

ABSTRACT

The increasing interest in beauty products especially lipstick in Indonesia is motivated by the need for beauty which is now a top priority for women in supporting their daily appearance. This causes women to be more selective in making choices according to their wishes. Desires that arise in the consumer is a preference.

This study aims to determine the most important lipstick attributes for consumers in the selection of lipstick cosmetic products, determine the level of lipstick that is most beneficial for consumers, and determine the stimuli or lipstick combinations that are most preferred by consumers in Indonesia. This research is a quantitative study using conjoint analysis techniques with the type of sample used is non probability sampling. Then the data collection was done by distributing online questionnaires which produced 423 respondents.

There are 6 attributes with several levels of each attribute that will be analyzed in terms of importance and usefulness for consumers in this study. Then the results showed that the most important lipstick attribute for consumers is the color attribute with the greatest importance, which is 24.592% and the most beneficial lipstick level for consumers is the color level matches the color of the skin with the largest positive utility value, namely 0,161.

There are 25 card stimuli consisting of attributes and lipstick levels that have been processed using SPSS 25 in this study. The lipstick stimuli that are the most preferred stimuli of consumers are the two card stimuli with the highest total use value of 0.373. The combination of attributes and levels of lipstick contained in the two card stimuli that consists of the benefits of lipstick as a lip moisturizer, the benefits of lipstick products that are long-lasting, have lipstick features that contain antioxidants, with matching lipstick that does not cause irritation, soft colored lipstick, and lipstick with corresponding price benefits.

It is hoped that this research can be a reference for business people in the lipstick cosmetics industry in Indonesia in product development by taking into account consumer preferences in the selection of lipstick cosmetic products so that they can provide lipstick products that are in accordance with consumer desires.

Keywords: *lipstick, attributes, level, stimuli, and consumer preferences*