ABSTRACT

Sneakers are a fashion product. Industrial sales growth local sneakers brands in Indonesia have increased in the last few years. Due to several factors, since President Joko Widodo in 2017 bought and used local brand shoes, the presence of local shoes has increasingly gained a place for Indonesian consumers in choosing shoes. From this, business actors in domestic sneaker products have an excellent opportunity to develop the sneakers industry with domestic trademarks to compete with foreign brands that dominate the market first. Therefore business actors must know what consumers want.

This study aims to determine the combination of attributes that most influence consumer preferences in selecting local brand sneakers. This research is a quantitative study conducted using the conjoined analysis method. The sampling using a non-probability purposive sampling method. This study is based on primary data carried through a survey of 395 consumers of local brand sneakers. Conjoint analysis is used to determine the combination of attributes and attribute levels that are made in a set of attributes, or it can be called a combination of attributes cards. The identification results are in the form of price, model, comfort, material, durability, and shape of shaft attributes used to evaluate local brand shoes.

The results showed that 395 respondents identified that the combination of attributes that best met consumer preferences when choosing local brand sneakers, namely cheap sneakers. With high comfort, made of canvas/fabric, has a durability of more than one year, and has a low-top shape.

This study indicates that the essential attribute according to respondents when choosing sneakers local brand is the comfort attribute of sneakers, with an importance value of 29.808%. Suggestions from this research are for business actors in the shoe industry to reference product development by paying attention to the comfort of local sneakers because comfort in shoes is the primary concern in choosing local brand sneakers.

Key word : Preference, Consumer, Sneakers, Local, Brand, Conjoint