2018). Market segmentation is basically a way to differentiate markets according to several characteristics of customers which are generally classified into 4 (four), namely: Geographic, Demographic, Psychographic, and Behavioral (Ahmadi et al., 2019). Based on Astri's research (2021) market segmentation significantly influences purchasing decisions. By knowing good market segmentation, companies can survive the threat of competitors in a sustainable and competitive manner in increasing consumer purchasing decisions. According to Tjiptono (2018) purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate whether each of these alternatives can solve their problems, which then leads to a purchase decision.

Based on the background and identification of problems above, this research problem is market segmentation based on Geographic, Demographic, Psychographic, and Behavioral characteristics suitable for marketing strategies at CV Hoeda Kharya Santoesa? The purpose of this study is generally to determine market segmentation at Cv Hoeda Kharya Santoesa, while the specific objective is to identify and analyze market segmentation based on Geographic, Demographic, Psychographic, and Behavioral characteristics suitable for marketing strategies at CV Hoeda Kharya Santoesa.

LITERATURE REVIEW

According to Kotler & Armstrong, (2018) Market segmentation is the division of a market into different groups aimed at marketing according to their respective characteristics, needs and desires. According to Assauri, (2020) market segmentation is a way to differentiate markets according to groups of buyers, user needs, motives, behavior, and purchasing habits, how to use products and the purpose of purchasing these products. According to Kotler and Armstrong in (Rangkuti, 2011: 7), segmentation is divided into 2 categories, namely static segmentation (Geographic segmentation and Demographic segmentation) and Dynamic Segmentation (Psychographic segmentation and Behavioral segmentation). Radianto (2015) in his research states that marketing strategies are not only used to avoid bankruptcy but are used to expand market segments, the wider the market segment, the higher and more revenue streams the company has.

To carry out marketing activities according to the characteristics, wants and needs of each group, market segmentation requires dividing the market into different groups (Kotler & Armstrong, 2018). Meanwhile, according to Assauri, (2020) market segmentation is a method of differentiating markets based on consumer categories, user needs, motivations, purchasing patterns, product usage, and product goals. Segmentation is very important for the

marketing continuity of an organization. By carrying out customer base segmentation, businesses can determine which segments are appropriate to include in their marketing strategy, thus ensuring the most efficient and effective approach. Effectively communicating the company's value to customers is essential. Four kinds of consumer groupings based on consumer behavior, demographics, geographics, and psychographics, namely:

Table 2.1 Market segmentation

Segmentasi geografis	Segmentasi Demografis	Segmentasi Psikografis	Segmentasi Tingkah laku
Wilayah Kota atau ukuran kota Density (urban/rural) Climate (notheren/shorthern)	Usia Jenis kelamin Ukuran keluarga Family Life Cycle Penghasilan Pendidikan Agama Suku Generasi	Gaya hidup Kepribadian Kelas sosial	-Kesempatan -Manfaat -Status Penggunaan -Tingkat Pemakaian -Tahap kesiapan pembeli -Sikap

Source: Kotler et al., (2022)

Kotler (Kotler & amstrong, 2018) defines marketing strategy as marketing logic in which organizations seek to build mutually beneficial relationships with customers and generate value for them. According to Wijoyo (2021), marketing strategy is a company guide in the form of a plan that is systematically and comprehensively arranged in carrying out marketing activities in order to achieve company goals to generate profits. According to Assari (2014: 168) a marketing strategy consists of a collection of goals and objectives that provide long-term guidance for companies in a dynamic competitive landscape. Companies must make marketing strategies to survive and be able to compete. Radiano (2015) in his research states that in addition to preventing bankruptcy, marketing strategies are also implemented to expand market segments; the larger the market segment, the larger and more consistent the company's revenue stream. Companies can also use two or more marketing strategies simultaneously such as advertising, sales marketing, personal selling, direct marketing etc. because each type of strategy has a different influence on demand.

