

ABSTRACT

In an effort to get a good response from the market, MSMEs need to pay attention to the wants and needs of consumers. If a product does not align with customer preferences and needs, it can result in product weaknesses. Customer complaints about product weaknesses can lead to decreased sales, as experienced by Worckhome Co., an SME specializing in denim pants located in Kabupaten Bandung. The problem faced by Worckhome Co. is a decline in sales in 2023. Several complaints were identified from customer reviews on Shopee and preliminary interviews with customers. These complaints include the lack of variety in fitting, color, denim thickness, fabric, denim pant model, sizing mismatch, and weak button stitching.

From the various complaints, five attributes were selected for testing: fitting, color, denim thickness, fabric, and model. On the other hand, attributes related to sizing and stitching were not chosen for testing because Worckhome Co. has already taken action to address the complaints related to those attributes.

In this research, there are five attributes with 13 levels to be tested. The fitting attribute has three levels: slim fit, straight fit, and regular fit. The color attribute has three levels: black, dark blue, and light blue. The denim thickness attribute has three levels: 9-12 oz (light and flexible), 13-16 oz (medium), and >16 oz (heavy and rigid). The model attribute has two levels: basic and bootcut cutbray. The fabric attribute has two levels: raw denim (coarse) and washed denim (smooth).

The purpose of this study is to produce recommendations for designing improvements in attributes and attribute levels based on consumer preferences for Worckhome Co. denim pants products to be preferred by consumers. The method used is the conjoint analysis method with a full profile approach.. The study will test 16 stimuli to obtain customer preferences. The research employs an online survey using a questionnaire with Likert scale questions (ranging from 1 to 4) to evaluate the 16 stimuli found on the plan card. The sample for the study consists of 160 respondents, selected through purposive sampling, which means the respondents are male customers of Worckhome Co.

The research results reveal customer preferences for Worckhome Co.'s denim pants. Customer preferences were found for washed denim fabric, >16 oz (heavy and rigid) and 13-16 oz (medium) denim thickness, straight fit and regular fit for fitting, bootcut cutbray for model, and light blue and dark blue for color. The research also shows the importance level of each attribute in customer preferences when purchasing denim pants. The most important attribute is fitting, followed by color, denim thickness, fabric, and model.

The research findings also indicate differences between the existing attributes of denim pants and customer preferences. Unmet customer preferences necessitate Worckhome Co. to add variations such as regular fit in fitting, light blue in color, >16 oz (heavy and rigid) denim thickness, washed denim (smooth) in fabric, and bootcut cutbray in model. The results of this study are able to provide design recommendations with other integrated system elements so that in its implementation it produces a positive impact on the sales of denim pants Worckhome Co.

Keywords: Product Attributes, Customer Preference, Conjoint Analysis, Fashion