

ABSTRACT

Improvement of batik industry becomes an opportunity as well as a challenge for business actors batik industry. When batik is designated as a cultural heritage, the possibilities are wider. The challenges faced by entrepreneurs are not only competitions within the country but also from other countries. Consumers cannot be separated from their behavior in purchasing decisions for batik cloth. Each consumer has a different expenses for a product/service. The decline in people's income has had an impact on consumer spending, especially Muslim consumeres who believe that their expenses will be accounted for in the afterlife. This study aims to determine the relationship between price and income in the purchasing decisions of Muslim consumers in Banjarnegara Ofi Batik store. This study used descriptive quantitative as a method. The analysis technique used in this study was product time correlation analysis and Rank-Spearman. The total sample taken in this study was 100 consumers of Ofi Batik Banjarnegara using a random sampling technique.

The results showed that the price variable has a correlation coefficient of 0.745 and sig. 0.000, which means that the price variable is closely related to the purchase decision. The income variable shows a correlation coefficient of 0.331 and a t-number of 3.4 which means that the income variable has a weak relationship with purchasing decision making.

Keywords: price, income, consumer behavior, purchasing decisions

SEMARANG
FEB UNDIP