RESEARCH METHODS

The research method used in this research is descriptive with a quantitative approach. Descriptive research is research that clarifies a phenomenon or social reality (Sekaran., 2018). According to Sugiyono (2018: 13) descriptive research, namely, research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons or connecting with other variables. The research will be conducted on Cv Hoeda Kharya Santoesa consumers in the East Java area. The choice of this area is because it can make it easier for the author to conduct research as the location where the author works. The object of research is all consumers who buy confectionery products at Cv Hoeda Kharya Santoesa more than 2 times. The data collection technique used in this study was to use questionnaires and documentation (Sugiyono, 2019). According to Paramita et al., (2021) a research variable is an attribute or trait or value of people, objects, or activities that have certain variations set by researchers to study and then draw conclusions. A categorical variable is also known as a discrete variable in which the value of the variation does not show sequence or continuity. Each variation is independent or separate. Categorical attributes in this research where respondents will be asked to be able to provide answers to several descriptions or responses to the following questions using a Likert scale of 1-5:

Table 2.1 Measurement of Market Segmentation Research Variables

Basic Type	Variables	Indicator	Item	Source
Market Segmentation	Geographic Segmentation	1. Sales area 2. Affordability location	-My residence is close to HKS - HKS office is strategic and easy to reach - Ordering and delivery of products can be easily reached even if it is far from where you live.	Kotler et al., (2022)
	Demographic Segmentation	3. Sales area		
		1. Age	- HKS products and services are acceptable to consumers my age.	
		2. Gender		

	3. Income	- HKS products can be used by men and women - The prices of the products offered are affordable for all groups
Psychographic Segmentation	1. Lifestyle 2. Personality / Taste 3. Values / Social Class	- I ordered a product from HKS to resell. - I ordered products from HKS because the website/social media was convincing. - I ordered the product at HKS because of recommendations from several people. - HKS product design according to my taste - Materials and sewing quality are in accordance with the price offered - Using HKS products for the team can increase social status and cohesiveness
Behavioral Segmentation	1. Usage Opportunities 2. Benefit 3. Usage Status 4. Loyalty status 5. Purchase Readiness Level 6. Attitude in making purchases	- HKS is more trusted because it has more experience - My order was completed on time according to the deadline - The materials offered always match my needs. - I feel there is a match while being an HKS consumer - I always order from HKS if I need to make clothes. - I am willing to pay more because I believe the products at HKS are of higher quality. - I will recommend HKS products to people close to me.

Source: Data processed by researchers

In the Data Analysis Technique, the questionnaire will be tested for validity and reliability first. From the data of 100 respondents obtained from the questionnaire, it will be processed using the SPSS 25.0 program which includes descriptive analysis and cluster analysis. Then it will be continued with data presentation with Crosstab analysis and anova test which is carried out to tabulate several different variables into a matrix. from the questionnaires, for that before testing the hypothesis, it is necessary to test the validity and reliability of the indicators or questionnaire statements. The analysis methods used were univariate analysis and cluster analysis. Univariate analysis was carried out on each variable from the results of the study using a frequency distribution table so as to produce the distribution and percentage of each variable of the study. Cluster testing using the ANOVA test, Profiling process is carried out based on respondent demographic category data.

RESULT AND DISCUSSION

CV Hoeda Kharya Santoesa is a company engaged in the field of confectionery since 1998 which has currently been run and developed by the second generation since 2011. CV Hoeda Kharya Santoesa is located in Sumberkerep Village, Mantup District, Lamongan Regency, East Java. The products produced are uniforms, shirts, jackets, pants, sportswear and so on. The production system is based on consumer demand (make to order), namely the company processes semi-finished materials, namely fabrics into ready-to-use products. Meanwhile, there are 2 types of consumers served, namely Regular consumers (B2C) and Partnership consumers (B2B).

Instrumental Test Analysis

Validity Test

The validity test aims to determine whether all the questions in the measuring instrument or instrument used in this study are valid and can describe the variables used. If the correlation significance value <0.05 , it is concluded that the data is valid. The following are the results of the validity test carried out on the indicators and variables in

this study.

