

ABSTRACT

One of the factors that not achieving product sales targets can be caused by the company's lack of understanding of consumer needs. As happened to CV Nakhoda Nusantara which is a fashion company in the city of Bandung. Nakhoda Nusantara failed to achieve the sales target. The skipper of Nusantara sells T-shirts, shirts, and jackets. Meanwhile, the featured product sold by Nakhoda Nusantara is t-shirts, supported by the sales percentage of 56%, compared with other products. The problem faced by CV Nakhoda Nusantara is the T-shirt sales target is not achieved, causing sales not maximized. CV Nakhoda Nusantara sell the products through offline stores and online stores, such as websites and social media through the Instagram and Facebook. The sales of Nakhoda Nusantara experienced ups and downs caused by competition with competitors who have more product variations. Sales targets that are not achieved cause the company's revenue to decline. This is because the product does not match the needs and the market, such as the less varied models, materials and colors of the T-shirts. It has an impact on the T-shirt sales target not being achieved causing sales to be not optimal, because the company does not understand consumer preferences. After identifying related to consumer preferences, then comparing the differences in the existing attributes of the company with the attributes that suit consumers' desires, which is followed by providing recommendations for improving the attributes of T-shirt products.

The purpose of this study is to design recommendations for improving the attributes of the Nakhoda Nusantara T-shirt product based on consumer preferences to be liked by consumers and to identify attributes and attribute levels that are in accordance with consumer preferences for the Nakhoda Nusantara T-shirt product. To determine consumer preferences used a conjoint analysis method. Consumer preferences can be used as recommendations for improvement for the captain of the archipelago. The conjoint analysis method can be applied to this final project to produce new products that are preferred by consumers by providing an assessment of the combination of attribute levels (stimuli) that have been presented.

After this process is done, the attributes and attribute levels of the T-shirt are obtained. The product attributes used in this study are colors, fittings, materials, collars and models. The color attributes on the existing Nakhoda Nusantara T-shirt are deep and bright, while the consumer preference attributes choose deep and soft. The fitting attribute on the existing Nakhoda Nusantara T-shirt is regular fit, while the consumer preference attribute likes T-shirts with oversized fittings. The material attribute on the existing Nakhoda Nusantara T-shirt is cotton combed 30s, while the consumer

preference attribute likes cotton combed 24s. The collar attribute on the existing Nakhoda Nusantara T-shirt is an o-neck. For consumer preferences, consumers also like a collar with an o-neck shape. Model attributes on the existing Nakhoda Nusantara T-shirt are short sleeve and long sleeve, while consumer preference attributes prefer T-shirts with short sleeve models. The results of this final project identified that the market wants to add new color variants deep and soft, with fitting variants that are currently not available, namely oversize, demands materials using cotton combed 24s, the collar is directed to keep using the o-neck shape, by increasing the short sleeve model.

This final project is designing the attribute T-shirt product Nakhoda Nusantara T-shirt product to find out the possibilities that occur and the things that need to be anticipated by the owner of the Nakhoda Nusantara in implementing the results of the proposed improvement design. Due to changes in consumer preferences, the Master of the Archipelago needs to conduct further research to meet changes in consumer preferences.

Keyword: Product Attributes, Conjoint Analysis, Consumer Preferences, Fashion