ABSTRACT

Raxsa.co Apparel is a creative and innovative convection located in Yogyakarta and was founded on September 1, 2018. Raxsa.co Apparel has sold various products in the form of hoodies, jackets, shirts, polo, and T-shirts which are the most ordered products with a presentation of 66%. Based on sales data in 2022, it was found that Raxsa.co Apparel's sales were unstable so that they did not meet the sales target, this was due to weaknesses related to models, motifs, colors, materials, and types of Raxsa.co Apparel T-shirts. These weaknesses will have a serious impact if Raxsa.co Apparel does not immediately take action to improve the quality of its products. Improving product quality can be done by considering the needs and preferences of consumers regarding the T-shirts that will be produced by Raxsa.co Apparel so that they are in accordance with market demands and attract customers.

The ultimate goal of this study is to determine consumer preferences for T-shirt products so that they can design improvements to Raxsa.co Apparel T-shirt products using the conjoin analysis method so that products are produced that will be preferred by consumers. By combining literature studies and preliminary surveys related to consumer concerns about Raxsa.co Apparel T-shirt products and continued with discussions with the company, the selected attributes are material, price, type, model, motif, and color. These attributes were selected as attributes that will be used in this final project research and are expected to minimize consumer concerns about Raxsa.co Apparel T-shirt products.

Based on the results of data processing using the conjoin analysis method, the attributes and attribute levels of Raxsa.co Apparel T-shirt products are identified according to consumer preferences, namely type attributes with regular fit and oversize attribute levels, color attributes with neutral attribute levels, price attributes with attribute levels <Rp100,000 (less than Rp100,000), material attributes with cotton combed 24S attribute levels, model attributes with short sleeve attribute levels, and motif attributes with plain attribute levels. In addition, a comparison can be made between the

existing attribute levels of Raxsa.co Apparel T-shirts and the attribute levels according to consumer preferences. The existing attribute levels of Raxsa.co Apparel T-shirts are type attributes with regular fit attribute levels, color attributes with dark attribute levels, price attributes with Rp75,000 - Rp100,000 attribute levels, material attributes with 30S combed cotton attribute levels, model attributes with short sleeve attribute levels, and motif attributes with pictorial attribute levels. In preparing for the implementation of the product improvement design, Raxsa.co Apparel needs to pay attention to several things such as managing production costs in accordance with the company's financial condition, proper production techniques for the t-shirt coloring process with new colors and oversize fittings with the appropriate size range, adequate human resources by providing training to employees on the t-shirt production process in accordance with the design results, and new materials that have good quality so that the production results match consumer preferences. Therefore, the implementation plan of the design results is estimated to take approximately six months so that Raxsa.co Apparel will start marketing t-shirt repair products in accordance with consumer preferences at the beginning of next year, January 2024.

The design results of this final project research can be used as recommendations for improving the product attributes of Raxsa.co Apparel T-shirts according to consumer preferences, namely fitting attributes with regular fit and oversize attribute levels, color attributes with neutral attribute levels, price attributes with <Rp100,000 attribute levels (less than Rp100,000), material attributes with 24S combed cotton attribute levels, model attributes with short sleeve attribute levels, and motif attributes with plain attribute levels.

Keywords: T-shirt, Consumer Preferences, Conjoint Analysis, Products Attributes, Products Attributes Level