Table 4.1 Geographic Validity Test

VARIABLE / INDICATOR	RESULTS	DESCRIPTION
GEOGRAPHIC	<i>Pearson Correlation</i>	0.946
[My place of residence is close to HKS]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
GEOGRAPHY	<i>Pearson Correlation</i>	0.943
[HKS office is strategic and easy to reach]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
GEOGRAPHICS	<i>Pearson Correlation</i>	0.459
[Product ordering and delivery can be easily reached even if it is far from the place of residence]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110

The table above shows that all statements related to geography have a significant value of less than 0.05. So it is concluded that all statements related to geography are valid.

Table 4.2 Demographic Validity Test

VARIABLE / INDICATOR	RESULTS	DESCRIPTION
DEMOGRAPHICS	<i>Pearson Correlation</i>	0.494
[HKS products and services can be accepted by consumers my age]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
DEMOGRAPHICS	<i>Pearson Correlation</i>	0.469
[HKS products can be used for men and women]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
DEMOGRAPHICS	<i>Pearson Correlation</i>	0.901
[The price of the product offered is affordable for all circles]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110

Based on table 5.2 above, it shows that all demographic-related statements have a significant value of less than 0.05. So it is concluded that all statements related to demographics are valid.

Table 4.3 Psychographic Validity Test

VARIABLE / INDICATOR	RESULTS	DESCRIPTION
PSYCHOGRAPHICS	<i>Pearson Correlation</i>	0.611
[I order products at HKS to sell again]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
PSYCHOGRAPHY	<i>Pearson Correlation</i>	0.617
[I order products at HKS because the web / social media is convincing]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
PSYCHOGRAPHY	<i>Pearson Correlation</i>	0.542
[I order products at HKS because of recommendations from several people]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
PSYCHOGRAPHY	<i>Pearson Correlation</i>	0.641
	<i>Sig. (2-tailed)</i>	0.000
[HKS product design suits my taste]	<i>N</i>	110
PSYCHOGRAPHY	<i>Pearson Correlation</i>	0.639
[Material and stitch quality match the price offered]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110
PSYCHOGRAPHY	<i>Pearson Correlation</i>	0.628
[Wearing HKS products for the team can increase social status and cohesiveness]	<i>Sig. (2-tailed)</i>	0.000
	<i>N</i>	110

The table above shows that all statements related to psychographics have a significant value of less than 0.05. So it is concluded that all statements related to psychographics are valid.

Table 4.4 Behavior Validity Test

VARIABLE / INDICATOR	RESULTS	DESCRIPTION
BEHAVIOR [HKS is more trusted because it is more experienced]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,834 0,000 110 VALID
BEHAVIORS [My order was completed on time according to the deadline]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,801 0,000 110 VALID
BEHAVIORS [The materials offered are always suitable for my needs]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,833 0,000 110 VALID
BEHAVIORS [I feel there is a fit while being an HKS customer]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,864 0,000 110 VALID
BEHAVIORS [I always order at HKS when I need clothes]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,836 0,000 110 VALID
BEHAVIORS [I am willing to pay more because I believe the products at HKS are of higher quality]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	0,649 0,000 110 VALID
BEHAVIOR [I would recommend HKS products to people nearby]	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i>	0,866 0,000 110 VALID

The table above shows that all statements related to behavior have a significant value of less than 0.05. So it is concluded that all statements related to behavior are valid.

Reliability Test

The reliability test was carried out to determine the consistency of respondents in answering questions on the questionnaire from time to time. The reliability test was carried out using the Cronbach Alpha test, with the provisions for drawing conclusions on the reliability test as follows.

Table 4.5 Reliability Test

VARIABLE	CRONBACH'S ALPHA	DESCRIPTION
Geographical	0,833	RELIABLE
Demographic	0,720	RELIABLE
Psychographic	0,706	RELIABLE
Behavior	0,766	RELIABLE

The table above shows that the geographical variable obtained Cronbach's alpha value is 0.833, which means that the geographical variable data is reliable. The demographic variable obtained a value of 0.720, which means that demographics are reliable. On the psychographic variable, a value of 0.706 is obtained, which means that psychography is reliable. In the behavioral variable, a value of 0.766 is obtained, which means that behavior is reliable.

