

ABSTRACT

The footwear industry in Indonesia has experienced rapid development. Lvnatica is a local MSME established in 2017, focusing on online shoe sales. Throughout 2023, Lvnatica faced a challenge of low revenue growth. One of the main causes of this problem is the limited variety of products and the mismatch between product attributes and consumer preferences. This Final Project aims to design improvements to Lvnatica's shoe product attributes based on consumer preferences using the Conjoint Analysis method. This method is used to identify the most important attributes for consumers and determine the most preferred attribute combinations. This study involved 107 respondents who were users of Lvnatica products with a minimum usage experience of three months. The data processing results show that the attribute that most influences consumer purchasing decisions is shoe features, followed by material, color, price, model, and weight. The feature attribute has the highest importance value, with the ventilation system and anti-slip features being the most preferred. In the material attribute, synthetic leather is more favored compared to canvas or genuine leather, while a single-color combination (sole and upper) is more preferred than two-color combinations. Formal models, shoe weight <800 grams, and prices >Rp500,000 are also the main choices for consumers. One of the plan cards most preferred by respondents is a combination of shoes made of synthetic leather, with anti-slip features, a single-color combination, a formal model, weight <800 grams, and a price >Rp500,000. This combination produces the highest overall utility value, thus recommended as the main product design. This design result has been verified and validated by Lvnatica and is considered capable of increasing the product's market appeal. With product attribute improvements based on consumer preferences, it is expected that Lvnatica can enhance product competitiveness and sustainably drive revenue growth.

Keywords: *Conjoint Analysis, Consumer Preferences, Shoes, Revenue Growth, Product Design, Lvnatica.*