

ABSTRACT

Samase is one of the MSMEs from Bandung that was established in 2014. Samase is engaged in fashion, especially men's Muslim clothing. The target of Samase is men with an age range of 20-50 years who like to use koko clothes for daily activities. One of the superior products is koko clothes consisting of koko shirts and koko kurta, but the sales of koko clothes have not been able to meet the set target, this is due to the lack of consumer knowledge of Samase compared to other competitors. In addition, the company lacks understanding of consumer preferences so that the product attributes provided are not in accordance with consumer desires. This study aims to formulate a combination of attributes and the level of attributes on Samase koko shirt products that are considered important by consumers, by compiling recommendations for improving the right koko shirt attributes according to consumer desires, and comparing them with existing attributes. In this research, the method used is conjoint analysis, which is used to determine the importance of attributes in the respondent's choice process, can estimate the brand's market share, and determine the level of the most preferred attributes. The stages carried out in this study are preliminary surveys to consumers and interviews to Samase, determining attributes and attribute levels, creating stimuli or attribute combinations, and pouring the results of attribute combinations into a questionnaire. The questionnaire in this study was distributed online to consumers who had bought and used koko shirt products from Samase, totaling 108 respondents. The results of the questionnaire were processed using conjoint analysis to determine consumer preferences using IBM SPSS 23.0. The results obtained in this study using the conjoin method are the importance values for each attribute. The higher the importance values, the more important attributes are considered. Recommendations for attribute improvements are obtained from the results of the level value for each attribute, the level with the greatest utility value of each attribute means that it has a major influence on consumer purchasing decisions and is chosen to be an alternative design to be recommended to Samase. The attribute that is considered the most important according to consumers is the color attribute which has importance values of 21.19%. So that the color attribute is the most important attribute and has a big influence on purchasing decisions by consumers. Based on calculations using conjoint analysis, it is known that consumer preferences with the highest utility value are, supernova material, long sleeve size, koko shirt model, deep color, basic collar, printing motif, and price in the range of Rp. 200,000 - Rp. 300,000. After comparing the existing attributes of Samase with consumer preferences, it is known that there are three attributes of Samase that are different from consumer preferences. These attributes are the motif, material, and collar attributes. For the motif attribute, Samase only provides plain motifs while consumer preference is printing motifs. For the material attribute, Samase only provides poplin material while consumer preference is supernova material. For collar attributes, Samase only provides shanghai collars while consumer preferences are basic collars. So Samase needs to try to produce koko shirt products using printing motifs, supernova material, and basic collars in order to adjust to consumer preferences.

Keyword — *Conjoint analysis, Consumer Preference, Koko Shirt,*

Product Attributes.