

“THE SECRET TO THE SUCCESS OF WAYANG VILLAGE: INNOVATION, PROMOTION AND SERVICE QUALITY STRATEGIES TO INFLUENCE CONSUMER PREFERENCES IN PURCHASING SHADOW PUPPETS AT THE WAYANG VILLAGE, KEPUHSARI VILLAGE, MANYARAN, WONOGIRI”

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ABSTRACT

This research aims to determine the influence of innovation strategies, promotions and service quality on purchasing preferences for shadow puppets in Wayang Village, Kepuhsari Village, Manyaran Wonogiri District. The hypotheses in the research include: (1) innovation strategy has a significant effect on purchasing preferences for leather puppets in Wayang Village, Kepuhsari Village, Manyaran Wonogiri (2) Promotion has a significant influence on purchasing preferences for leather puppets in Wayang Village, Kepuhsari Village, Manyaran, Wonogiri, and (3) service quality has a significant effect on purchasing preferences for shadow puppets in Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. The research method used is a quantitative research method using primary data and secondary data. The sample in this study consisted of 100 respondents. The sampling technique uses random sampling. The data collection method used in this research was by distributing questionnaires to respondents taken as samples. Data analysis used in this research is statistical tests which include instrument tests, multiple linear regression tests, t tests, F tests, and coefficient of determination tests. The results of the t test and F test show that innovation strategies, promotions and service quality have a significant effect on purchasing preferences for shadow puppets in Wayang Village, Kepuhsari Village, Manyaran Wonogiri District. The results of the coefficient of determination test show that innovation strategies (X1), promotion (X), and service quality (X3) have a contribution to the preference for purchasing shadow puppets in Wayang Village, Kepuhsari Village, Manyaran Wonogiri District, amounting to 61.2% while the

ARTICLE INFO

Keywords:
Innovation Strategy, Promotion, Service Quality, and Purchasing Preferences.

remaining amount is 38.8 % is influenced by other factors such as: price, product availability, product image, and so on.

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1. Introduction

"Wayang kulit, as Indonesia's cultural heritage, not only has high artistic value but also has great economic potential if managed well. Wayang kulit is one of Indonesia's traditional performing arts which has high cultural and artistic value. However, in the middle With the current of globalization and modernization, traditional arts are experiencing challenges in maintaining their sustainability, including shadow puppetry.

The decline in public interest in traditional cultural products such as shadow puppetry, especially among the younger generation, can be seen from the low number of visitors to shadow puppet shows and the decline in sales of shadow puppet products. This shows that there are challenges in maintaining the sustainability of shadow puppet art in the future so that it does not become extinct, for this reason innovation, promotion and quality service strategies are needed (Hasan et al., 2020), this was also expressed by Islahudin (2023) where there is an interest in The public's interest in arts and culture, especially wayang kulit, is decreasing. This decline occurred over the last five years. Where, the number of people who organize and watch shadow puppet shows continues to decrease from year to year.

According to Dewi (2019), "Innovation does not only include technological or product aspects, but also includes creative marketing and promotional strategies in maintaining the relevance of a traditional cultural product." At Kampung Wayang, innovation does not only mean creating new and fresh shadow puppet shows, but also includes adjusting promotional strategies and services that are more interactive with consumers. "Innovation has a crucial role in shaping consumer preferences, especially in highly competitive industries such as food and beverage." (Brown & Patel, 2021), this is in line with research conducted by Smith et al., (2020) and Jones & Lee, (2019).

Intense competition makes it difficult for marketers to compete in product innovation. The increasingly rapid development of technology means that new things can easily be imitated by others, so the role of customer service becomes important. The quality offered is ultimately determined not only by product quality but also by service quality (Kertajaya, 2004 in Wijayanto & Widiastuti, 2021).

Through the right innovation, Kampung Wayang is able to attract the interest of consumers, especially the younger generation, to continue to choose shadow puppetry as part of their lifestyle and cultural activities. Innovation is not only a tool to improve the quality of shadow puppet performances, but also a strategy that influences the overall consumer experience in purchasing and enjoying this traditional art. The Kepuhsari Village Wayang Village provides a very relevant example of how innovation can be the key to success in maintaining the sustainability of Indonesia's cultural heritage.

