

## Analysis of Product Knowledge and Knowledge Sharing in Optimizing Promotion of Souvenir Marketing at Bukit Tangkiling Tourism, Central Kalimantan-Indonesia

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### ARTICLE INFO

*Keyword:* Product Knowledge, Knowledge Sharing, Promotion Formulation, Batik Products

*Received :* 5 March

*Revised :* 20 March

*Accepted:* 29 April

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### ABSTRACT

Research in the field of marketing management highlights the strategic importance of optimizing promotional strategies through product knowledge and knowledge sharing, particularly in improving the economic welfare of local product entrepreneurs. This study focuses on batik—an iconic and culturally rich traditional textile—which serves not only as a regional aesthetic symbol but also as an economically valuable commodity that contributes to regional development through increased income generation. Batik possesses unique philosophical, historical, and artistic dimensions, positioning it as a high-potential cultural heritage product. The research was conducted among 80 batik entrepreneurs in the Bukit Tangkiling Tourism Area of Palangka Raya, Central Kalimantan, Indonesia, a region known for its diverse local creative industries. The study adopted a quantitative research design, utilizing the Partial Least Squares (PLS) statistical analysis method to test the influence of product knowledge and knowledge sharing on marketing effectiveness and income improvement

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## **INTRODUCTION**

The standard of living is widely recognized as a critical indicator of prosperity in Indonesia, along with several other influential factors such as consumer attitudes toward domestic products. Consumer satisfaction is typically influenced by variables including product necessity, perceived quality, uniqueness, price fairness, and consumer confidence. From a marketing standpoint, a product must not only fulfill functional needs but also elicit a positive emotional response from consumers by aligning with their expectations and values (Catulli et al., 2017).

A well-structured marketing strategy revolves around fulfilling consumer desires and expectations that originate from their underlying needs (Sultoni et al., 2022). Key marketing mix elements—product, price, promotion, and distribution—serve as strategic levers through which businesses aim to meet or exceed customer expectations. One vital component that can significantly elevate the perceived value of a product is its ability to stand out through iconic design and uniqueness compared to similar offerings (Dash et al., 2021).

Product knowledge emerges as the most crucial factor for sustaining and expanding a business (Setiawan et al., 2022). For businesses to ensure quality, they must establish clear, measurable objectives. Consumer satisfaction, in this context, is achieved when products fulfill the needs and expectations of consumers, who are viewed as the focal point of quality. Moreover, recent research suggests that knowledge sharing—particularly among employees—is becoming an essential business strategy in supporting innovation and marketing effectiveness (Islam, 2022).

A relevant phenomenon in Central Kalimantan, particularly in Palangka Raya, is the challenge of maintaining consumer interest in traditional cultural products such as batik, which holds significant local identity and cultural value. As regional development pushes toward modernization, promoting these heritage products requires innovative marketing approaches that prioritize product knowledge and knowledge-sharing among staff.

In accordance with service-dominant logic theory, emphasizing customer satisfaction through effective service system management can improve business outcomes. For example, the tourism area of Bukit Tangkiling in Palangka Raya presents a valuable opportunity to optimize local product promotion by integrating structured knowledge-sharing strategies and enhancing employee product knowledge. Doing so not only fulfills consumer expectations but also contributes to increasing local business revenue and preserving cultural identity through well-managed product marketing.

## LITERATURE REVIEW

Service is the key component of a successful business plan for maximizing income (Nordin & Ravald, 2023). SDL theory serves as the foundation for attracting customers in organizations that sell goods by offering top-notch customer service (Zadeh et al., 2016). Customers will be satisfied with the product if information and communication technology media run effective advertising and can be trusted (Nahan et al., 2019). Customer orientation is currently a technique that businesses can adopt in the post-pandemic economic climate since it encourages satisfied and happy customers to purchase the things we have to offer (Makale & Demirbaş, 2022).

### 1. Product Knowledge

Product knowledge is a crucial component in shaping consumer perceptions, influencing purchasing decisions, and ultimately supporting business sustainability. In an increasingly competitive market, businesses must adopt specific strategies that prioritize knowledge development both for internal teams and end consumers in order to remain relevant and grow effectively (Mei et al., 2023).

