

ABSTRACT

The Covid-19 pandemic, which ended in early 2023, has increased people's needs. One of the increasing needs of the community is clothing/fashion. Changes in community activities open up new opportunities for companies engaged in clothing/fashion. Esgotado is one of the companies that offers various bag products such as backpacks, sling bags, hand bags and others. However, the Esgotado company has experienced various problems that have resulted in a decrease in the company's sales results which are divided into four main factors namely people, materials, equipment, and information. One of the problems that can be solved by considering various aspects is the design of product attribute improvements for Esgotado sling bags based on consumer preferences. The main focus of this research is to identify the attributes and attribute levels of sling bag products, design stimuli, and design sling bag product improvement recommendations based on consumer preferences.

Conjoint analysis is a multivariate technique that can determine true consumer preferences for products or services. The stages in the Conjoint Analysis method are formulating problems, forming stimuli, determining the form of input data, selecting Conjoint Analysis procedures, interpreting results, and assessing validity. Determination of attributes and attribute levels is carried out after the stage of formulating the problem and before the stage of forming stimuli. There are 6 attributes with the number of attribute levels, namely 16 levels so that the attributes used in this study are the attributes of model, material, size, features, color, and price. Stimuli formation uses a full profile design approach, then the fractional factorial design method is used to reduce excessive stimuli combinations but each combination still divides the fair attribute levels in each stimuli based on orthogonal design. This research uses a form of input data in the form of metric data on a rating scale of 1 - 4 which is defined in the level of preference according to the respondent. The conjoint procedure used is choice based conjoint with a maximum of 6 attributes that can be used. The number of respondents used was 93 respondents with the majority of students aged 20-22 years.

The result of the research is a design of 16 stimuli in accordance with consumer preferences. Data processing using Conjoint Analysis produces the most important attributes and attribute level utility values, namely color attributes with neutral attribute levels (black, gray, white), price attributes with attribute levels of Rp80,000-Rp160,000, size attributes with small attribute levels of 2.3 L (24 x 16 x 6 cm), material attributes with canvas attribute levels, model attributes with hobo bag attribute levels, and feature attributes with 3-4 partition attribute levels, waterproof, and permanent straps.

This research can provide benefits in knowing consumer preferences in order to increase sales of company products. In addition, the characteristics of respondents can be used as more information that can be considered by the company. The results of the sling bag product improvement recommendations are expected to be input to the company in knowing the attributes desired by consumers so that they have the potential for better product development, as well as leading market competition in the same business.

Keyword - Conjoint Analysis, Product Attributes, Consumer Preferences.