According to Hasibuan et al. (2019), "Effective promotion does not only include conventional marketing aspects such as advertising and sales promotions, but also includes promotional activities that are educational and invite active participation from the public." In Kampung Wayang, promotion is carried out not only through conventional media, but also through various community activities, workshops and art festivals. Promotional activities have a significant impact on consumer purchasing preferences across a variety of industries, providing valuable insights for marketers in developing effective promotional strategies." (Chen & Wang, 2020), this is in line with research conducted by Lee & Kim (2021) and Gupta & Sharma (2019)

With a creative and comprehensive promotional approach, Kampung Wayang is able to attract the attention of potential consumers and expand the market share for local shadow puppet products. Promotion is not only a tool to increase sales, but also as a means to strengthen relations between the shadow puppet community and society and enrich consumers' experiences in enjoying traditional cultural arts.

According to Jones et al. (2019), "Service quality is not just about customer satisfaction, but also about creating memorable experiences and building long-term relationships with consumers." At Kampung Wayang, service quality does not only include ease of purchasing tickets or comfortable seating, but also about interaction between managers and spectators, as well as the ability to answer questions and provide information about shadow puppet art. "Service quality plays a critical role in shaping consumer purchasing preferences across a variety of industries, highlighting the importance of providing customers with an exceptional service experience." (Johnson & Smith, 2020), this is in line with research conducted by Anderson & Brown (2019)

By providing quality services, Kampung Wayang is able to increase consumer satisfaction and build strong relationships with the community, thereby forming a loyal fan base for the art of shadow puppetry. Service quality is not only a supporting factor, but also the main pillar in maintaining the sustainability and success of the local shadow puppet industry.

According to Hasan et al. (2020), "The influence of innovation, promotions and quality services in influencing consumer preferences on the purchase of traditional cultural products is an increasingly relevant topic in the ever-changing global market." In the study of wayang villages, the factors of innovation, promotion and quality services are the keys to maintaining the sustainability and success of the local shadow puppet industry. Innovation, promotion and quality service are key factors that influence consumer preferences in purchasing cultural products such as shadow puppets. By understanding and implementing this strategy, the Kepuhsari Village Wayang Village succeeded in gaining a competitive advantage in the local shadow puppet market. On the other hand, according to Sunarto (2021), there is a change in consumer mindset and preferences towards traditional cultural products such as shadow puppets. This requires adjustments in strategy from shadow puppet industry players to remain relevant and in demand by the public (Dewi, 2019),

The problem that arises in the Kepuhsari Village Wayang Village is how the Kepuhsari Village Wayang Village has succeeded in maintaining and increasing consumer preferences for purchasing shadow puppets through innovation practices, promotions and quality services. Even though the shadow puppet tradition has high cultural value, challenges in maintaining public interest in it remain. Therefore, research on the secrets of the success of Kampung Wayang is important to understand and apply in efforts to preserve Indonesia's traditional arts and culture

The aim of this research is to discuss the secrets of the success of the Kepuhsari Village Wayang Village in implementing innovation, promotion and quality services as an effort to influence consumer preferences in purchasing shadow puppets by implementing innovations in the performing arts of shadow puppets, effective promotional strategies to reach a wider market, as well as implementing quality services that improve the consumer experience in purchasing shadow puppets.

According to Hasan et al. (2020), "Research on marketing strategies for traditional cultural products such as wayang kulit is still an area that has not been widely explored in international academic literature." Therefore, it is hoped that this research will bring new contributions by highlighting the successful practices of Kampung Wayang in maintaining the sustainability of wayang kulit art through innovation, promotion and quality services.

The novelty in this research is the in-depth analysis of innovation strategies, promotions and service quality in purchasing preferences for shadow puppet art in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. Although there has been a lot of research on marketing strategies in the creative industry, research that focuses on traditional arts such as shadow puppetry is still relatively rare.

Through analysis of the practices carried out by the Kampung Wayang community, it is hoped that this research can provide new insights for creative industry players, local governments and other related parties in efforts to promote and preserve traditional cultural arts such as shadow puppetry.

