

ABSTRACT

Mazaya Leather Craft is one company in leather industry facing the challenge of not fully understanding its consumers' preferences, which can lead to missed opportunities in meeting market demands. Therefore, this research aims to provide insights into the factors that influence consumer preferences, especially in choosing leather fashion products.

This study is descriptive quantitative research using conjoint analysis as the method. The data type used is primary data, collected through a survey of 100 general respondents who have an interest in leather fashion products. The attributes analyzed in Mazaya Leather Craft's products using the conjoint analysis method are price, design, material, and durability.

The research results indicate that among the 100 respondents, the attributes influencing consumer preferences for choosing leather fashion products are as follows: products priced between Rp. 100,001 - Rp. 500,000 with an importance value of 32.339%, products with a simple design with an importance value of 15.563%, those made of genuine leather with an importance value of 17.250%, and products with a durability of more than one year with an importance value of 34.848%. Mazaya Leather Craft can leverage the attributes identified in this study to develop leather fashion products that align with its target market's preferences.

Keywords: *consumer preferences, conjoint analysis, attribute, fashion*