

ABSTRACT

The thesis entitled "Analysis of the Customer Value Index in Choosing Outdoor Clothing in Indonesia in 2018" is motivated by the increasingly complex preference in choosing T-shirts. Based on the research background, this study aims to determine the combination of attributes on T-shirt outdoor clothing that produce the highest customer value index and know the attributes that are the value of outdoor clothing drivers.

Attributes in this study are sustainability, price, production, technology, and materials (Rothenberg and Matthews, 2016). This research is a quantitative research and used conjoint analysis, sampling technique used is nonprobability sampling. The number of respondents in this study was 386 respondents who were accustomed to wearing T-shirt outdoor apparel.

The combination that has the highest value because consumers get the added value of this product for sustainable use (eco-friendly), as added value for customers this product is needed by important or from abroad and adds a moderate price. Consumers put aside technology and materials used because consumers get greater profits.

Suggestions from this research for T-shirt outdoor apparel manufacturers can prioritise prices as the main focus in product development, where consumers want T-Shirt products at moderate prices.

Keywords: Fabric, Price, Production, Sustainability, Technology