ANALYSIS OF CONSUMER PREFERENCES IN CHOOSING LOCALSNEAKERS BRAND USING CONJOINT

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Abstrak

   Sepatu kets adalah produk fashion. Pertumbuhan penjualan industri brand sneakers lokal di Indonesia mengalami peningkatan dalam beberapa tahun terakhir. Karena beberapa faktor. Dari sini, para pelaku usaha produk sneaker dalam negeri memiliki peluang yang sangat baik untuk mengembangkan produknya dengan merek dalam negeri untuk bersaing dengan merek asing yang menguasai pasar terlebih dahulu. Oleh karena itu pelaku usaha harus mengetahui apa yang diinginkan konsumen.

   Penelitian ini bertujuan untuk mengetahui kombinasi atribut yang paling mempengaruhi preferensi konsumen dalam memilih sneakers merek lokal. Penelitian ini merupakan penelitian kuantitatif yang dilakukan dengan menggunakan metode analisis siam. Pengambilan sampel menggunakan metode non-probability purposive sampling. Penelitian ini didasarkan pada data primer yang dilakukan melalui survei terhadap 395 konsumen sneakers merek lokal. Hasil identifikasi berupa atribut harga, model, kenyamanan, bahan, keawetan, dan bentuk poros yang digunakan untuk mengevaluasi sepatu merek lokal.

   Hasil penelitian menunjukkan bahwa 395 responden mengidentifikasi bahwa kombinasi atribut yang paling sesuai dengan preferensi konsumen saat memilih sepatu merek lokal, sepatu kets murah, kenyamanan tinggi, bahan kanvas/kain, daya tahan lebih dari satu tahun, dan bentuk rendah. Atribut esensial adalah atribut kenyamanan sepatu kets, dengan nilai kepentingan 29,808%.

   Kata Kunci : Preferensi, Konsumen, Sepatu Kets, Lokal, Merek, Analisis Konjoin.

Abstract

   Sneakers are a fashion product. Industrial sales growth local sneakers brands in Indonesia have increased in the last few years. Due to several factors. From this, business actors in domestic sneaker products have an excellent opportunity to develop their product with domestic trademarks to compete with foreign brands that dominate the market first. Therefore business actors must know what consumers want.

   This study aims to determine the combination of attributes that most influence consumer preferences in selecting local brand sneakers. This research is a quantitative study conducted using the conjoined analysis method. The sampling using a non-probability purposive sampling method. This study is based on primary data carried through a survey of 395 consumers of local brand sneakers. The identification results are in the form of price, model, comfort, material, durability, and shape of shaft attributes used to evaluate local brand shoes.

   The results showed that 395 respondents identified that the combination of attributes that best met consumer preferences when choosing local brand sneakers, cheap sneakers, high comfort, canvas/fabric material, more than one year durability, and Low-top shape. The essential attribute is the comfort attribute of sneakers, with an importance value of 29.808%.

   Key word : Preference, Consumer, Sneakers, Local, Brand, Conjoint Analysis.

1. Introduction

   Shoes today have become a fashion product. Shoes are used as footwear and have become one of the fashion products intended for all men and women in various activities. In this era, casual shoes or sneakers are loved by various groups because of their flexible and practical nature.

   Indonesia is one of the world's top four footwear producers after China, India, and Vietnam. In 2018 Indonesia succeeded in producing 1.41 billion pairs of shoes at an average price of Rp 200.000- per pair, which contributed 4.6% of the total world shoe production, which also absorbed 795,000 workers and increased employment. There are 18,687 business units for the footwear industry in Indonesia (Ministry of Industry, 07/04/19). The Central Statistics Agency (BPS) noted that the export value of footwear products for the January-June 2020 period reached the US $ 2.49 billion. This figure is up 13.49% compared to last year's US $ 2.19 billion. However, most Indonesian shoe products are exported under other brands, the number of local shoe brands in Indonesia is still low.

   Based on the industry's ministry, there are currently 18,687 business units in the footwear industry in Indonesia. Based on sneakers. Co. There are about 80 local band sneakers that are produced and traded under domestic trademarks. Minister Director-General of Small and Medium Industries and Various Gati Wibawaningsih said the Jokowi Effect also influenced the increase in the local sneaker industry. The reason is, some time ago,

President Jokowi tried out a pair of shoes from a local band from Bandung, Nah Project, which resulted in a thousand pairs of similar shoes being sold out in just 10 minutes. It is one of the things that encourages the rise of local sneakers in Indonesia. The president and the ministers now often use sneakers, which are, of course, locally made in the hope that people will participate in using local products.
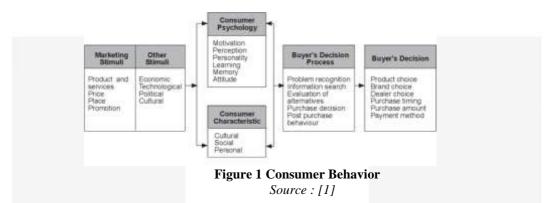
It is proven that in the third quarter of 2020, consumer preference for domestically made shoes reached 10%, which Indonesian consumers prefer. Based on data obtained from the Katadata Center Insight (KCI), the level of preference for domestic shoes/sneakers is enjoyed by Indonesian consumers based on the quality of their products, which are in a position of more than 55% compared. For foreign brands that only get 45% preference