According to (Rabal-Conesa et al., 2022), product knowledge refers to the depth of understanding a consumer or employee possesses regarding a product's features, benefits, usage, and comparative advantages. This knowledge serves as a cognitive foundation upon which customers form judgments about the value and suitability of a product. It also plays a central role in reducing uncertainty, improving decision-making, and enhancing the perceived quality of products.

(Ben Arfi & Hikkerova, 2021) argue that when consumers are equipped with accurate and comprehensive product information, their confidence increases, resulting in more consistent satisfaction and loyalty. Internally, employees who possess high product knowledge are more capable of communicating product value effectively and addressing customer inquiries with clarity and precision. Empirical studies suggest that product knowledge acts not only as an information asset but also as a strategic resource. It shapes consumer expectations and influences how product performance is evaluated relative to those expectations (Mohd Suki, 2016). Thus, promoting product knowledge within both marketing and operational frameworks is essential to driving consumer trust, reinforcing brand credibility, and improving overall organizational performance.

### 2. Knowledge Sharing

According to (Mahri et al., 2024), knowledge sharing is the concept that one can interpret and manage a body of information by fusing it with other information, translating it, and then acting on it. Knowledge sharing is a two-way process where people interact with one another and communicate explicit and tacit knowledge in order to co-create new knowledge (solutions) (Ahmad &

Karim, 2019). Collecting knowledge refers to consulting peers by disclosing knowledge or intellectual property that one owns, while imparting knowledge refers to sharing knowledge with others. Individuals who participate in knowledge-sharing activities will profit personally from doing so (Candrianto et al., 2023). Employees' capacity for learning will grow in a variety of ways, including socialization, externalization, internalization, and community of practice (CoP) (Idrees et al., 2023).

### **3. Promotion**

An endeavor to inform or offer goods or services with the intention of luring potential customers to purchase or consume them is known as a promotion (Gross et al., 2021). Contends that marketing is a strategy for persuading customers to become familiar with the goods being supplied to them by the business (Keller et al., 2019), which makes them pleased and prompts them to make a purchase. Additionally, it claims that marketing is a task performed by marketers to tell customers about their goods and entice them to purchase them (Koh et al., 2021). According to empirical research and SDL theory, enhancing marketing calls for a plan based on consumer demands.

Any non-personal presentation and promotion of concepts, products, or services by a specific sponsor that is remunerated is known as advertising. According to (Zhang et al., 2024), advertising is defined as a persuading, impersonal marketing communication element that is funded by sponsors and distributed through mass communication channels to encourage the consumption of products or services (Nurhayati & Hendar, 2020). The primary tool used by businesses to influence customers is advertising. Entrepreneurs can use this advertising to increase product marketing by using newspapers, radio, magazines, television, or displayed posters. Therefore, it wants to boost product sales.

The proposed research hypothesis is as follows, and it is based on the theory and earlier empirical studies:

H1: Product Knowledge is significantly positive to increase Promotion

H2: Knowledge Sharing is significantly positive to increase Promotion

## METHODOLOGY

This type of research used in this study is to use quantitative research methods. The sampling technique is generally done randomly (random). In this study the technique used to determine the sample by way of Probability Sampling (Herawati et al., 2021). The sampling technique used in this study was simple random sampling. Data collection techniques use research instruments, data analysis is quantitative/statistical in nature which aims to test the hypotheses that have been obtained (Hermawati et al., 2021). The variables connected in this study are the independent variable Product Knowledge (X1), Knowledge Sahring (X2), Promotion Dependent Variable (Y). The number of samples depends on the number of indicators of the latent variable multiplied by 5 to 10. In this study there were 15 indicators multiplied by 5 so that the total sample was 80 respondents is business actors. In this study using the Partial Least Square (PLS) analysis technique to process data or test hypotheses

## RESULTS AND DISCUSSION

The results show that all of the indicators are valid and reliable from Cronbach alpha values  $> 0.7$  and convergent values  $> 0.6$ , the results are in table 1, so the analysis can be continued. That is, the data is reliable and valid for further testing (Sambung, 2019).

