

ABSTRACT

Creative economy is an activity that creates added value based on ideas born from a creative community or human resources and based on knowledge. According to the Creative Economy Agency, there are 16 subsectors that have the potential to develop in the creative economy, one of which is the fashion subsector.

Bandung is a creative city with potential human resources, especially in the fashion sector. Reclays.id is a company in Bandung which is engaged in fashion. Reclays.id was established in 2007 to sell streetware items. Over time, Reclays.id established its business center on Jalan Srimahi, Bandung and sold head to toe products. One of their products whose demand is very high is t-shirts. Reclays.id produces t-shirts with materials that are comfortable and have a casual style in accordance with the target market, namely young people aged 18 to 35 years.

When selling their products, many competitors have emerged that have more product variations than Reclays.id. This caused Reclays.id's sales level to remain unstable and not reach the target. Then there are some consumer complaints about Reclays.id's t-shirt products. Based on these considerations, Reclays.id must be able to know and provide products that meet the needs and desires of consumers. The purpose of this study is to determine the optimal combination of attributes and attribute levels based on consumer preferences using the conjoint analysis method, so that attributes and level of attributes can be known according to consumer preferences to improve quality or make t-shirt products. In this study, there are 6 attributes and design levels used for t-shirt products, namely materials, prices, designs, cutting, colors, and models. These six attributes are the result of previous studies and discussions with experts. Based on the results of data processing using conjoint, the order of the combination of attributes and the level of attributes of t-shirt products according to consumer preferences is a model with a short arm level, the price with a level < Rp. 90,000, materials with a Cotton Combed 30's level, color with a monocolour level, designs with a front back pictorial level, and cutting with a Regular Fit Type 1 level. the most positive utility value of each attribute.

Keywords : T-Shirt Reclays.id, Consumer Preferences, Conjoint Analysis, Importance Values, Utilities.