Geographic

In the geographic indicator, there are three question items given to respondents to answer. Respondents' answers can be seen in table 4.6

Table 4.6 Description of Geographic Answers

Statement	STS	TS	N	S	SS	Mean	Std
My place of residence is close to HKS	Frek.	35	20	0	12	43	3.07

	%	31.8	18.2	0	10.9	39.1		
HKS office is strategic and easy to reach	Frek.	35	15	0	12	48	3.21	1.80
	%	31.8	13.6	0	10.9	43.6		
Product ordering and delivery can be easily reached even if it is far from the place of residence.	Frek.	2	7	0	16	85	4.59	0.92
	%	1.8	6.4	0	14.5	77.3		
GEOGRAPHY							3.62	1.27

Demographics

In demographic indicators there are three question items given to respondents to answer. Respondents' answers can be seen in table 5.11

Table 4.7 Demographic Answer Description

Statement		ST S	TS	N	S	SS	Mean	Std
HKS products and services can be accepted by consumers my age	Frek.	0	1	0	13	96	4.9	0.4
	%	0	0.9	0	11.8	87.3		
HKS products can be used for men and women	Frek.	0	0	0	9	101	4.9	0.3
	%	0	0	0	8.2	91.8		
The price of the products offered is affordable for all groups	Frek.	9	3	0	18	80	4.4	1.2
	%	8.2	2.7	0	16.4	72.7		
DEMOGRAPHICS							4.73	0.47

Psychographic

In the psychographic indicator there are six question items given to respondents to answer. Respondents' answers can be seen in table 5.12

Table 4.8 Description of Psychographic Answers

Statement		STS	TS	N	S	SS	Mean	Std
I order products at HKS to sell Lag	Frek.	53	11	0	13	33	3.32	1.79
	%	48.2	10	0	11.8	30		
I order products at HKS because the web/social media is convincing	Frek.	34	11	0	16	49	2.65	1.80
	%	30.9	10	0	14.5	44.5		
I order products at HKS because of recommendations from several people	Frek.	2	4	0	16	88	4.67	0.81
	%	1.8	3.6	0	14.5	80		
HKS product design suits my taste	Frek.	2	0	0	17	91	4.77	0.63
	%	1.8	0	0	15.5	82.7		
Material and stitch quality according to the price offered	Frek.	0	2	0	12	96	4.84	0.50
	%	0	1.8	0	10.9	87.3		
Wearing HKS products for the team can increase social status and cohesiveness	Frek.	0	3	0	19	88	4.75	0.60
	%	0	2.7	0	17.3	80		
PSYCHOGRAPHY							4.17	0.62

Behavior

In the behavior indicator, there are seven question items given to respondents to answer. Respondents' answers can be seen in table 5.13

Table 4.9 Description of Behavior Answers

Statement	STS	TS	N	S	SS	Mean	Std
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Cluster Analysis

In this sub chapter, cluster analysis is carried out using the k-means cluster approach. The variables used in this study are geographic, demographic, psychographic, and behavioral variables. These variables are measured using a questionnaire instrument with a Likert scale of 1 - 5. Before carrying out k-means testing, the number of clusters is determined first. In this research, the number of clusters is used as many as 3 clusters with consideration to facilitate the classification of each cluster based on high, medium, and low categories.

Table 4.9 Results of the Number of Objects Per Cluster

	Cluster	n	%
Cluster	1	49	44,5%
	2	43	39,1%
	3	18	16,4%
Valid		110	100%
Missing		0	

ANOVA Test

Cluster testing using ANOVA aims to determine whether one cluster has a difference in assessment with consideration of the items used. If the significance value <0.05 , it is concluded that there is a significant difference between the characteristics of the clusters formed.

