

Abstract

Shoes are a fashion product. The sales growth of the shoe industry in Indonesia has fluctuated in 2017 until 2018. This is due to several internal and external factors that affect consumers. From this, business people must know what consumers want.

The purpose of this study is to find out the combination of attributes that most influence consumer preferences in the selection of leather-based shoes and to find out what attributes most influence consumers in choosing leather-based shoes.

This research is quantitative research carried out using the method of conjoint analysis, sampling using a non probability purposive sampling method. This study is based on primary data conducted through a survey of 401 leather-based shoe consumers in Indonesia. Conjoined analysis is used to determine the combination of attributes and attribute levels created in a set of attributes or can be called an attribute combination card. The results of identification are attributes of price, design, weight, comfort, color and quality used to evaluate leather-based shoes.

The results showed that from 401 respondents identified that the combination of attributes that best met consumer preferences when choosing leather-based shoes were shoes that were comfortable when used, the weight of the shoes were light and of high quality although the price was more expensive, the design was less attractive, and the colors were too interesting. The results of this study indicate that the most important attribute according to respondents when choosing leather-based shoes is the shoe comfort attribute with a value of importance of 22.930%.

Suggestions from this study are for the businessmen in shoe industry can be a reference in product development with regard to comfort in leather-based shoes because the comfort of shoes is a major concern in the selection of leather-based shoes.

Keywords: Color, Comfort, Conjoint Analysis, Design, Preference, Price, Quality, Weight