

ABSTRACT

Tasa.id is a local brand that operates in the fashion subsector and has been established in Bandung since 2020. The products that Tasa.id sells are hijabs, pants, skirts, shirts, blouses, and one set. However, Tasa.id's superior product is pants. Tasa.id uses offline and online sales media to sell its products. In several months in 2022, Tasa.id experienced a decline in sales of pants, which resulted in not achieving sales targets. This is due to indications of low market share compared to competitors, a limited marketing communication mix compared to competitors, a lack of optimization of the performance of one of the e-marketplaces used, Shopee, and the fact that the available products are less varied in terms of model, design, color, material, size and price. Based on these problems, it can be concluded that Tasa.id needs to consider consumer preferences to fix existing problems and make pants products have higher selling power to achieve predetermined sales targets. Therefore, the exact formulation of the problem above is how to design tasa.id product recommendations based on consumer preference attributes using conjoint analysis method.

The method used in this study is the conjoint analysis method, which aims to obtain the strongest product attributes, which will later be used as a standard for making pants that suit consumer preferences and can compete with other competitors. The attributes used in this study are the model, color, material, size, and price. The number of stimuli that are formed is 16, and these stimuli will be used to make a planning card on the questionnaire, where the respondent will give a rating to each available plan card. The questionnaire was distributed online via the Google Form with the required sample size of 105 samples and the criteria given, namely, respondents who have used and bought Tasa.id pants products at least 3 times because they are considered to have understood the product well and are female, with an age range of 15–40 years.

Based on the research results, it is known that the color attribute is the most important attribute that is considered by consumers when buying Tasa.id pants, followed by material, model, price, and last size. The color attributes

on the existing Tasa.id are soft, deep, and bright colors, but the consumer preference attribute is soft colors. The model attributes on the existing Tasa.id model are cullote pants and baggy pants, but the consumer preference attribute is the high-waist pants model. The size attribute on the existing Tasa.id is regular size (M, L, and XL), but the consumer preference attribute is jumbo size. The material attribute in the existing Tasa.id is rayon material; consumer preference attributes also like rayon material. Then the price attribute on the existing Tasa.id is Rp. 55,000–RRp. 68,000, and consumer preference attributes also like price < Rp. 100,000. Based on the results of a comparison of existing Tasa.id and consumer preferences, it was found that recommendations for Tasa.id product improvement based on consumer preferences were to produce high-waist pants, increase soft color variations, and use rayon material. Then, adding the newest size variation, jumbo size, and still maintaining the product price, which is < Rp. 100,000.

Based on the product improvement design recommendations that have been described, there are benefits that can be provided by this research, Tasa. id can find out the advantages and disadvantages of attributes and product attribute levels based on consumer preferences, implement recommendations, and analyze the results of the design based on the integrated system design that has been given for Tasa.id.

Keywords — *Tasa.id, Attributes, Consumer Preferences, Conjoint Analysis*