

## ABSTRACT

*The beauty industry continues to develop in Indonesia, especially skin care cosmetics (skincare). For women in particular, maintaining and caring for beauty is one of the important factors. Many women feel more confident when they have healthy, bright, and flushed skin. This phenomenon shows that companies and business people in this field are certainly competing to find ways to meet the increasingly diverse needs and desires of consumers in using skincare cosmetics. The purpose of this study was to determine the combination of cosmetic skin care attributes (skincare) in women who use to produce the highest Customer Value Index and find out which attributes are the value drivers. The attributes in this study are price, quality, packaging, and product brand. This research is a quantitative study using conjoint analysis techniques with the help of SPSS 24 software. Data collection methods used in this study are by distributing questionnaires online. There were 409 respondents who used skincare cosmetics. The customer value index is obtained with a combination of low prices, medium packaging, with quality that contains UV protection, and brand products derived from branded skincare products. Value driver in this study is the price with the highest use value for respondents.*

**Keywords:** *Preferences, Price, Quality, Packaging, Product Brands, Conjoint Analysis.*