

ABSTRACT

At present manufacturing entities usually have several special powers, such as certain technology, knowledge or equipment. Based on these strengths the product must be developed to maintain or gain market share. Because at the moment competition in the manufacturing industry is getting tougher. All companies are competing to be able to produce quality products at prices that are not too expensive, on time delivery as desired by consumers, and service from the company so that consumers do not move to other products.

CV. Huda Jaya is the only company in Sumedang that produces real manufacturing products with the form of a company CV. The products produced by the company are spare parts. Spare parts are goods which consist of several components that form a single unit and have certain functions. Every spare part has its own function and can be associated with other spare parts. For example, some spare parts sold on CV. Huda Jaya such as: rubber coils, stainless steel coils, conveyor rolls, diaphragms, brushing rolls, expander rolls This writing is done to find out the combination of parts attributes that produce the highest customer value index, and to find out which attributes are the driver values of parts, so by finding an index the highest customer value and the value of drivers from spare parts are expected to increase sales from CV. Huda Jaya.

Data collection is done by distributing questionnaires collected by Google form, and distributed to 16 consumers CV. Huda Jaya. The analysis technique used in this study is conjoint analysis. Conjoin is an analytical technique used to determine the level used to determine consumer preferences for the level of combinations and available attributes.

Based on the results of data processing, the highest customer value index obtained is quality system certification, delivery flexibility, quick response to customer needs, open communication, flexible production capabilities, industry reputation, shipping costs, and in this study shows that good rankings on spare parts are quality, so being a value driver in this study is the quality system certification.

Suggestions from this research are companies must immediately make quality certifications from spare parts, so that consumers are more confident and more interested in CV. Huda Jaya because the quality of the company's spare parts need not be doubted.

Keywords: Conjoint Analysis, Costumer relations, Costumer value index, Manufacture, Spare Part.