2. Literature Review

Marketing Management

Marketing management is a discipline that studies ways of planning, implementing and controlling marketing activities to achieve organizational goals. In the era of globalization and increasingly fierce competition, marketing management has become crucial for the success of a business.

According to Kotler and Keller (2019), "Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals." This shows that marketing management is not just about selling products, but also creating value for customers and building long-term relationships with them.

Kotler and Keller (2019) discuss the concept of holistic marketing which emphasizes the importance of understanding and meeting customer needs and desires as a whole. They say, "Holistic marketing recognizes that everything a company does must be customer-centered. It involves integrating all aspects of marketing, including product, price, promotion, and distribution, to create a consistent and meaningful experience for customers."

Ryan and Jones (2020), "The changing digital landscape has changed the way companies interact with customers. New technologies enable greater personalization in marketing communications and enable companies to get closer to their customers."

From the opinions of several experts regarding marketing management, it can be concluded that marketing management is not only a tool for selling products or services, but also a strategic approach for understanding the market, meeting customer needs, and creating value for the company.

Innovation Strategy

Innovation strategy is an effort made by an organization to create or adopt new ideas that can improve their products, services or business processes. In an era of rapid change and intense competition, innovation strategies are crucial for the success of a company.

According to Tidd and Bessant (2019), "Innovation is not just about creating something new, but also about creating value from those new ideas." This emphasizes the importance of not only creating new products or services, but also ensuring that the innovation truly meets a need or problem faced by the market.

Tidd and Bessant (2019) explain the importance of an innovation strategy that is integrated with the overall business strategy. They say, "Innovation strategies must be closely linked to the company's vision and mission and support the achievement of their long-term goals. This requires collaboration between various functions within the organization and a deep understanding of the market and business environment."

Chesbrough (2019) stated, "Open innovation is a concept where companies collaborate with external parties such as customers, suppliers and research institutions to jointly create and develop new ideas." This shows that innovation does not always have to come from within the organization, but can also involve external parties who have additional knowledge or resources.

From the opinions of experts, it can be concluded that innovation strategy is not only a tool to maintain a company's competitiveness, but also a strategic approach to create added value for customers and company stakeholders.

Innovation strategy is an approach used by companies to develop new products, services or processes that can meet customer needs or create added value. The following are five indicators that can be used to measure the success of an innovation strategy: the rate of discovery of new products, the rate of adoption of innovation by customers, the rate of collaboration with external parties, the rate of investment in R&D (Research and Development), and the rate of change in financial performance ((Brown, 2019)

Promotion

Promotion is an important element in the marketing mix which aims to increase awareness, interest and purchase of a company's products or services. In the digital era and increasingly fierce business competition, promotions have become a crucial strategy for companies to differentiate themselves from competitors and attract the attention of potential customers.

According to Kotler and Armstrong (2019), "Promotion is one of the most powerful marketing tools to achieve company goals, such as increasing sales, building brand image, and increasing customer loyalty." This shows that promotions not only function to increase direct sales, but also to build long-term relationships with customers.

Kotler and Armstrong (2019) also discuss various promotional elements, including advertising, direct sales, sales promotions, and direct marketing. They say, "Using the right combination of promotional elements can create a greater impact than using promotional elements separately."

Schultz et al. (2020) stated, "The integrated marketing communications (IMC) approach integrates all promotional elements into one coordinated plan, thereby creating a consistent and effective message for customers." This approach emphasizes the importance of consistency and alignment in all forms of company marketing communications.

From expert opinions, it can be concluded that promotion is not only a tool to increase sales, but also as a complex and integrated strategy to influence customer perceptions and behavior. Promotion is a key element in the marketing mix which aims to increase consumer awareness and interest in products or services. The following are several indicators that can be used to measure the effectiveness of promotions: level of brand awareness, consumer involvement, relevance of promotional messages, level of consumer response, and Promotion ROI (Return on Investment) (Kotler & Armstrong, 2019)

Service Quality

Service quality is an important aspect in modern business, where customers have high expectations regarding their experience in interacting with a company or brand. Service quality not only includes the physical aspects of the product or service offered, but also includes psychological and emotional aspects that influence customer perceptions.

