ABSTRACT

The development of the beauty industry in Indonesia is growing, this happens because the current trend in society is to start paying attention to appearance. Thus making women a potential target market and has many needs. One of the needs is to use cosmetics to beautify themselves.

This study aims to determine which attributes and levels most influence consumer preferences for Wardah Cosmetics products and what attribute combinations influence consumer preferences for Wardah Cosmetics products.

This research was conducted by quantitative research which was carried out using the conjoint analysis method. The data collection method used in this study was done by distributing questionnaires online and data processing was carried out using the SPSS 23 application. There were 385 respondents who had used or are currently using products from Wardah Cosmetics.

The results show the highest utility value was at a good quality level with a utility value of 0.341, and the attribute that had the highest importance value was the quality attribute of 35,961.

Consumers who like Wardah Cosmetics products because they have the benefits to increase confidence, have good product quality, products are easy to get when consumers want to buy, prices in accordance with the quality of the product, and the form of product packaging made of glass.

Keywords : Conjoint Analysis, Consumer Preference, and Wardah Cosmetics.