ABSTRACT

Economic growth in Indonesia is supported by the increasing presence of Micro, Small and Medium Enterprises (MSMEs), especially in big cities. However, because growth is getting bigger, the challenges in competition are also getting bigger for some MSMEs, especially MSMEs in the Bandung city area which have increased to 180,000 new businesses in 2022. Brand XYZ is a fashion MSME from Bandung City which was founded in 2008 and started his business by selling handmade accessories products and growing selling footwear products. In 2022 Brand XYZ experienced a decrease in revenue, especially in the last three months due to a mismatch with consumer preferences for shoe products. This final project uses the Conjoint Analysis method to identify the attributes and attribute levels of shoe products that match consumer preferences. Based on the results of data processing, it can be seen that the attributes that have similarities between the existing conditions and consumer preferences are the low top and high top collar model attributes, strap features, and thermo plastic rubber outsole material. Then the attributes that differ between the existing conditions and consumer preferences are the sole thickness attribute <3 cm, the brand logo detail attribute, the wide shoe shape attribute, and the upper canvas material attribute. In order to obtain the final recommendation for the design of Brand XYZ shoe product attribute improvement, namely by increasing the number of shoe products that use low top and high top collar models, shoes that use lace features, shoes with sole thickness <3 cm, shoes with thermos plastic rubber outsole. , added the Brand XYZ logo to the shoes, provided wide-shaped shoes by adding wide variations to the shoes, and released shoes with upper canvas material.

Keywords: Product Attributes, Consumer Preferences, Conjoint Analysis, Stimuli, Shoes