According to Zeithaml et al. (2017), "Service quality can be defined as customers' perceptions of the extent to which the product or service received meets or exceeds their expectations." This emphasizes that service quality is not just about doing what is promised, but also about creating a positive and satisfying experience for customers.

Grönroos (2019) states, "Service quality not only includes the technical aspects of the services provided, but also interpersonal aspects involving interactions between customers and service providers." This shows that service quality is also influenced by the relationship between customers and service providers.

Parasuraman et al. (1988) stated, "Service quality can be measured through five main dimensions, namely reliability, responsiveness, assurance, empathy, and physical evidence." These dimensions provide a comprehensive framework for companies to evaluate and improve the quality of the services they provide to customers.

From expert opinions, it can be concluded that service quality is not only a supporting factor, but also a main pillar in building strong relationships with customers and creating significant differentiation in business competition.

Service quality is an important element in creating a positive experience for customers. The following are five indicators that can be used to measure service quality: level of customer satisfaction, level of customer retention, level of customer complaints, level of customer recommendations, and level of responsiveness to complaints (Kotler & Keller, 2019).

Purchasing Preferences

Purchasing preferences refer to the choices or tendencies that consumers have in choosing certain products or services from various alternatives available on the market. Understanding purchasing preferences is crucial for companies to design effective marketing strategies and meet customer needs and desires.

According to Solomon et al. (2019), "Purchasing preferences are influenced by various factors, including personal experience, brand perception, recommendations from others, and environmental factors." This emphasizes the complexity in the consumer decision-making process and the importance for companies to understand the factors that influence purchasing preferences.

Schiffman and Kanuk (2019) also discuss the consumer decision-making process and the factors that influence purchasing preferences. They say, "Purchasing preferences are not only based on functional needs, but also on the emotional, social, and experiential needs that consumers have." Keller (2020) states, "Building a strong brand can influence consumer purchasing preferences by creating positive associations and building customer loyalty." This shows that brand factors also play an important role in shaping consumer purchasing preferences.

From expert opinions, it can be concluded that understanding consumer purchasing preferences is an important first step for companies to develop effective marketing strategies and win competition in the market. Purchasing preferences are a description of consumers' tendencies or choices towards certain products or services. To measure purchasing preferences, the following indicators can be used: repeat purchase intensity, customer satisfaction, brand loyalty, purchasing behavior, and brand reputation (Solomon et al., 2019)

Framework

Based on the description above, the framework for thinking in research can be described as follows:

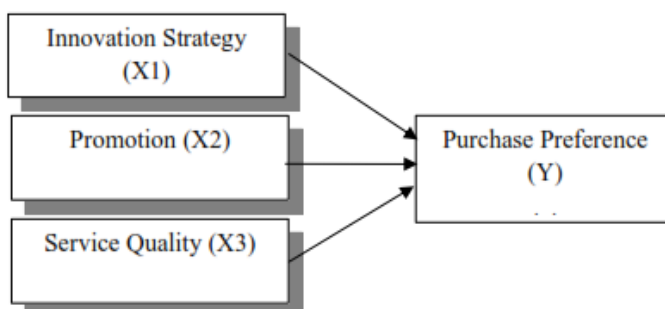


Figure 1. Framework of Thought

Hypothesis

1. The influence of innovation strategy on purchasing preferences

Innovation is the key to maintaining the continuity of an arts and culture tradition such as shadow puppetry. Kepuhsari Village Puppet Village, Manyaran, Wonogiri, is an inspiring example of how innovation can influence consumer preferences in purchasing shadow puppets. Research by Dewi (2019), "Innovation does not only include technological or product aspects, but also includes creative marketing and promotional strategies in maintaining the relevance of a traditional cultural product." At Kampung Wayang, innovation does not only mean creating new and fresh shadow puppet shows, but also includes adjusting promotional strategies and services that are more interactive with consumers.

"Effective innovation strategies have great potential to influence consumer purchasing preferences and create competitive advantages for companies." (Smith et al., 2020), this is in line with research conducted by Jones & Lee (2019) and Brown & Patel (2021) where the research results show that innovation strategies have a significant effect on purchasing preferences. Thus the first hypothesis in this research,

H1: Innovation strategies have a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.