Tabel 1. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Product Knowledge	0,927	0,875	0,886
Knowlegde Sharing	0,841	0,893	0,894
Promotion	0,877	0.842	0,779

Sumber: Author, 2023

After running the data, it was stated that all indicators were above 0.7 (already fulfilling the statistical requirements). So that all valid indicators are able to characterize the variables. As a basis for descriptive interpretation, it can be seen from the path coefficients, which show that the significance of the t-test is  $> 1.96$  and the p-value is  $< 0.5$ . Based on the results, it shows that there are two hypotheses that are significant, along with the results of the analysis.

Table 2. Path Coefficients

Hypothesis	Original Sample	Standard Deviation	T-Statistics	P-Value	Results
Product Knowledge → Promotion	0,477	0,098	3,483	0,013	<i>Significant</i>
Knowlegde Sharing → Promotion	0,608	0,112	3,716	0,001	<i>Significant</i>

Sumber: Author,2025

Based on the results stated that hypothesis 1 is significant from the t-statistic value of  $3.483 > 1.96$  and p-value  $0.013 < 0.05$ . Hypothesis 2 is significant from the t-statistic value of  $3,716 > 1.96$  and the p-value is  $0.001 < 0.05$ . The study's findings demonstrate that the variables Product Knowledge (X1) and Knowledge Sharing (X2), in formulating increases in promotions through indicator parameters, are very effective as a business approach for making adjustments that have a positive bearing on promotions. As part of the formulations for local product marketing promotions, it is crucial to consider the consumer's needs for promotions that can clearly communicate the benefits and advantages of products, dependable and simple ways to find products, as well as clarity on prices (Kristinae et al., 2020).

The advantages of business actors' ability to exchange knowledge also prioritize system adjustments and Consumer needs for promotions that are able to provide clarity on the benefits and advantages of products, reliable and easy ways to find products, as well as clarity on prices are very important as formulations for local product marketing promotions. Furthermore, the benefits of business actors' ability to share knowledge prioritize system changes and improvements by establishing relationships and obtaining information from related parties to obtain positive input to encourage product promotion. The aim of the research in improving product promotion formulation from identifying product knowledge and sharing knowledge based on results is very important to provide opportunities for local businesses to increase sales and revenue (Christa et al., 2020).

In company, product marketing is just as crucial as promotion formulation. The items being promoted must complement each other successfully (Varadarajan, 2010). In light of the findings, the promotion must have the following qualities: clarity, product-appropriateness, attractiveness, and the provision of consumer-friendly information. By strengthening the marketing system, local product sales can be increased. The technique of consumer-based promotion is one of them. As of now, digitalization (e-promotion) allows for this. The outcomes have many benefits, including: information is easily understood by consumers; ordering is simple and straightforward; and the language is

appealing. Because of the study ramifications of the findings, customers can serve as a standard for improving activities in the formulation of local product marketing promotions, known to the wider community and faster product development, which has the impact of increasing product sales.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study concludes that product knowledge and knowledge sharing are key drivers in enhancing the effectiveness of promotional strategies and improving the economic welfare of local handicraft entrepreneurs, particularly in the batik industry of Bukit Tangkiling, Palangka Raya, Central Kalimantan. The research findings, supported by quantitative analysis using the Partial Least Squares (PLS) method, demonstrate a statistically significant influence of both variables on business performance outcomes.

Batik, as a cultural product, holds intrinsic artistic and philosophical value, and when paired with strong product knowledge, it becomes a competitive advantage for local entrepreneurs. Product knowledge empowers business actors to communicate the uniqueness and value of their products more effectively, build consumer trust, and meet market expectations. In parallel, knowledge sharing facilitates innovation, collective learning, and the dissemination of promotional best practices within the local business ecosystem.

The theoretical contribution of this research is its reinforcement of the Service-Dominant Logic (SDL) framework, which emphasizes customer-centric strategies for improving service and value co-creation. Practically, the study underscores the need for ongoing training, digital promotion, and knowledge integration to support sustainable economic growth through local cultural industries. In conclusion, strengthening product knowledge and encouraging knowledge sharing are not only essential for enhancing individual business outcomes but also for preserving cultural identity and promoting regional economic resilience.

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