ABSTRACT

Cotton.go is a local brand from Bandung which was founded in 2015. One of the marketable Cotton.go products is its shirt product. Cotton.go sales from the beginning of 2018 until 2019 have fluctuated and have not reached the sales target. In addition, public awareness of Cotton.go is also still less than its competitors, seen from the number of followers of Cotton.go and its competitors on Instagram. Therefore, a preliminary survey was conducted to Cotton.go consumers to confirm the problems experienced by Cotton.go. Preliminary survey results indicate that the high consumer complaints against Cotton.go shirt products. The problems experienced by Cotton.go indicate that Cotton.go does not pay much attention to consumer preferences. Therefore, Cotton.go wants to know how consumers' preferences are and also the recommended combination of attributes and attribute levels for Cotton.go shirt products. The purpose of this study is to formulate recommendations for selected attributes according to consumer preferences using the conjoint analysis method that can model consumer preferences for combinations of attributes with selected attribute levels that can be made recommendations for Cotton.go. The attributes used in this study are color, material, model, cutting, collar, and price. The number of stimuli designs formed is 18 stimuli, and the stimuli will be used as a plan card in the questionnaire which will be assessed by respondents. The sample size used was 102 samples that had previously used Cotton.go shirt products, were male and were in the age range of 18-30 years. From the results of the research note that the color attribute is the most important attribute according to consumers and recommendations for designing Cotton.go shirt products are shirts that are deep colored, the model is long sleeves, the material is from Linen, the price is in the range of Rp.150,000 - Rp.200,000, type of collar buttondown, and the cutting is slim fit.

Keywords : Attributes, Conjoint Analysis, Cotton.go, Consumer Preferences