Table 4.9 Anova Test Results

	Cluster		Error		F	Sig.		
	Mean		Mean					
	Square	df	Square	df				
GEOGRAPHICS [Where I live is close to HKS]	139.181	2	.608	107	228.918	0.000		
GEOGRAPHICS [HKS office is strategic and easy to reach]	155.913	2	.396	107	393.790	0.000		
GEOGRAPHICS [Product ordering and delivery can be easily reached even if it is far from the place of residence]	6.274	2	.748	107	8.386	0.000		
DEMOGRAPHIC [HKS products and services can be accepted by consumers my age]	5.947	2	.073	107	81.820	0.000		
DEMOGRAPHICS [HKS products can be used for men and women]	1.882	2	.042	107	44.745	0.000		
DEMOGRAPHIC [The price of the product offered is affordable for all circles]	4.748	2	1.340	107	3.542	0.032		
PSYCHOGRAPHIC [I order products at HKS to sell again]	6.794	2	3.190	107	2.130	0.124		

PSYCHOGRAPHY [I order products at HKS because the web / social media is convincing]	1.374	2	3.225	107	.426	0.654
PSYCHOGRAPHY [I order products at HKS because of recommendations from several people]	5.708	2	.568	107	10.044	0.000
PSYCHOGRAPHY [HKS product design suits my taste]	4.194	2	.326	107	12.848	0.000
PSYCHOGRAPHY [Material and stitch quality according to the price offered]	2.317	2	.210	107	11.059	0.000
PSYCHOGRAPHY [Wearing HKS products for the team can increase social status and cohesiveness]	6.098	2	.249	107	24.459	0.000
BEHAVIOR [HKS is more trusted because it is more experienced]	8.064	2	.064	107	125.729	0.000
Behavior [My order was completed on time according to the deadline]	16.697	2	.163	107	102.207	0.000
BEHAVIOR [The materials on offer always match my needs]	8.220	2	.055	107	148.466	0.000
BEHAVIOR [I feel there is a fit while being an HKS customer]	8.220	2	.055	107	148.466	0.000
Behavior [I always order at HKS if there is a need to make clothes]	18.763	2	.198	107	94.861	0.000
BEHAVIOR [I am willing to pay more because I believe products at HKS are of higher quality]	23.862	2	2.463	107	9.686	0.000
BEHAVIOR [I would recommend HKS products to people nearby]	10.848	2	.085	107	128.012	0.000

Final Clusters Centers Analysis

This sub chapter describes the grouping of respondent characteristics based on the clusters formed. The results obtained are as follows

Table 4.10 Results of Cluster Characteristics

Cluster	1	2	3
GEOGRAPHIC [Where I live is close to HKS]	1.47	4.95	2.94
GEOGRAPHICS [HKS office is strategic and easy to reach]	1.37	4.98	4.00
GEOGRAPHICS [Product ordering and delivery can be easily reached even if it is far from the place of residence]	4.45	4.98	4.06
DEMOGRAPHICS [HKS products and services can be accepted by consumers my age]	5.00	5.00	4.11
DEMOGRAPHICS [HKS products can be used for men and women]	5.00	5.00	4.50
DEMOGRAPHICS [The price of the products offered is affordable for all groups]	4.76	4.16	4.17
PSYCHOGRAPHIC [I order products at HKS to sell again]	3.00	2.23	2.72
PSYCHOGRAPHICAL [I order products at HKS because the web / social media is convincing]	3.29	3.21	3.67
PSYCHOGRAPHICAL [I order products at HKS because of recommendations from several people]	4.82	4.81	3.94
PSYCHOGRAPHICAL [HKS product design suits my taste]	4.96	4.81	4.17
PSYCHOGRAPHIC [Material and quality of stitches according to the price offered]	4.98	4.86	4.39
PSYCHOGRAPHIC [Wearing HKS products for the team can increase social status and cohesiveness]	4.94	4.84	4.00
BEHAVIOR [HKS is more trusted because it is more experienced]	4.96	5.00	3.94
PERFORMANCE [My order was completed on time according to the deadline]	4.98	5.00	3.50

