

ABSTRACT

One layer of society that consumes skin care is the productive age community. Because basically people of productive age are people who determine their self-image and are highly selective about a product. Productive age communities and the highest level of consumption of skin care are currently located in the cities of Jakarta, Bandung, Semarang, Surabaya, and Banten.

The purpose of this research is to find out what attributes, attribute levels and combinations of attributes and levels of skin care are most preferred by Indonesian productive age consumers so that business actors in the skin care industry can develop skin care products according to consumer desires. Sampling in this study using questionnaires to 400 respondents.

The sampling technique used is non-probability sampling with the Slovin formula. Then in processing the data using SPSS version 25 software using the Conjoint data analysis technique.

The results of this study indicate that the price attribute is the most important attribute of other attributes for consumers in choosing skin care products in Indonesia. The level of skin care that is most important for consumers in choosing skin care products in Indonesia is BPOM certified quality. Card 13 stimuli are the most preferred by consumers in choosing skin care products in Indonesia. The combination of attributes and levels contained in the 13th card stimuli consist of to hydrate the skin, certified by BPOM, made from 100% natural ingredients, does not cause irritation and affordable skin care prices.

Keyword: *Skin Care, Attribute, Level, Conjoint*