

ABSTRACT

Eiger, a long-established brand in the fashion industry, has experienced a decline in performance compared to its competitors. Despite being a significant player in the industry, Eiger has not maintained its position as a top brand since 2019. It also has a lower number of Instagram followers compared to its main competitors. Furthermore, the backpacker community has ranked Eiger as the second choice. Interviews with Eiger consumers reveal issues such as a lack of stability in the production process and a failure to keep up with contemporary design trends. These challenges have impacted Eiger's ability to maintain product quality and adapt to changing consumer preferences.

This research aims to address the issues mentioned above by investigating several key aspects related to consumer preferences when purchasing Eiger products. The research aims to determine the most important attributes that influence consumer purchasing decisions, understand the level of advantages consumers seek when buying Eiger products, identify the stimuli that consumers find most appealing when purchasing Eiger products, and determine the preference factors that interest consumers the most when buying Eiger products in Indonesia. Through this research, valuable insights can be gained to guide strategies and improvements for Eiger in order to meet consumer expectations and enhance their position in the market.

To be able to meet the research objectives, data collection will be carried out using a questionnaire containing questions originating from the card stimuli using the Likert scale as a measurement of 400 respondents calculated based on the Cochran formula, then a validity test will be carried out on the variables and items of the questionnaire questions, which can then be processed using SPSS and will be analyzed using conjoint analysis techniques.

Based on the statistical result, the most important attribute for consumers in buying Eiger products in Indonesia is the price attribute. the most useful level for consumers in buying Eiger products in Indonesia is the discount level which comes from the price attribute, and the stimulus most preferred by consumers when buying Eiger products in Indonesia is the stimulus 9 card with benefits in the form of practicality, quality in terms of durability, features with sports comfort, suitability that doesn't cause irritation and a discounted price.

Concluded that the preference of Eiger consumers in Indonesia in buying Eiger products is by prioritizing the importance of having a discounted price on each product offered to potential customers, also paying attention to the combination, namely benefits in the form of practicality, quality in terms of durability, features with sports comfort, suitability that doesn't cause irritation and a discounted price.

Keywords: Conjoint, Eiger, Performance, Preferences