Based on the phenomenon that occurs, it opens opportunities for local brand sneakers industry players, consumer desires for local brand sneakers need to be considered for product development. Consumer preferences are potential consumers like the product according to the analysis of each individual. From this, business actors in the local sneaker industry need to know consumer preference related sneakers industry, customer preference to determine combination of local brand sneakers attributes are desired by consumers and what attributes most influence consumer preferences in choosing these products [9]. The purpose of this is to develop local brand sneakers products that are in accordance with consumer desires and can compete with existing foreign sneaker brands.
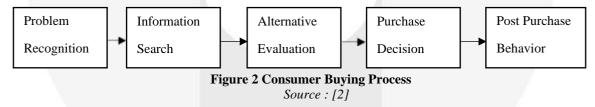
2. Theoretical Review
2.1 Consumer Behavior
In the consumer behavior model, the process starts from marketing stimuli and other stimuli from outside such as economy, technology, culture, and politics. A series of stimuli will be influenced and affect the psychology and characteristics of consumers, which in turn continue in the purchase decision process [1].

Figure 1 Consumer Behavior
Source : [1]

2.2 Consumer Buying Process
Purchasing decisions on a product or service are divided into several stages, starting from Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision.) and the last one is Post purchase Behavior (post-purchase behavior) [2]. The following is the stage of the consumer buying process :

Figure 2 Consumer Buying Process
Source : [2]

2.3 Preference
Consumers certainly have different desires and choices in choosing a product. Preferences are potential consumers who like a product but no other similar products [3].

2.4 Value
Consumers in choosing a product will have the desired value of these products. Value is the combination of total utility and total cost of a product proposed [4].

$$\text{Value} = \text{Usability} = \frac{\text{functional use} + \text{emotional usefulness}}{\text{monetary cost charges} + \text{time costs} + \text{labour costs} + \text{psychic costs}}$$

2.5 Customer Value Index

Consumers in choosing a product will have different attitudes towards the value of the item. Consumer attitude is the opinion of a person's feelings for a product, whether they like it or not, as expressed [5].

2.6 Value Driver

Consumer value can be created in several ways, and business actors must first know the consumer value driver suggested [6].

2.7 Product

We are familiar with the word product. Products, when defined, are all tangible and non-tangible things that can be offered to the market to meet consumer needs [7]).
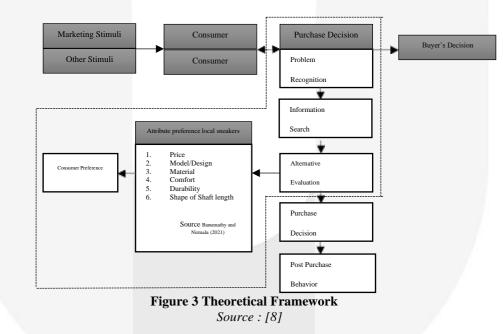
2.8 Product Attribute

Kotler and Keller (2016: 51) say in adding value to a product, several attributes must be considered, namely, product quality, design, features, and packaging. The other attributes of the product include color, price, packaging, reputation, and service, manufacturers, and traders of [5].

2.9 Relation of Preference to Purchasing Decisions

In purchasing a product, consumers will go through several processes, namely the intention to purchase so that consumers go through the purchasing decision process described in several points above, which consists of problem-solving, information seeking, alternative evaluation, purchase decisions, and post-purchase behavior, p. [7].

2.10 Theoretical Framework

Figure 3 Theoretical Framework
Source : [8]

2.11 Research Method

Based on the method, this study uses quantitative methods with the aim of this research is descriptive. The type of investigation used in this study is correlational—non-Contrived settings [10]. The implementation time of this research is a cross-section. The population in this study are local brand sneakers consumers who are in Indonesia in 2021. From the results of calculations using the Bernoulli formula, the sample that can be taken is 385. So in this study, we will use a minimum of 385 respondents. The results obtained are 395 valid respondents.

In this study using conjoint analysis, the attributes used in this study were taken from the journal [8], namely: Price, Model/Design, Comfort, Material, Durability and Shape.

