ABSTRACT

Winterxsvmmer is one of the SMEs engaged in fashion which is located in the West Bandung district since 2019. The products sold by Winterxsvmmer are products used by teenagers. T-shirt is a superior product owned by Winterxsvmmer. However, currently sales of Winterxsvmmer T-shirts are not stable every month. This is due to a higher target than sales revenue and product attributes that are not in accordance with consumer desires. This study aims to identify attributes and attribute levels according to consumer preferences, compare the existing attributes of Winterxsvmmer T-shirts with consumer preferences, and make recommendations for improvement of the right Winterxsvmmer T-shirt products to make them more attractive to consumers. Questionnaires will be distributed online to 160 respondents who have purchased and used the Winterxsvmmer T-shirt product. To determine consumer preferences, the method used in this study is conjoint analysis. Based on the results of data processing, attributes and attribute levels that become consumer preferences are fitting attributes with regular fit attribute levels, color attributes with deep and soft attribute levels, motif attributes with streetwear attribute levels, model attributes with short sleeve o-neck pocket attribute levels. , and attribute material with attribute level cotton combed 24s. Based on these consumer preferences, it can be used as a recommendation for attribute improvement.

Keyword: Attribute, Consumer Preferences, Conjoint Analysis