

ABSTRACT

Fashion industry contributes to the country's foreign exchange, national GDP, and employment in 2017. In the field of fashion apparel products made from jeans or denim, especially jeans are now a very common fashion item among the public and this is an opportunity for business people in the field of denim especially in Indonesia. Competition in denim industry, especially jeans, is very high. Based on survey data carried out by Topbrand Indonesia in 2018. Denim in Indonesia is currently developing very much, it can be seen from the emergence of a community of denim lovers in Indonesia named Darahkubiru. The increase in the denim industry has an impact on competitive business situations so that a company must have more value than similar companies.

The purpose of this study was to determine the attribute combinations of denim jeans that produce the highest customer value index and to find out the attributes that are the value drivers of denim jeans. This study is based on primary data conducted through a survey of 389 consumers of denim jeans in Indonesia.

This research is quantitative research carried out using the conjoint method, sampling using the non probability purposive sampling method. This study is based on primary data conducted through a survey of 389 consumers of denim jeans in Indonesia. Conjoint analysis is used to estimate the relative importance of attributes of denim jeans made in a set of attributes or can be called attribute combination cards. The result of identification is that there are attributes of the country of origin, price, design, quality, and form used to evaluate denim jeans.

This research identifies denim jeans through the assessment of consumers of denim jeans in Indonesia. In this conjoint analysis, the results of the respondents identified that the country of origin has the greatest importance because it has the highest value of use, followed by design, shape, quality, and price. The most popular denim jeans for consumers are international brand denim jeans, trendy designs, high quality, and high fitting, as a trade off the product has a high price. The results of this study indicate that international branded denim jeans are a value driver for consumers in choosing denim jeans.

The suggestion from this research is that the denim jeans industry, especially sellers of denim jeans, can provide products of international brands of denim to increase sales in the face of competition in the denim industry in Indonesia. Where consumers of denim jeans in Indonesia prefer international branded denim in making purchasing decisions.

Keywords: Conjoin Analysis, Country of Origin, Design, Fitting, Price, Quality