

ABSTRACT

Faeyza.blossom is a business in the creative industry that produces various bouquets made from cut flowers, shaped as creatively as possible. Faeyza Blossom was established in 2017 and is located in the city of Tasik. Over time, the creation of bouquets has taken various forms, such as snack bouquets, money bouquets, and more. This bouquet-making endeavor utilizes creativity to generate profits for the business owners. In 2021, the Indonesian ornamental plant exports recorded by LPEI reached 10.77 million US dollars, marking a growth of 69.73 percent. The components of Indonesian ornamental plant exports are dominated by fresh cut flowers, accounting for 26.92%, followed by moss plants at 22.54%, and other types of ornamental plants at 50.53%. The demand for flowers in Indonesia is also quite high, with flowers often used by people in significant events or celebrations like weddings, birthdays, and graduations. Some popular flower types among the population include Jasmine, Orchids, Roses, Frangipani, Aster, Hibiscus, Ylang-Ylang, Sunflowers, Chrysanthemums, Tulips, and many more.

However, Faeyza Blossom, a small and medium-sized enterprise (SME), faces challenges in its business operations, namely that its monthly revenue does not meet the set targets. Additionally, based on observations made with business owners and customers, it was found that the range of products offered by Faeyza Blossom lacks diversity. This study employs the conjoint analysis method with a full-profile approach aimed at enhancing product attributes according to consumer preferences. The results of this research reveal that attributes considered important by consumers when purchasing flower bouquets include price, features, material, packaging, and design. Following the research, recommendations for the product attributes of Faeyza Blossom were derived, including flower bouquets priced between Rp 100,000 to Rp 200,000, featuring an additional money element, made from fresh flowers, packaged in a large box (30cm x 30cm x 10cm), and designed as a boxed bouquet.

Key Words – [Conjoint Analysis, Customer Preferences ,full profile, and Faeyza Blossom]