ABSTRACT

Upitpita.hijab is an MSME engaged in fashion, especially hijab, located in Tangerang, Banten, which was established in 2016. Upitpita.hijab plans to launch the latest hijab product designed to meet the needs of the growing market. Based on market analysis and consumer feedback, instant hijab will present innovations in materials, designs, and ease of use, especially for Muslim women who want an elegant appearance but remain simple and fast in use. Upitpita.hijab will launch an instant hijab product. This study aims to design an instant hijab product that is more in line with consumer preferences using the Conjoint Analysis method. In this study, five main attributes have been selected to be tested, namely model, material, color, hijab size, and sewing quality. Each attribute has several levels that will be tested to determine the combination that is most preferred by consumers. Data was collected through an online survey involving 160 respondents, who were consumers who had purchased instant hijab. Respondents were asked to rate 16 combinations of attributes that had been designed using a Likert scale of 1 to 4. The results of this survey were processed using SPSS 27.0 software to determine consumer preferences for each attribute.

The results showed that consumers prefer instant hijab with pashmina and triangle models, premium cerutty or tencel materials and soft colors such as soft and deep. In addition, standard hijab sizes and premium hijab sewing quality are also the main choices for consumers. Color and material attributes have the highest level of importance in determining consumer preferences, followed by model attributes, hijab size, and sewing quality.

There is a difference between the hijab product attributes currently offered by Upitpita.hijab and consumer preferences found in this study. To meet consumer preferences, Upitpita.hijab is advised to introduce new variations in materials, colors, models, and sewing quality that are in accordance with the research results. The implementation of this recommendation is expected to increase consumer satisfaction and, ultimately, improve sales of Upitpita.hijab hijab products.

The results of this study provide comprehensive design recommendations that can be applied in Upitpita.hijab's future product development strategy. By integrating consumer preference results into the production and marketing process, Upitpita.hijab is expected to overcome declining sales and strengthen its position in the hijab fashion market.

Keywords - **Hijab, Attributes, Conjoint Analysis, Consumer Preferences**