

## CHAPTER I

### INTRODUCTION

#### 1.1 Overview

Fashion is a word that is familiar and is often mentioned in the everyday world. Fashion is usually synonymous with the latest clothing models or clothing designs. However, fashion is something whose definitions vary depending on each individual who gives their view, an assessment of whether or not a fashion is good depending on the thought and taste of the viewer. One fashion item can be a compliment or a mockery at the same time by (Ikram, 2017: 1).

Fashion is a way of dressing, a way of communicating and being the identity of social class, gender, and comparing the existence of the social level of the individual. Fashion also acts as a message that ultimately can make each individual who sees and acts as a communicant identify the social class and gender of the communicator by (Vir Shete, 2012).

According to Kratz et al. 1 (1998), fashion can be defined as a cultural phenomenon concerned with meanings and symbols, and this is an instantaneous mode of direct, visual communication.

Fashion is exciting because it is constantly changing, and there is no measurement scale regarding the characteristics of a product. Style can be said as the signature or character of the user of the item. Shoes are one of the fashion items that can enhance one's appearance.

The sneaker is one of the most popular types of shoes among young people today. Present in various models, combined with any outfit, the sneaker always manages to become a style statement that makes a more stylish appearance, whether connected with a classic t-shirt and jeans or sporty chic with casual dresses.

According to Ikram (2017 : 3), In its development, until it became very famous, especially among the Y and Z generations, the sneaker turns out to

have its history, which is quite interesting to know. In the late 18th century, sneakers were better known as plimsolls, shoes with soles made of rubber. Initially, the sneaker was created without differentiating the left and right feet, so it was less comfortable to wear.

Around 1892, a rubber company from the United States developed a rubber-soled shoe with canvas as a more comfortable instep cover. Keds is arguably one of the oldest sneaker brands globally and the first shoe brand to mass-produce sneakers. Precisely in 1917, sneakers began to be produced for audiences. Founded in 1912, the Keds brand is now 105 years old.

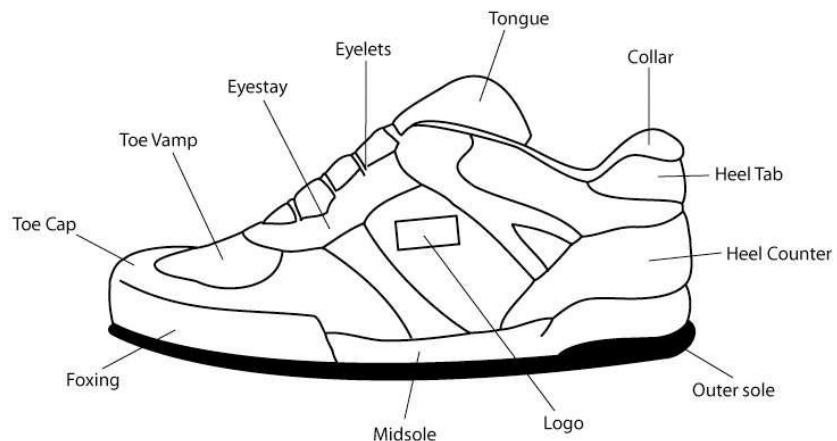
The sneaker comes from the word "sneak," which means to sneak. Unlike high heels or boots, because they are made of rubber soles when you wear these shoes, you will not hear footsteps when walking by (Ikram, 2017: 4). So because these shoes make no sound, people associate that the person wearing the sneaker can sneak up, sneak around or follow people secretly.

The explanation of shoe parts according to the Sneakers.co.id (2016) is:

1. Tongue: This part has a function as a restraint of tight shoelaces.
2. Eye stay (Shoelace Hole): This section has a position as a place for ropes that will adjust the shoelaces' firmness.
3. Lace Shoe (Shoelaces): This part serves to tighten the shoe to be comfortable when used.
4. Toe Box: This part is located at the end of the shoe that functions as a place of circulation air from the shoe.
5. Insole: This part is inside the shoe that has a function to dampen the body load to be comfortable to use.
6. Midsole: This part is the main skeleton of the shoe that will give you a sense of comfort when in use.
7. Outer sole: This part is under the base of the shoe. Its function is not to be slippery and to balance the shoes.

8. Upper (Top Shoes): This section is above the midsole. The material of this Upper also varies from canvas, leather, rubber, and so on.

**Figure 1.1 Parts of Sneakers**



Source : sneakers.co.id

The sneaker was created and originated in America. Then in 1924, these shoes began to go global to the plains of Europe. This is the forerunner of one of the world's famous sneaker brands, Adidas. In that year, a man from Germany named Adolf Dassler created a sneaker which he named after his name, Adidas. This brand was then successful and became a shoe brand, the most popular sport in the world. Adidas is also the largest sportswear company in Europe and the second-largest in the world.

