

ABSTRACT

Ems Daster is a local brand from Banyuwangi founded by Eka Mery Susanti, established in 2020. Ems Daster is one of the local brands in the fashion industry, offering various products such as nightgowns, dresses, shorts, and sets. Among these products, dresses are the flagship product. However, dress sales tend to fluctuate due to competition with competitors offering similar products. One of the challenges faced by Ems Daster is the difficulty in reaching the set sales targets. Several factors contribute to this issue, including limited product variety, lower market share compared to competitors, suboptimal performance of e-commerce platforms like Shopee and TikTok Shop, and a lack of variety in models, stitching quality, materials, colors, and patterns of their products. Given these identified problems, it is necessary to consider consumer preferences to increase product sales, particularly in designing dresses to enhance their appeal and achieve the set sales targets. Therefore, the appropriate problem statement in this context is how to design recommendations for Ems Daster dresses based on consumer preference attributes using conjoint analysis.

This research uses conjoint analysis to identify the strongest product attributes, which will serve as standards in creating dresses that align with consumer preferences and can compete with similar products from other brands. The attributes used in this study include materials, colors, models, stitching quality, and patterns. The study generated 16 stimuli, which were then used to create plan cards for the questionnaire. Respondents will rate each available plan card. The sampling technique applied in this study is nonprobability sampling using purposive sampling. The questionnaire was distributed online via Google Forms with a required sample size of 160 respondents. The criteria for respondents include those who have used and purchased Ems Daster dresses at least three times, are female, and aged between 15-40 years.

To enhance the product's appeal, primary attention should be given to patterns, followed by model design, materials, colors, and stitching quality. Recommendations include increasing the number of solid patterns, enhancing the

variety of mini dress models, using rayon cotton fabric, adding more soft color variations, and ensuring standard stitching quality.

This research provides several benefits for Ems Daster, including helping the company understand the strengths and weaknesses of the product attributes and their levels based on consumer preferences. Ems Daster can also implement the provided recommendations and analyze the design results based on the integrated system designed.

Keywords: Ems Daster, Product Attributes, Consumer Preferences, Conjoint analysis