

ABSTRACT

The development of the Korean cosmetics industry in Indonesia continues to increase, more and more cosmetic products on the market. Korean Cosmetics are currently in the top ranks in Asia, especially in Indonesia, which exports categories of different types of cosmetic product, which are divided into five general categories, namely lip make up, eye make up, nail polish products, make up powder, and beauty skincare, both in terms of brand, quality, price, and other types. Indonesian people must be more selective in choosing products.

The purpose of this study is to find people's preferences in choosing Korean cosmetics in Indonesia. This study use quantitative method and data collection by questionnaire. The number of samples from this study were 388 people. The questionnaire items totaled 16 questions and used a likert scale measuring instrument. The analysis technique in this study is conjoint analysis. The results show that the highest utility value is at the level of large cosmetic packaging forms which have a utility value of 0.091, the attribute that has the highest importance value is the attribute form of cosmetic packaging with an importance value of 37.840, and who like Korean cosmetics because of their cheap cosmetics prices, large cosmetic packaging, solid types of cosmetics, cosmetics packaging made from melamine, natural fragrance of cosmetics, and ingredients in cosmetics that contain vitamins.

Keywords : Attribute, Conjoint Analysis, Cosmetics, Preferences.