The sneaker gained popularity as a fashion item in the 70s and became an integral part of hip hop and rock 'n roll culture. Several musicians have signed multi-million dollar contracts with big sneaker brands like Nike, Adidas, and Puma to promote their shoes. Until now, several sneaker brands still rely on well-known celebrities as part of their marketing strategy. Call it Lil 'Wayne, Kanye West to Rihanna.

(Agung Sri Sulistyawat, 2020; Wenbo Li, 2020; Arokiaraj David, 2020; Rizqa Amelia Zunaidi, 2019) Sneakerhead is a term for lovers and those who like to collect sneakers. These sneakerheads generally wear sneakers for their

fashion needs and fashion styles. According to Sulthoni (2011), Not only collecting and modelling, but sneakerheads also often sell special or limited edition shoes to fellow sneaker lovers or modify them, so they get a higher selling value. The term sneakerhead appeared in the early 1980s in the United States and is usually divided into two groups, sneakerhead among basketball lovers and hip hop fans by (Ikram, 2017: 5).

The emergence of sneakers in Indonesia began in the 1990s. Sneakers were used by the vocalist of the band Nirvana, Kurt Cobain, who often used Converse sneakers while performing, as stated by the band Nirvana was a band very popular with young Indonesians at that time, so they suddenly made Fans want to have it, but this seems to be known only by a few circles. In Indonesia, the name sneakers began to be heard again in the community seven years ago, namely in 2013 by (Ikram, 2017: 7). According to Sneakers.co.id (2020), Adidas is a pioneer brand that first entered the sneaker industry in Indonesia. At the beginning of its debut, Adidas issued a collaboration shoe with rapper Kanye West which was

The development of the era towards the modern as it is today has resulted in many people moving more consumptively, especially with the need to support the appearance that refers to world trends because every year it always presents innovations and a combination of different clothes then many countries in the world adopt world designers such as the City of Paris in France. Paris is known as a fashion country, and the United States also has a significant impact on the development of fashion results than Hollywood actors and actresses. The dressing is not only about how to look attractive but also choosing certain brands or brands to get ideal conditions for each individual to express themselves, especially in footwear companies that offer competition to get to the market, especially in the most consumptive countries like Indonesia by (Dharmawan & Handoyo, 2017: 1).



**Figure 1.2 Type of Sneakers**

Source : Seputar Sneakers

Various forms of footwear have become a concern in this modern era, one of which is sneakers, especially for teenagers because the designs follow the tastes of the younger generation, especially sneakers enthusiasts or sneakers collectors. Based on Seputar Sneakers, the types of casual shoes include Plimsolls, Slip-on, Athlete Kicks, Classic Canvas Sneaker, and High Top Basketball.

## 1.2 Background

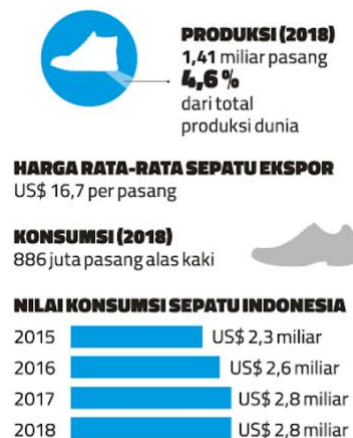
Shoes today have become a fashion product. Shoes are used as footwear and have become one of the fashion products intended for all men and women in various activities. In this era, casual shoes or sneakers are loved by various groups because of their flexible and practical nature.

In Indonesia, sneakers began to be in demand eight years ago, to be precise, in 2013. The Adidas brand is a trigger in restoring the passion of sneaker collectors in Indonesia by giving birth to Yeezy shoes specially designed by US rapper Kanye West. Sneakers have started to boom in Indonesia since the 1990s. It came from Nirvana vocalist Kurt Cobain, who popularized his cool and fur Converse shoes on stage. Then, the Nike brand introduced its collaboration with basketball player Michael Jordan, who gave birth to Air Jordan. The

phenomenon of sneaker development in Indonesia is increasingly widespread. Many are willing to spend more to get the sneaker of their dreams.

According to information obtained from Solecollector.com (2/26/2019), no one knows why people are obsessed with collecting certain items or sneakers. Like a double-edged knife, the phenomenon of collecting sneakers in Indonesia certainly creates positive and negative sides. On the positive side, it is clear that with the proliferation of the sneaker community in Indonesia, sneaker lovers are now no longer brutal to find the desired and rare sneaker. In addition, collectors can also use sneakers to invest. Because if they have several rare sneakers collections, the price value of the sneaker will jump from the initial price.

