

ABSTRACT

Monze Leather is a micro business engaged in the leather handicraft industry based in the city of Bandung. Monze Leather has several products, including identity holders, card holders, belts, and wallets. The product focus on Monze Leather is the identity holder.

Consumer preference is important in the decision making process, including for Monze Leather consumers as well as various related Parties operating in the field of fashion accessories. This research uses the Conjoint Analysis method aimed at knowing the customer's preference to what attributes are considered important in the purchase of identity holders in Monze Leather. This research activity is conducted in October to June 2020 in the area of Bandung. The survey study used a questionnaire that was distributed to 100 respondents in accordance with the criteria set by the respondent who had already purchased the identity holder product in Monze Leather. The product attributes that were observed consisted of prices, models, colors, features, and materials, and found a combination of attributes deemed important by consumers. The result of this research is formed a combination of attributes, namely the price of "Rp 75,000 – Rp 99,000", color "Genuine Leather", model "Clamp Magnet", feature "Multifunction With RFID", and material "Suede Leather".

Keywords: Conjoint, Consumer Preference, Attributes, Monze Leather