

ABSTRACT

Fashion industry is currently booming in Indonesia, one of the low to medium sized business that focused on footwear fashion is Bearpath. Since January 2018 until September 2019, Bearpath tend to have an unstable sales. The researcher discover that the community awareness towards this product is very low and has a very few variety of product model and features. These facts have been confirmed by the consumers through preliminary survey and discover that the product has been receiving high amount of complaints. The cause of the instability of sales and the high amount of complaints indicates that Bearpath have not given the attention needed towards the consumer's preference. The researcher used conjoint analysis method with full-profile approach for this research which aims to explore the consumer's preference regarding the most important attribute in their products, and also makes alternative recommendations of attributes based on the consumer's preference or desire. 100 respondent has been used for this research as the sample for purposive sampling method. From this research, the researcher discover that color is the most important attribute based on the consumer's preference, and the recommended of attributes for Bearpath product design are two strap sandal mode, interchangeable strap feature, dark color, 300D polyester material, and with the price range of Rp250,000 – Rp350,000.

Keyword : Conjoint Analysis, Consumer's Preference, Bearpath