

Abstract

The increase in the apparel industry in Indonesia, followed by a large number of small companies that produce apparel specifically for women. The increase in the apparel industry is compared to a more competitive business so companies must have more value than similar companies to be able to continue fighting the existing competition.

The purpose of this paper is to determine the combination attributes of women's clothing that produced the highest customer value index and to know the attributes that are the value driver of women's clothing.

This research is quantitative research with using conjoint analysis method, sampling using nonprobability purposive sampling. This Study is based on primary data collected through a survey from 397 women clothing consumer in Indonesia. After that, conjoint analysis was used to estimate the relative importance of women clothing attributes that were identified in the women consumer and trade-offs made within this attribute set (combination attributes card). Finding participants identified brand, style, retail store, and price that they used to evaluate women clothing.

The paper identified attributes of women clothing that are values by women clothing consumers in Indonesia. In this conjoint analysis respondents identified price as having the highest relative importance because have a highest customer value index, followed by retail store, brand, and style. Women clothing are more likely to be purchased by consumer if they are reasonably priced (under Rp 250.000), have a general brand or easy to find brand, with a comfort style or daily used design, and with branded speciality store. The value driver results from this study can show that price under Rp 250.000 is a value driver for consumers in choosing women's clothing.

Suggestion from this study are that the confection industry can make clothes with prices under Rp 250.000 in product development to face competition. Where women's clothing consumers like a reasonable price when making a purchase decision.

Keywords: *Conjoint Analysis, Brand, Price, Preference, Style, Retail Store.*