

ABSTRACT

Rumah BUMN (RB) Bandung is one of the active units under the supervision of Bank BRI, located at Jalan Jurang No. 50, Kelurahan Pasteur, Sukajadi Sub-district, Bandung City, West Java. The main function of RB Bandung is to serve as a center for data, information, and training for MSMEs. The evaluation conducted by RB employs its own assessment method known as the Upgrading MSMEs Scoring. This platform assesses the scale and capabilities of MSMEs with the goal of strengthening and supporting businesses after undergoing training at RB Bandung. However, data shows that between June 2022 and June 2023, RB Bandung failed to achieve the targeted Upgrading MSMEs Scoring. This setback was hindered by RB Bandung's insufficient understanding of MSMEs' preferences in conducting training programs. One of the obstacles contributing to this shortcoming was the theoretical nature of the training content and its limited practical involvement. The inability to achieve the Upgrading MSMEs Scoring target obstructs RB Bandung's objective of facilitating sustainable MSME growth through effective training programs. Hence, RB Bandung needs to develop training programs that align with MSMEs' preferences.

The purpose of this Final Project is to design improvement recommendations for the training program at RB Bandung and identify attributes and their levels that align with MSMEs' preferences. The methods applied in this research are conjoint analysis and cluster analysis. Conjoint analysis is used to determine MSMEs' preferences, while cluster analysis assists in depicting variations in MSMEs' preferences within the same community. The sampling technique employed is non-probability sampling with a judgment sampling approach. The research approach is quantitative, involving a sample of 178 respondents who are MSMEs participating in training programs at RB Bandung.

Several attributes are considered by MSMEs when participating in RB Bandung's training program. Based on the research findings, 7 attributes are identified: instructor's delivery style, training material, diversity of training participants, training frequency, presentation style, post-training treatment, and

training facilities. The conjoint analysis processing results reveal 4 attributes different from the existing conditions that have not been fulfilled by RB Bandung. These attributes include training materials encompassing skills and knowledge, post-training treatment involving mentoring and consultation, training frequency arranged serially, and training facilities equipped with adequate teaching aids.

Based on the cluster analysis processing results, 3 cluster memberships are identified. However, among these groups, only cluster 2 and cluster 3 are considered in the conjoint analysis stage. The conjoint analysis results for cluster 2 indicate 2 attributes different from the existing conditions: post-training treatment involving mentoring and consultation, and training materials encompassing skills & knowledge. Meanwhile, in cluster 3, there are 4 attributes different from the existing conditions: post-training treatment involving mentoring and partnership connections, training facilities including adequate teaching aids, training participants' homogenous diversity, and instructor's interactive delivery style.

From the combined results of attribute design from the overall data, cluster 2, and cluster 3, the selected combination for the recommended RB Bandung training program based on MSMEs' preferences is: instructor's monotonous delivery style, training materials covering skills and knowledge, training participants with diversity, training conducted once per topic, offline training delivery, post-training treatment involving mentoring, and comfortable training room facilities.

Based on the attribute design outcomes in RB Bandung's training program, RB Bandung's facilitators can acquire insights into MSMEs' preferences for the training program. The resulting recommendations are expected to address concerns frequently raised by MSMEs regarding RB Bandung's training program. The attributes and levels organized based on MSMEs' preferences have become the knowledge held by RB Bandung's facilitators. It is hoped that this attribute design for the training program will be considered and implemented by RB Bandung, thus improving the Upgrading MSMEs Scoring through training programs aligned with MSMEs' preferences. In practice, RB Bandung needs to

conduct periodic research to obtain the latest information about training trends and MSMEs' preferences, as MSMEs' preferences can evolve over time.

Keyword: Training, Preference, Attribute, Conjoint Analysis, Cluster Analysis, RB Bandung