

ABSTRACT

In a business, determining sales targets is important in order to find out whether the company can achieve the targets that have been set and run well. Byklana is one of the business ventures engaged in fashion. Byklana has several products, namely culotte pants, blazers, one set, blouse, and skirts. Among some of these products, there is the most superior product, namely culotte pants. Sales of culotte pants experience ups and downs or fluctuations caused by competition with competitors who have similar products. Byklana has sales problems where sales often do not reach predetermined targets. One of the problems that caused Byklana to be unable to reach the target was because the product had a small variety of products. Products owned by Byklana have color choices that do not vary, one model variation, one size option, namely allsize, and one material variation. This is one of the causes of Byklana's sales not being able to meet sales targets. The problem of the target market that is not achieved makes the company's revenue not optimal, this can be caused by the company does not understand consumer preferences. Therefore Byklana needs to develop products that suit consumer preferences.

The purpose of this final project is to design recommendations for improvements to Byklana culotte pants products based on consumer preferences and identify attributes up to attribute levels that match consumer preferences for products. The method to be used in this study is the conjoint analysis method. The Conjoint analysis method can be used to determine consumer preferences for a product. Thus, the conjoint analysis method can be used to determine the attributes and attribute levels that suit consumer preferences in Byklana culotte pants products. Determination of the sampling technique used in this study is non-probability sampling using purposive sampling. This study used a quantitative approach with a sample of 160 respondents addressed to women who use culotte pants.

There are several attributes that become consumer decisions in purchasing products, especially culotte pants. Based on the results of the study, 5 attributes will be used, namely material, color, model, size, and waistline. Based on the results of the study showed that color is the most important decision criterion for the purchase of culotte pants, followed by model, waistline,

material, and size. In addition, of the 5 attributes used, there are 3 different attributes from Byklana's existing products. Therefore Byklana needs to add some variation in attributes according to the results of the design that has been done. In the model attribute, it is necessary to add variations of the basic and pocket models. In the attributes of the material, it is necessary to add polyester and cotton materials. And in the size attribute, it is necessary to add variations of standard size with varying sizes such as (S, M, L, XL).

Based on the results of designing attributes on Byklana culotte pants products, Byklana owners can find out information about consumer desires for culotte pants products. The results of these recommendations are expected to overcome consumer complaints regarding Byklana's culotte pants products. The attributes and attribute levels of culotte pants based on consumer preferences, specifically known to Byklana owners. The results of the design of improvements to product attributes are expected to be considered and implemented by Byklana. With the hope of increasing sales of Byklana culotte pants products with changes that suit consumer preferences but do not change Byklana's characteristics. In implementing the design results, Byklana needs to conduct research regularly to find out the latest information about fashion trends and consumer preferences for products, because consumer preferences will continue to change over time.

Keyword— Consumer Preferences, Conjoint Analysis, Product Attribute, Culotte Pants