

ABSTRACT

Aesthetic care now has become a lifestyle. The current phenomenon shows that Indonesian people, especially in big cities such as Jakarta and surrounding areas are increasingly aware of the importance of maintaining an appearance to always look attractive, confident and as a form of self-actualization. With the increasing needs of life as well as a lifestyle that is increasingly changing. Not only three basic needs such as clothing, food and basic necessities but also other needs such as appearance looks, beauty and so on. The purpose of this research is to find out the attributes combination of beauty clinics in Jakarta that produce the highest customer value index and value drivers. The purpose of this research is to find out the attributes combination of beauty clinics in Jakarta that produce the highest customer value index and value drivers. This research was carried out by using conjoint analysis method with SPSS 23. The method of data collection was done by distributing online questionnaires. Respondents numbered 404 which were grouped into two groups, namely respondents who had been treated by a beauty clinic and respondents who knew about beauty clinics. Customer value index is obtained with qualified and experienced doctors and therapist qualifications, moderate prices, types of facilities, level of privacy only in public areas and generic beauty clinic product brands for groups of respondents who have treatment to a beauty clinic and for the group of respondents who knew about beauty clinics. The value driver in this study is the qualification of doctors and therapists with the highest usefulness for respondents who have been treated by beauty clinics and for respondents who know about beauty clinics. Suggestions that can be given is the provision of certification in the business of beauty clinics and labor and do differentiate on products or services that are owned now.

Keywords: Brand Product, Facilities, Level of Privacy, Preference, Price Qualification of Doctors and Therapists