

ABSTRACT

Scratchline is one of the SMEs in the field of fashion from Bandung, which focuses on the production and sale of bags. During 2019, there was a problem with Scratchline, namely sales that tended to fluctuate. This can be caused by several factors, including competitors who have the same market segmentation and less diverse product variations. This study aims to design product recommendations based on a combination of attributes and levels that are considered important according to consumer preferences using conjoint analysis with a full-profile approach. The attributes used in this study are price, material, model, color, and pattern. The sample of this study was 100 respondents Scratchline consumers aged 13-35 years. From the results of this study can be known that the attributes that are considered important by consumers when buying a bag product are price, then followed by color, material, model, and pattern. This study also produced a recommendation for a Scratchline product design that is a bag with a price of Rp.100,000 - Rp.175,000, cordura material, backpack models, deep colors (dark colors) and has patterns.

Keywords: Conjoint Analysis, Scratchline, Attribute, Consumer Preference