Table 1 Research Attribute and Level

Variable	Sub Variable
Attribute	**Level**
Price	Cheap (under Rp. 100.000 – Rp. 500.000)
	Expensive (above 500.000 – around Rp. 1.000.000)
Model / Design	Casual
	Sporty
Comfort Shoes	Less
	Medium
	More
Material Quality	Leather
	Canvas/Fabric
Durability	One Season (6 month)
	More than A Years
Shape / shaft length	Low-Top
	High-Top

Source : Data Process

according to Hair et al. (2014: 346), the profile is a level taking of one existing factor converted into a specific object that the respondent can evaluate. In this study, the authors used six attributes with 12 levels. From this, the stimuli that are likely to arise are $2x2x3x2x2x2 = 96$. According to Hair et al. (2014: 370), from these results, the number of stimuli that are likely to appear too much can be reduced by the formula:

$$\text{Minimum number of Stimuli} = \text{Number of levels} - \text{Number of attributes} + 1$$
$$= 13 - 6 + 1$$
$$= 8$$

Due to too many stimulus combinations, stimulus reduction was carried out with Generated Orthogonal Design, and 16 preference combinations of the stimulus were obtained.

3. Research Result and Discussion
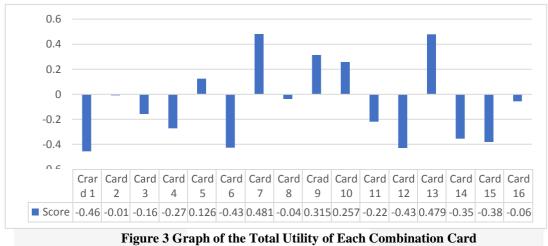### 3.1 Internal Analysis

The utility value is the difference between the average of a given factor and its constant. The values in table 4 are obtained based on conjoint analysis and assisted using the IBMSPSS application.

Table 2 Utilities Value Result

Utilities

		Utility Estimate	Std. Error
Price	Under Rp. 100.000 – Rp. 500.000	.161	.033
	Above 500.000 – Around Rp. 1.000.000	-.161	.033
Model	Casual	.026	.033
	Sporty	-.026	.033
Comfort	Less	-.203	.044
	Medium	-.180	.052
	More	.383	.052

Material	Leather	-.015	.033
	Canvas/Fabric	.015	.033
Durability	One Season (6 month)	-.064	.033
	More than A Years	.064	.033
Shape	Low-Top	.040	.033
	High-Top	-.040	.033
(Constant)		3.968	.035

Source : Data Process

The results in table 4 show that respondents prefer local sneakers with low prices, casual models, more comfortable shoes, canvas/fabric materials, durability that is more than one year, and low top shape. It is indicated by the average value, which is positive on the attribute.

	Crard 1	Card 2	Card 3	Card 4	Card 5	Card 6	Card 7	Card 8	Crad 9	Card 10	Card 11	Card 12	Card 13	Card 14	Card 15	Card 16
■ Score	-0.46	-0.01	-0.16	-0.27	0.126	-0.43	0.481	-0.04	0.315	0.257	-0.22	-0.43	0.479	-0.35	-0.38	-0.06

Figure 3 Graph of the Total Utility of Each Combination Card
Source : Data Process

In this study, the one who got the highest usability value was the eight card with a value of 0.64 and a value the lowest use is a four card of -0.5

Table 3 9 Card Combination Attribute

Card 7	
Price	Cheap (Under Rp. 100,000 - Rp. 500,000)
Model / Design	Casual
Comfort	More
Material	Canvas / Fabric
Durability	One season
Shape	High-Top

Source : Data Process

The profile card shows that the combination of attributes that most influence consumer preferences for local brand sneakers are cheap shoes, casual models, high comfort, canvas/fabric material, the durability of one

season, and high-top. From the combination of card attributes, it is found that the comfort attribute is the attribute that most influences consumer preferences in choosing local brand sneakers.

For the highest importance value is in the comfort attribute with an importance value of 29.8%. Follow by the price attribute with an importance value of 16.161%, shape with an importance value of 14.785%, durability with an importance value of 14.551%, material with an importance value of 13.167%, and the one with the lowest importance value, namely the model with an importance value of 11.529%.

4. Conclusion and Discussion

The total value of each attribute combination card shows that the card seventh is a combination of attributes and levels that most influence consumers in choosing local brand sneakers with a usability value of 0.481. The combination of these attributes consists of shoes at low prices, casual models, high comfort, using canvas/fabric materials, having one season durability, and having high-top sneakers.

After knowing the combination of attributes that most influence consumer preferences, it can be seen what attributes most influence consumer preferences in choosing local brand sneakers. The attribute that most influences consumers in choosing local brand sneakers in this combination of attributes are the high comfort attribute with a usability value of 0.383. This result states that consumers prefer local sneakers with casual model, high comfort, canvas/fabric material, even with a only one season durability and high-top shape. In this study, the essential attribute according to local sneakers brand consumers is the comfort attribute with an importance value of 22.93%, then followed by the price attribute with an importance value of 16.877%, quality with an importance value of 15.540%, design with an importance value of 15.306%, color with a value of 15.306%. The importance value is 15.302%, and the one with the lowest importance is the weight with the importance value is 14.045.

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