

## **ABSTRACT**

*Annamiyya is a local fashion hijab brand from Bandung founded by Citra Rizkyanda and has been established since 2020. Annamiyya focuses on selling various types of hijab and also sells tops. Annamiyya uses online sales channels to market its products. In general, it is known that the growth rate of Annamiyya's revenue is 5%, this value is still below the growth of Muslim fashion spending in 2022. The things that cause Annamiyya's low revenue growth are not marketing, not producing new products and the influence of competitors who produce and sell products with almost the same market segment. Therefore, the right problem formulation for these problems is how to recommend the design of new product improvements for Annamiyya hijab to increase consumer buying interest.*

*The method used in this research is the conjoint analysis method. The conjoint analysis method is used to identify a combination of attributes that are considered important based on consumer preferences. The attributes used in this study are material, stitch quality, color, price, and model. The number of stimuli formed is 16 stimuli, then the stimuli will be used to create a plan card on a questionnaire where respondents will rate each available plan card. The sampling technique used in this study is non-probability sampling using purposive sampling. This research uses a quantitative approach with a sample size of 160 respondents aimed at hijab users. Based on the results of the study, it is known that the most important attribute in the decision to purchase Annamiyya hijab products by consumers is the color attribute. Then, the second most important attribute is material and followed by model attributes, stitch quality, price. Recommendations for improving attributes for Annamiyya's hijab products are to increase the production of polycotton materials and add ceruty babydoll materials to their hijab products, produce more premium quality hijabs with neat hijab edge stitches, maintain existing soft and deep color variations, need to maintain price stability in the range of Rp20,000 - Rp35,000 and release hijab products with instant pashmina models.*

**Keywords : Annamiyya, Attributes, Conjoint analysis, Consumer Preference**