

ABSTRACT

Fashion is a product that is in great demand by various groups in Indonesia. The phenomenon of the development of Muslim fashion in Indonesia has increased quite rapidly. MDM Boutique is a local business venture engaged in fashion, especially Muslim clothing, which is located in Balubur Town Square (Baltos), Bandung, and was founded in 2018. Hijab is MDM Boutique's flagship product, which has great potential and is the biggest contributor to profit for the company. However, sales of hijab products tend not to reach the target and are caused by various factors in the form of market, promotions, and products. The sales target that was not achieved was due to MDM Boutique having a competitor with a stronger market share because the competitor controlled the market share first. Then MDM Boutique has also not used marketing communication programs in the form of advertising or mobile marketing. In addition, there are several problems with hijab products, including hijab models and motifs that are still less varied compared to competitors due to a lack of human resources in the clothing designer section, and hijab color variations that are still less varied because they have not paid attention to consumer preferences.

The purpose of this study was to design recommendations for Hijab MDM Boutique products based on consumer preference attributes using the conjoint analysis method. Consumer preferences are also used in determining attributes and attribute levels for MDM Boutique hijab products. The conjoint analysis method can be used in this study with the aim of producing new products that are preferred by consumers through an assessment of the combination of attributes or stimuli that have been given. The conjoint analysis method can produce output in the form of the importance level of each attribute, the utility level of each attribute level, as well as the correlation and significance values on

After identifying the attributes and attribute levels of hijab using literature studies, consumer preferences, and discussions with problem owners, the attributes used in this final project are materials, colors, models, motifs, prices, and sizes. There are differences in consumer preferences with MDM Boutique

products; in the existing product, the motif attribute used is plain, while the result of consumer preference is the floral motif attribute. Then, for material attributes, silk can be considered an additional attribute that will be used by MDM Boutique based on consumer preferences because MDM Boutique only uses material attributes in the form of voal. In the color attribute, soft is chosen as the consumer's color of choice, and MDM Boutique already uses the soft attribute and already has another color attribute in the form of deep. MDM Boutique can add even more soft color variations that already exist or add soft color variations that don't yet exist. MDM Boutique is expected to be able to add products. Furthermore, on the price attribute, MDM Boutique has fulfilled consumer desires because the benchmark that consumers want is at a price below IDR 100,000, while the price for MDM Boutique hijab products is IDR 75,000. The model and size attributes do not show differences between the existing MDM Boutique products and consumer preferences, namely using a rectangular model attribute with standard sizes.

The results of this final project identified that color is the most important attribute according to consumers, and recommendations for designing MDM Boutique hijab products based on the highest utility value at each level of product attributes are to increase the production of soft colored hijabs, rectangular models, silk, which is not yet available, and adding motifs, which are also not yet available, namely floral, in a standard size with a price range of under Rp. 100,000. The results of this recommendation are expected to be useful for MDM Boutique in terms of producing hijab products to make them more varied.

Keywords — Hijab, Attributes, Conjoint Analysis, Consumer Preferences