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A MODEL WITH DEMATEL, ANP, TOPSIS APPROACHES FOR MARKETING STRATEGY SELECTION IN BATIK MADURA INDUSTRY

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ABSTRACT

Marketing strategy selection is very important for small and medium enterprises (SMEs) business sustainability. Choosing the best marketing strategy is a process involving multiple criteria decision-making problem, which includes various criteria or attribute in a series of strategy formulation process. This paper proposes a model for a marketing strategy selection in Batik Madura SMEs industry. Based on the results of group decision-making technique literature previous studies, this study selected five criteria including customer networking, innovation capabilities, managerial competency, human capital, and company reputation. Results from analytic network process (ANP), decision-making trial and evaluation laboratory (DEMATEL) and Technique for order preference by similarity to an ideal solution (TOPSIS) methods were applied to obtain an impact relation map from each criteria and to determine the priority of marketing strategy. The implementation of the model in this study shows that the best marketing strategy for Batik Madura SMEs is to maintain their focus on segmentation marketing.

Keywords : *Batik Madura; marketing strategy; multiple criteria decision making; small and medium enterprises*