2. The influence of promotions on purchasing preferences

Promotion plays an important role in influencing consumer preferences when purchasing shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. In this context, promotion is not just about marketing products, but also about building awareness and inspiring public interest in traditional arts and culture. According to Hasibuan et al. (2019), "Effective promotion does not only include conventional marketing aspects such as advertising and sales promotions, but also includes promotional activities that are educational and invite active participation from the public." In Kampung Wayang, promotion is carried out not only through conventional media, but also through various community activities, workshops and art festivals.

Promotional activities have a significant impact on consumer purchasing preferences across a variety of industries, providing valuable insights for marketers in developing effective promotional strategies." (Chen & Wang, 2020), this is in line with research conducted by Lee & Kim, (2021) and Gupta & Sharma (2019) where the research results show that promotions have a significant effect on purchasing preferences. Thus the second hypothesis in this research,

H2: Promotion has a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.

3. The influence of service quality on purchasing preferences

Service quality is one of the key elements that influences consumer preferences when purchasing shadow puppets at the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. More than just presenting the show, service quality includes the overall experience provided to consumers, from ticket reservations to the atmosphere during the show. According to Jones et al. (2019), "Service quality is not just about customer satisfaction, but also about creating memorable experiences and building long-term relationships with consumers." At Kampung Wayang, service quality does not only include ease of purchasing tickets or comfortable seating, but also about interaction between

managers and spectators, as well as the ability to answer questions and provide information about shadow puppet art.

“Customer service quality has a significant impact on consumer purchasing preferences, serving as a key determinant of customer satisfaction and loyalty across industries.” (Anderson & Brown, 2019), this is in line with research conducted by Johnson & Smith (2020) where the research results show that service quality has a significant effect on purchasing preferences. Thus the third hypothesis in this research,

H3: Service quality has a significant influence on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.

3. Methods, Data, and Analysis

The research method used is a quantitative research method using primary data and secondary data. The population used in this research is consumers who purchase shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri, with the total population not being known for certain. By using the Lemeshow formula, a research sample of 100 respondents was obtained. The sampling technique uses random sampling.

The data collection method used in this research was by distributing questionnaires to respondents taken as samples. The variables used in this research were measured using a Likert scale with assessment criteria, namely: Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Quite Agree (CS) with a score of 3, Disagree (TS) with a score of 2, Strongly Disagree (STS) with a score of 1. The data analysis technique used in this research is statistical tests including instrument tests, multiple linear regression tests, t tests, F tests, and coefficient of determination tests

4. Results and Discussion

1. Validity test

The results of the validity test for all variable statements in this study can be seen in table 1 as follows: Table 1 Innovation Strategy Validity Test Results (X1)

Statement Items	r count	r table	Level of Significance	Sig.	Information
X1.1	0.762	0.197	0.05	0,000	Valid
X1.2	0.655	0.197	0.05	0,000	Valid
X1.3	0.654	0.197	0.05	0,000	Valid
X1.4	0.628	0.197	0.05	0,000	Valid
X1.5	0.634	0.197	0.05	0,000	Valid

Source: Processed primary data, 2024

Based on the results of validity testing that has been carried out on the statement of the innovation strategy variable (X1), it can be concluded that all items in the statement are declared valid, because $r \text{ count} > r \text{ table}$ or $r \text{ count}$ is greater than 0.197 and the significant value is < 0.05 . So that research can be continued.

Table 2 Promotion Validity Test Results (X2)

Statement Items	r count	r table	Level of Significance	Sig.	Information
X2.1	0.686	0.197	0.05	0,000	Valid
X2.2	0.732	0.197	0.05	0,000	Valid
X2.3	0.661	0.197	0.05	0,000	Valid
X2.4	0.701	0.197	0.05	0,000	Valid
X2.5	0.773	0.197	0.05	0,000	Valid

Source: Processed primary data, 2024

Based on the results of validity testing that has been carried out on the statement of the promotion variable (X2), it can be concluded that all items in the statement are declared valid, because $r \text{ count} > r \text{ table}$ or $r \text{ count}$ is greater than 0.197 and the significant value is < 0.05 . So it can be continued for research.