PERFORMANCE [The materials offered always match my needs]	4.98	5.00	3.94
PERFORMANCE [I feel there is a match while being an HKS consumer]	4.98	5.00	3.94
Behavior [I always order at HKS if there is a need to make clothes]	4.98	4.95	3.39
BEHAVIOR [I am willing to pay more because I believe the products at HKS are of higher quality]	4.47	3.40	2.78
BEHAVIOR [I will recommend HKS products to the closest people]	4.98	4.98	3.78

Cross Tab Recapitulation

This sub chapter will show a recapitulation of the cross tabulation of respondent characteristics with the results of the three clusters formed as follows.

Table 4.11 Cross Tab Recapitulation

RESPONDENT CHARACTERISTICS	CLUSTER		
	1	2	3
Domicile	Mojokerto	Lamongan	Gresik
Last Education	SMA	SMA	SMA
Gender	Male	Male	Male
Age	31-49 years	22-30 years	31-40 years
Occupation	Entrepreneur	Private Employee	Student
Income/month	Rp 5,000,000 - Rp 10,000,000	Rp 1,000,000 - Rp 2,999,000	< Rp. 1000,000
Expenses/month	Rp 3,000,000 - Rp 4,999,000	Rp 1,000,000 - Rp 2,999,000	< Rp. 1000,000
Products ordered	Jersey / Sportwear	Screen printed T- shirts	Jersey / Sportwear
Order intensity/year	4 - 5 times	2 - 3 times	2 - 3 times
Average order quantity	13-30 pcs	13-30 pcs	13-30 pcs

Research Results

In this study, 3 clusters were formed with different characteristics between the clusters obtained. Cluster 1 which has been explained that in this group customers do not consider the distance or location of the company even though it is far away which is then called the "Cooperative Customer" segment. In cluster 2, all factors have high point values except for the item which states that customers do not resell the products they buy and are not willing to pay more for higher quality products which are then called the "Mid Income User" segment. Cluster 3 is Customers who prioritize product suitability for various ages and genders which is then called the "Growing Customer" segment. From the analysis that has been carried out, the results obtained are interpreted as follows.

Cluster 1: Cooperative Customer Segment

The Cooperative Customer segment is a segment with a volume of 44.5%. It is known that Cooperative Customer has the lowest points on geographic factors. It shows that customers in this cluster do not pay attention to the location of the production company because they live far away but think that ordering and shipping can be reached easily without face-to-face. Cooperative Customers pay attention to other factors such as product usability, appropriate design and stitch quality, timely delivery, and trust in the company where the product is ordered.

Cluster 2: Mid Income User Segment

In cluster 2, it is known that 39.1% of respondents are in this group. In cluster 2, all factors have high point values except for the item stating that customers do not resell the products they buy and are not willing to pay more for higher quality products. It shows that customers in this cluster pay attention to the geographic, demographic, psychographic, and behavioral factors of the selected company but do not resell the purchased product. So that customers expect strategic company locations, easy to reach, products that can be used by all ages and genders,

appropriate design and stitching quality, timely delivery, and trust in the company where the product is ordered.
Cluster 3: Growing Customer Segment

In cluster 3, it is known that 16.4% of respondents are in this group. In growing customers, it is known that the items that have high points are the use of products that can be used by various genders and have materials and stitch quality that match the price. This shows that customers in this cluster pay attention to product usability and quality. Based on the characteristics of growing customers domiciled in Gresik, they are male with jobs as students. Meanwhile, based on the latest education, most are high school students with an income of <Rp. 1000,000 per month. The type of product most often ordered is jerser / sportswear with an order intensity of 2 - 3 times per year with an average order quantity of 13 - 30 pcs per order.

