

ABSTRACT

Bobbiesjeans.co is a local brand that was founded in 2017 and is in the city of Bandung. Bobbiesjeans.co sells various kinds of fashion ranging from denim pants, T-shirts, and outers. Core product from Bobbiesjeans.co is denim pants, but the sales of these denim pants are not able to exceed the desired target, so sales are not optimal and product attributes are not in accordance with consumer desires. This study aims to identify attributes and attribute levels that are in accordance with consumer preferences for Bobbiesjeans.co denim pants, compare the existing attributes of Bobbiesjeans.co denim pants with those desired by consumer preferences, and make recommendations for improving the attributes of Bobbiesjeans.co denim pants products that are suitable for consumers. to make it more popular with consumers. Questionnaires in this study will be distributed using online media to consumers who have used denim pants from Bobbiesjeans.co with a total of 160 respondents. To find out consumer preferences, a method is needed, namely by using conjoint analysis. Based on calculations using conjoint analysis, there are 5 consumer preferences of Bobbiesjeans.co denim pants, namely color attributes with light blue and black attribute levels, material attributes with poly denim attribute levels (12 oz), waistline attributes with low rise attribute levels (below the waist) and mid-rise (waist), model attribute with boot-cut attribute level, arcuate attribute with arcuate stitching attribute level. With this preference, it can be used as a recommendation for Bobbiesjeans.co.

Keywords: *Attributes, Consumer preferences, Conjoint Analysis*