Table 3 Service Quality Validity Test Results (X3)

Statement Items	r count	r table	Level of Sig. Significance	Information
X3.1	0.829	0.197	0.05	0,000 Valid
X3.2	0.788	0.197	0.05	0,000 Valid
X3.3	0.819	0.197	0.05	0,000 Valid
X3.4	0.775	0.197	0.05	0,000 Valid
X3.5	0.732	0.197	0.05	0,000 Valid

Source: Processed primary data, 2024

Based on the results of validity testing that has been carried out on the statement of the service quality variable (X3), it can be concluded that all items in the statement are declared valid, because $r \text{ count} > r \text{ table}$ or $r \text{ count}$ is greater than 0.197 and the significant value is < 0.05 . So that research can be continued.

Table 4 Purchasing Preference Validity Test Results (Y)

Statement Items	r count	r table	Level of Sig. Significance	Information
Y	0.646	0.197	0.05	0,000 Valid
Y	0.619	0.197	0.05	0,000 Valid
Y	0.738	0.197	0.05	0,000 Valid
Y	0.785	0.197	0.05	0,000 Valid
Y	0.747	0.197	0.05	0,000 Valid

Source: Processed primary data, 2024

Based on the results of validity testing that has been carried out on the statement of the purchasing preference variable (Y), it can be concluded that all items in the statement are declared valid, because $r \text{ count} > r \text{ table}$ or $r \text{ count}$ is greater than 0.197 and the significant value is < 0.05 . So it can be continued for research.

2. Reliability Test

The reliability test results for all variables in this study can be seen in table 5 as follows:

Table 5 Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Information
Innovation Strategy (X1)	0.848	0.60	Reliable
Promotion (X2)	0.753	0.60	Reliable
Service Quality (X3)	0.847	0.60	Reliable
Purchase Preference (Y)	0.748	0.60	Reliable

Source: Processed primary data, 2024

Based on the results of the reliability testing that has been carried out, it can be seen that all the instruments used for the variables in this research are reliable, because the SPSS output results show that the independent variables consist of innovation strategy (X1), promotion (X2), and quality and service (X3) and the dependent variable, namely purchasing preference (Y), has a Cronbach's Alpha value > 0.60 so this instrument can be used as a tool to measure variables in this research.

Data analysis

1. Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis

Variable	Regression Coefficients	t count	Sig
Constant	2,719	1,666	0.831
Innovation Strategy (X1)	0.236	3,201	0.002
Promotion (X2)	0.171	2,630	0.010
Service quality (X3)	0.494	6,368	0,000
F count	53,038		
Sig F	0,000		
Adjusted R Square	0,612		

Source: Processed primary data, 2024

The results of data processing in table 6 above produce the following multiple linear regression equation:

$$Y = 2.719 + 0.236 X1 + 0.171 X2 + 0.494 X3 + e$$

2. From the results of the t test, it can be seen that the calculated t value > t table and p-value in this study, it can be seen that:

a. The influence of innovation strategy on purchasing preferences

From the calculation results, the calculated t value > t table (3,201 > 1,985) and p-value 0.002 smaller than 0.05, meaning the first hypothesis is accepted, that is Innovation strategies have a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. Thus, hypothesis 1 in this research which states that innovation strategies have a significant influence on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri is proven to be true. The results of this research support research conducted by: Smith et al., (2020), Jones & Lee (2019), and Brown & Patel (2021), where the research results show that innovation strategies have a significant effect on purchasing preferences.

The results of this research show that In the Puppet Village, Kepuhsari Village, Manyaran, Wonogiri, innovation strategies have a significant influence on purchasing preferences for shadow puppets. Through innovation in the manufacturing process, product design and customer experience, Kampung Wayang has succeeded in maintaining the traditional appeal of wayang kulit while attracting the interest of the younger generation. First of all, innovation in the manufacturing process gives a fresh touch to shadow puppet products. The craftsmen in Kampung Wayang continue to experiment with materials, techniques and tools to improve production quality and efficiency. They may use new, more environmentally friendly materials or adopt modern technology to speed up the manufacturing process. This innovation not only improves product quality, but also allows craftsmen to produce puppets at more competitive prices.