MANAGERIAL IMPLICATIONS

The managerial implications of this research can be used as literature and consideration for companies and future research related to strategies from market segmentation results. The cluster method used in this study aims to determine the consumer market segmentation of CV Hoeda Kharya Santoesa based on geographic, demographic, psychographic, and behavioral characteristics. The results found that three clusters of CV Hoeda Kharya Santoesa consumers were formed, which have different characteristics, profiles, and behaviors. Based on these findings, with the three clusters formed, a strategy can be developed for the largest cluster, namely the Cooperative Customer Segment. There are several strategies that can be implemented by company management to increase revenue based on the segmentation results, among others:

Geographically, the strategies that can be implemented are direct marketing, personal selling & advertising, namely by hiring marketing communication for each region and can be started from Mojokerto city as a pilot project. Marketing communication is tasked with serving orders and providing education to customers and potential customers regarding HKS products both in a personal approach and through online services (whatsapp, zoom, and email) so that even though the company where the order is difficult to reach (different cities) customers and potential customers can easily access orders and receive products so that the company minimizes costs rather than opening physical branches in each region. Then, in order to get more prospects, online advertising can be carried out through social media which is directly directed to the marketing communication contact for each region.

Demographically, because the respondents' answers are dominated by high, the company can pay more attention to the reputation that has been built so far by ensuring that the quality of the product is maximized, for example by conducting a personal customer satisfaction survey. It is also necessary to carry out product diversification, for example by developing raw materials with new technologies such as anti-bacterial clothes or wrinkle-free clothes, etc.

Psychographically, a relationship & interactive marketing strategy can be implemented by creating a circle or group of partners. Partners here are not only people who resell HKS products and get special purchase prices (resellers) but can also be people who only introduce HKS products (affiliators) and get a commission from each sale with their respective referral codes. Affiliators can be from people external to the company and internal to the company (employees). Within the circle, interactive relationships and closeness can be built by providing coaching clinics on business tips, success as affiliates and open discussions related to existing inputs by inviting experts in their fields.

For behavioral segmentation, a strategy that can be implemented with a CRM (Customer Relationship Management) strategy. CRM is implemented in order to build stronger relationships by tailoring interactions and offers to the behavioral preferences of customers and potential customers. In simple terms, CRM can be managed with software to minimize costs. The CRM strategy in practice can be to send exclusive offers to customers who place orders more than 2 times this month, or remind them to order products that have already been inquired about.

CONCLUSIONS AND PRACTICAL IMPLICATION

In accordance with the objectives of the research, to determine the consumer market segmentation of CV Hoeda Kharya Santoesa based on geographic, demographic, psychographic, and behavioral characteristics. This

research was conducted on the research object of customers who regularly make purchases at CV Hoeda Kharya Santoesa with a total of 110 customer respondents. Formed 3 segments using cluster analysis. The three resulting segments are cluster 1 cooperative customer segment with 49 respondents (44.5%), cluster 2 mid-income user segment with 43 respondents (39.1%), and cluster 3 growing customer segment with the least number of respondents, namely 18 customers (16.4%). Each segment has different characteristics, profiles, and behaviors based on Geographic, Demographic, Psychographic, and Behavioral aspects. From the three clusters formed, a strategy can be developed for the largest cluster, namely the Cooperative Customer Segment, namely strategies based on geographic (direct marketing, personal selling & advertising), demographic (product diversification), psychographic (relationship & interactive marketing), behavior (Customer Relationship Management). From the segmentation of that has been obtained and the implications of the strategies discussed, CV Hoeda Kharya Santoesa can make it a consideration in expanding the market and can be developed again in future research with other variables so as to get broader strategic results.

With the three segments formed from the research results, CV Hoeda Kharya Santoesa needs to think about further activities for the marketing strategy of the segments formed. CV Hoeda Kharya Santoesa should also routinely conduct surveys or research again regarding market segmentation periodically because insight is needed into changes that occur in the market. as for the limitations of this research, among others, the research was only conducted in the East Java region so that it is less representative of global marketing for all of Indonesia. This study used a questionnaire with research questions, so there is a possibility that respondents were less careful in filling out the questionnaire and resulted in bias in the answers to the questionnaire. Lack of diversity in respondent profiles due to relatively the same characteristics. It is hoped that further research will obtain more diverse respondent data.

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