

ABSTRACT

The development of beauty industry today is vary rapid. Almost all developed and developing countries follow the development of skin care and cosmetics industry as a promising opportunity for the company. Indonesia as a developing country also has a high potential for the cosmetic and skin care industry. Bandung City is one of the big cities that become target market of skin care industry in Indonesia. This can be seen from Top Brand Index Skin Care 2016 in Indonesia has a skin care branch in Bandung.

The purpose of this research is to know combination of skin care that has the highest customer value index and know which attribut which is the value driver of skin care. This research is a quantitative research using conjoint method with SPSS 24. The method of data collection trough questionnaires online. Respondents studied in this study amounted to 390 people who are skin care users in Bandung City.

The results of this study indicate that the highest customer value index is found in the combination of profile card 1 of 1,362. Skin care with the specification of medium price, qualified doctor and therapist who hold the certificate and experienced, has a level of privacy throughout the room, the type of facilities that have basic facilities, and use brand branded skin care products. And it is know attributes that become value driver is qualified doctor and therapist with usefulness of 0,825.

Suggestions from this study are qualified doctor and therapists to be one of the main concerns and more optimized bye skin care industry. Skin care should ensure that the qualified doctor and therapist are certified in beauty field and also add varios expertise of doctor and therapist in accordance with existing beauty trends by following the training in the field of beauty.

Keywords: Conjoint, Customer Value Index, Skin Care