Additionally, innovation in product design helps Kampung Wayang to remain relevant in an ever-changing market. Craftsmen collaborate with local artists or even international designers to create wayang with unique and interesting designs. They may combine traditional elements with contemporary styles or add new artistic touches to inspire broader consumer interest. Lastly, innovation in customer experience creates an emotional bond between consumers and shadow puppet products. Wayang Villages may offer interactive experiences, such as wayang-making workshops or intimate wayang performances, that allow consumers to experience the beauty and uniqueness of wayang art firsthand. This not only increases consumers' understanding of the traditional art, but also creates a deeper connection between consumers and wayang products.

The innovation strategy in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri, not only maintains the heritage of traditional art, but also strengthens consumer purchasing preferences for shadow puppets. By continuing to innovate in the manufacturing process, product design and customer experience, the Wayang Village has succeeded in attracting interest and loyalty. from various circles, making it a thriving and sustainable center for arts and culture.

b. The effect of promotions on purchasing preferences

From the calculation results, the calculated t value $>$ t table ($2,630 > 1,985$) and the p-value of 0.010 is smaller than 0.05, meaning the second hypothesis is accepted, This means that promotions have a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. Thus, hypothesis 2 in this research which explains that promotion has a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri is proven to be true. The results of this research support research conducted by: Chen & Wang (2020), Lee & Kim, (2021) and Gupta & Sharma (2019), where research results show that promotions have a significant effect on purchasing preferences.

The results of this research show that effective promotions are able to create awareness, interest and desire for consumers to choose shadow puppets as their purchasing choice. With the right promotional strategy, Kampung Wayang is able to attract attention not only from the local community, but also from tourists visiting the area. First of all, promotion through arts and cultural events is the main means of introducing wayang kulit to the public. Kampung Wayang regularly holds shadow puppet shows, art exhibitions and cultural festivals that showcase the beauty and uniqueness of shadow puppet art. Through these events, visitors can experience firsthand the beauty of wayang performances and understand the cultural values contained in them.

Apart from that, the use of social media and online platforms is an integral part of Kampung Wayang's promotional strategy. With a variety of creative and interesting content, such as photos of wayang products, videos about the manufacturing process, and customer reviews, Kampung Wayang can expand its promotional reach and reach a wider audience. Through social media, information about products and events in Kampung Wayang can be easily accessed by potential consumers, thereby increasing their interest and participation. Furthermore, collaboration with related parties, such as local tourism and creative industries, is also part of the promotional strategy for Kampung Wayang. By collaborating in cultural events and tourism promotion, Kampung Wayang can attract more tourists to visit and buy shadow puppet products. Thus, integrated and coordinated promotions help Kampung Wayang to increase consumer purchasing preferences for shadow puppets.

Effective promotion is a key factor in increasing purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. With a combination of promotion through arts and cultural events, use of social media, and collaboration with related parties, Kampung Wayang has succeeded in attracting consumer attention and strengthening its positive image as a unique arts and culture center.

c. The influence of service quality on purchasing preferences

From the calculation results, the calculated t value $>$ t table ($6.368 > 1,985$) and p-value 0,000 smaller than 0.05, meaning the third hypothesis is accepted, meaning Service quality has a significant effect on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. Thus, hypothesis 3 in this research which explains that service quality has a significant influence on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri is proven to be true. The results of this research support research conducted by: Anderson & Brown (2019) and Johnson & Smith (2020), where the research results shows that service quality has a significant effect on purchasing preferences.

The results of this research indicate that high service quality reflects the commitment of wayang craftsmen to provide a special experience to their customers. Starting from the first arrival of a customer to the sales transaction, every stage of interaction at Kampung Wayang is directed at ensuring customer satisfaction. First of all, the service quality aspect includes friendly and responsive customer service. The wayang craftsmen at Kampung Wayang try to give a warm welcome to every visitor who comes, answer their questions patiently, and provide useful information about the process of making and the history of shadow puppets. This creates a friendly and enjoyable environment for customers, which in turn increases their preference towards shadow puppet purchases. Furthermore, service quality also includes aspects of the availability and skills of craftsmen. The craftsmen at Kampung Wayang guarantee the availability of high quality shadow puppet products for customers. They also demonstrate high skills in puppet making, creating beautiful and high-quality works of art.

