

ABSTRACT

Groweed is one of the industries engaged in the fashion sector which was founded in 2016 which is located on Jl. Riung Purna 1 no. 20 Bandung City. At first Groweed was only sold through Instagram and by word of mouth. The products currently offered by Groweed consist of T-shirts, chino pants, cargo pants, and jogger pants. This final project aims to identify the combination of attributes and attribute levels that are considered important by consumers, compare the attributes and attribute levels of chino Groweed with consumer preferences, and recommend the right product improvements to increase sales figures. Questionnaires were distributed online to consumers who have used chino Groweed products and were collected as many as 160 respondents. To determine consumer preferences the method used is conjoint analysis. After going through the results of data processing, the attributes that become consumer preferences are model attributes with Regular fit attribute levels, material attributes with stretch cotton attribute levels, motif attributes with plain attribute levels, color attributes with single color attribute levels, and price attributes with <Rp100.000 and Rp100.000 – Rp200.000. With this preference, it will be used as a recommendation for Groweed.

Keywords : Chino Groweed, Conjoint Analysis, Preference