ABSTRACT

Indonesia's fashion industry is currently experiencing rapid growth, especially in the men's fashion segment. Schouten, a local brand established in 2019, is facing challenges in increasing shirt product sales, as indicated by a significant decline in average sales growth—dropping by 83.79% between 2023 and 2024. This decline is attributed to the misalignment between the shirt products offered and consumer preferences. This final project aims to design improvements for Schouten's shirt products based on consumer preferences using the Conjoint Analysis method. This method helps identify the most important product attributes for consumers and determine the most preferred attribute combinations. The study involved 158 respondents who were Schouten customers that had purchased and used Schouten shirts more than three times. The results indicate that color is the most important attribute according to consumer preferences, followed by pattern, material, price, fit (cut), and collar model—all of which significantly influence purchasing decisions. The suggested improvements include adding and expanding deep and soft color variations, offering plain and striped patterns, adopting regular fit and oversize cuts, selecting Toyobo cotton and yarn-dyed materials, and adjusting prices into two categories: economical (<Rp100,000) and premium (Rp150,001–Rp250,000). One of the most preferred attribute combinations identified in this study is presented in plan card number 17, which consists of a striped pattern, yarn-dyed fabric, deep color, regular fit cut, Shanghai collar, and a price of <Rp100,000. This combination yields a positive overall utility value and is recommended as a priority in Schouten's shirt product development, as it best reflects consumer preferences and needs. With these improvements, the product's competitiveness is expected to increase, contributing to the enhancement of Schouten's average sales growth.

***Keywords: Conjoint Analysis, Consumer Preferences, Shirt Product, Schouten, Product Attributes**.*