The combination of product availability and artistic quality makes customers feel confident and comfortable in choosing wayang kulit as their purchasing choice. Lastly, service quality also includes good after-sales service. After the purchase, the puppet craftsmen in Kampung Wayang remain committed to providing the support and services that customers need. They are available to assist customers with puppet maintenance, provide information about available puppet shows, or even receive feedback and suggestions to improve the customer experience in the future. Thus, the high quality of service in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri, has a positive influence on purchasing preferences for shadow puppets. By focusing on friendly customer service, good product availability, and satisfactory after-sales service, Kampung Wayang has succeeded in creating an environment that supports the growth and sustainability of the local shadow puppet industry, while also increasing consumer purchasing preferences.

3. F Test Results

From the results of the F test, it can be seen that the calculated F value is $> F$ table ($53.038 > 2.70$) and p-value is 0.000 smaller than 0.05, means Innovation strategies, promotions and service quality simultaneously have a significant influence on purchasing preferences for shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.

The results of this research indicate that innovation strategies play an important role in maintaining the relevance and attractiveness of shadow puppet products in an ever-changing market. By adopting new technology in the wayang making process, developing innovative products, and providing unique experiences for customers, the wayang craftsmen in the village are able to maintain consumer interest in this traditional art. Furthermore, creative and effective promotions help increase consumer awareness and interest in shadow puppet products. Through targeted promotional campaigns, art exhibitions, wayang performances, and the use of social media, Kampung Wayang can reach a wider audience and introduce the uniqueness and beauty of shadow puppet art to local communities and tourists. Lastly, excellent service quality is the main key in building consumer trust and loyalty towards shadow puppet products.

By providing responsive, friendly and informative customer service, Kampung Wayang can ensure that every customer has a satisfying and meaningful experience every time they interact with them. From a warm welcome to good after-sales service, consistent service quality is the main factor in strengthening consumer purchasing preferences for shadow puppets from the Kepuhsari Village Wayang Village. Overall, the combination of innovative strategies, effective promotions and superior service quality work together to create a supportive environment for the growth and sustainability of the shadow puppet industry in the village, while also increasing consumer purchasing preferences.

4. Coefficient of Determination Results (R²)

Based on the results of the analysis above, it can be seen that the value of the Coefficient of Determination (R²) in this study is 0.612. So it can be interpreted that the independent variables consisting of innovation strategy (X₁), promotion (X₂), and service quality (X₃) have a contribution to the preference for purchasing shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri. 61.2% while the remaining 38.8% influenced by other factors such as price, product availability, product image, and so on.

5. Conclusion and Suggestion

Conclusion

1. Innovation Strategy has a significant effect on Consumer preferences for purchasing shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.
2. Promotions have a significant effect on consumer preferences for purchasing shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.
3. Service quality has a significant effect on consumer preferences when purchasing shadow puppets in the Wayang Village, Kepuhsari Village, Manyaran, Wonogiri.

Suggestion

1. The Puppet Village of Kepuhsari Village, Manyaran, Wonogiri needs to develop a "Created Shadow Puppet" program, which is expected to create a memorable experience for consumers and increase their preference for purchasing shadow puppets, as well as help preserve the village's valuable cultural heritage.
2. The Puppet Village of Kepuhsari Village, Manyaran, Wonogiri needs to hold a story-based creative promotional campaign to create a memorable experience for consumers and increase their preference for purchasing shadow puppets, as well as help preserve the village's valuable cultural heritage. Apart from that, through online promotions, using social media to share inspiring stories about wayang kulit, interesting pictures from wayang performances, and educational content about this traditional art can help create buzz and attract the interest of consumers, especially the younger generation.
3. The Puppet Village of Kepuhsari Village, Manyaran, Wonogiri needs to improve the quality of service provided to customers, one step that can be taken is to establish a "Wayang kulit Customer Service Center" in the village. This center aims to provide a superior and comprehensive customer experience, from the purchasing process to after-sales.
4. Future researchers are expected to further explore other variables that were not used in this research or add other indicators to one of the variables used in the research so that they can find something new in the research.

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