

ABSTRACT

En-Zy Store is one of the e-commerce company in the City of Jakarta which has a unique feature by combining its fashion products with batik elements. One way En-Zy Store sells its products through the website. Based on the results of the preliminary survey obtained a complaint on En-Zy products that indicate consumer dissatisfaction with the product. Therefore it is necessary to improve the quality of En-Zy products. This study aims to make the design of En-Zy product improvement by analyzing consumer preferences, and to formulate a combination of attributes and the strongest level as a draft recommendation to En-Zy. In identifying the value that respondents give to the attributes, features, and usability of the product, conjoint analysis creates the function of part-worth utilities. Conjoint analysis results in the form of quantitative information that can model the consumer preferences for some combination of product features. Attributes used in this study is the design of pakain, the type of motif used, the price of clothing, body lines and sleeve shapes. The sample of this study amounted to 100 respondents En-Zy consumers, and Bandung domicile. This research data obtained from the spread of questionnaires that are online and offline. The data will be used as input for data processing by conjoint. Once processed using conjoint, the combination of attributes and the strongest level is produced. The motive type attribute used with the seven-point motif has the highest value, it shows the attribute and it has the most important role.

Keywords : Conjoint, E-Commerce, En-Zy, Attribute, Public Preference.