

## **ABSTRACT**

*Beauty industry is currently developing over the world. Indonesia is expected to be the second biggest country in developing skin care. In the recent years--for most cases in Indonesia, beauty clinic has surpassed beauty salon. This was the result of higher demand from the customers and the advancement of technology.*

*The objective of this research is to understand the combination of attribute of beauty clinic which generates the highest customer value index and to understand which attribute with value driver for the clinic. The attributes in this research are prices, therapists' and doctors' qualifications, privacy levels, facilities, and beauty product's brands.*

*This research is quantitative with Conjoint Analysis method by using SPSS 24 program. The datas were acquired with online questionnaire method. In this research, there are 395 respondents with the experience of using the service from beauty clinics in Indonesia*

*The result shows the highest customer value index is within the third card combination (0,526) which is represents a beauty clinic with moderate costs, experienced doctors and therapists, privacy in every rooms, basic facilities, and branded products. The attribute for the clinic's value driver is its own price with utility value at 0,225.*

*This research recommends clinics to be more concern of prices offered to customers by the businessperson in the beauty industry, where consumers demand for moderate price level services.*

***Keywords: Doctors' and Therapists' Qualifications, Facilities, Product's Brand, Price, Privacy Level***