

## **ABSTRACT**

*ARTCH is a local brand in the fashion sector that was founded in 2014 in Bandung. The main product that ARTCH sells is bag. ARTCH sales from 2019 to 2020 were unstable in achieving the target due to the pandemic, the influence of competitors and the variety of bag models that were not yet diverse. Fishbone diagram analysis shows that the product is the cause of unstable sales in achieving sales targets, then a preliminary survey is conducted to users of ARTCH bags to find out how they respond to ARTCH bag products. The results of the preliminary survey contained responses from the colors, materials, zippers, designs, and stitches on the ARTCH bags which indicated several shortcomings in paying attention to consumer preferences. This final project aims to design attribute recommendations and the level of important attributes according to consumer preferences using the conjoint analysis method. The sample in this final project is 100 male and female ARTCH consumer respondents aged 15-35 years. The results of the final project show that the first most important attribute that consumers want is the model attribute followed by the material and color attributes, then product design for the ARTCH bag is obtained by selecting the highest or positive utility coefficient from the attribute level for each attribute according to consumer preferences when filling out the questionnaire. The results obtained from each attribute level coefficient and attribute importance value are bags with a sling bag model, made of polyester, dark colored bags, with a bag price range of IDR 100,000 – IDR 150,000 and with an extra strap feature.*

**Keywords : Attributes, Conjoint Analysis, Consumer Preferences, Bag**