ABSTRACT

Voute Denim Co is one of the UMKM engaged in the fashion sub-sector which was founded in Bandung since 2017 and focuses on denim products with the tagline Precision Makes Perfection. At this time the sales of Denim Pants products are experiencing instability every month, this is due to the total revenue never reaching the sales target. The purpose of this final project is to identify the combination of attributes and the level of attributes that are in accordance with the consumer preferences of Voute Denim Co.

The method used in data processing to determine consumer preferences is conjoint analysis. Conjoint analysis is also a research method used to determine the utility values that consumers attach to various levels of product attributes.

The data processing that has been carried out shows the design of attributes on the Denim Voute Denim Co. Pants products that are preferred by consumers with attribute improvements based on the greatest importance value and attributes that are not yet available. The products that consumers want are sraigh leg fittings, price > Rp. 800,000, black color, with 13 oz denim cotton and 14 oz recycle cotton, and selvedge models.

Writing this final project can identify attributes and attribute levels according to consumer preferences of Voute Denim Co. There are 108 stimuli from a combination of 5 attributes and 14 attribute levels made using a full-profile procedure. Can compare existing product attributes at Voute Denim Co with product attributes based on consumer preferences. Can design recommendations for improvement of attributes on Denim Voute Denim Co products to be liked by consumers.

Keywords*: Denim Pants, Voute Denim Co, Consumer Preferences, Attributes and Attribute Levels, Conjoint analysis.*