On the other hand, the rapid growth of sneakers in Indonesia also affects the existing sales system. Now, many resellers have dared to sell sneakers at prices twice as high as retail prices. Not to mention that the avid collectors often mistake their love for excessive or too consumptive use of sneakers. Sneaker hunting must be done with love, not excessively.



**Figure 1.3 Indonesian Sneakers Export**

Source : Tempo

Indonesia is one of the world's top four footwear producers after China, India, and Vietnam. In 2018 Indonesia succeeded in producing 1.41 billion pairs of shoes at an average price of Rp 200.000- per pair, which contributed 4.6% of the total world shoe production, which also absorbed 795,000 workers and

increased employment. There are 18,687 business units for the footwear industry in Indonesia (Ministry of Industry, 07/04/19). The Central Statistics Agency (BPS) noted that the export value of footwear products for the January-June 2020 period reached the US \$ 2.49 billion. This figure is up 13.49% compared to last year's US \$ 2.19 billion. However, most Indonesian shoe products are exported under other brands, the number of local shoe brands in Indonesia is still low.



**Figure 1.4 Top Local Sneakers**

Source : Spirit of Millennials

So far, the most commonly encountered sneakers come from well-known worldwide brands. Call it Nike, Adidas, Reebok, Puma, others. However, recently there has been a breakthrough, namely local sneakers made in Indonesia. Several shoe brands are made in Indonesia or are often called local brands that are pretty popular, namely the Wakai brand, Nah Project, Brodo, Seba Shoes, and Saint Barkle. Not only the five brands are shoe brands from Indonesia, but there are also approximately 80 local shoe brands in Indonesia as follows:

**Table 1.1 Sneakers Local**

Brand Sneakers Local			
Sepatu Compass	MOR Project	Twin Head	Warrior
Saintbarkley	Patrobas	Unrest Company	FYC
Geoff Max	Ventela Shoes	Waffles	Johnson
Instinct Footwear	Brodo	OBEH	Poison Street
Word Division	Angge	Rage	One Triple Nine
Noozie	Bodwyn	Hayes	Street Soda
Brey.co	Progressive	GASCH	Doneco
Brotherhood Footwear	Phoenix	Denvers	Crash Gear
Core brand	The Don's House	Bixio	GDCK
NAH Project	Getzke	SOB	Kalvert Shoes
Chosamon	Mailsecond	Stand Rich	Swansco
Fuse Concept	Venturo	GIVESMLE	Habitat
Walko	Roneag	Imperior	Wakai
Time Bomb	Of My Life	Kickchickcloth	Fladeo
Extrude	Matildha	Heiden Heritage	Bata
Bitka Footwear	ODM	Life For Today	Carvil
Xander	MINE	Losing Grip	Ardiles
Greengrass	Elfamous	Ride inc	Seba Shoes
Beazt Footwear	Awarenes	JRVS	Kodachi
KRSH Footwear	Nodays	Syrup Supply	Piero

Source : sneakers.co.id



Based on the industry's ministry, there are currently 18,687 business units in the footwear industry in Indonesia. Based on sneakers. Co. There are about 80 local band sneakers that are produced and traded under domestic trademarks.

Not only men, but local sneakers are also now popular with women and various groups, both young and old. Apart from the several brands listed above, it turns out that there are still many local sneaker brands that are now loved by the public. One of the brands that had become a topic of conversation was Compass, whose products ran out immediately after being launched. Apart from Compass, the domestic shoe brands listed above have been produced with good quality and relatively lower prices than foreign brands. Not only domestically, but the local sneaker hype has also started to flare up overseas. A sneaker event in Singapore officially sent a request to Jakarta Sneaker Day to bring Compass shoes, domestic shoe brands, to be exhibited and sold in Singapore at the end of 2020. it is certainly good news for local sneaker industry players.

In 2017, since President Jokowi bought and used local brand shoes, local shoes have increasingly gained a place for Indonesian consumers to choose shoes. Not only men, but local sneakers are also now popular with women and various groups, both young and old. Because of the low prices given by manufacturers in marketing these shoe products, according to research conducted by the author, the average price for the cheapest local sneakers is 280, and the most expensive is on average 435, but prices vary depending on the quality, of the materials used and the designs shown.

Based on kumparan.com, Minister Director-General of Small and Medium Industries and Various Gati Wibawaningsih said the Jokowi Effect also influenced the increase in the local sneaker industry. The reason is, some time ago, President Jokowi tried out a pair of shoes from a local band from Bandung, Nah Project, which resulted in a thousand pairs of similar shoes being sold out in just 10 minutes. It is one of the things that encourages the rise of local sneakers in Indonesia. The president and the ministers now often use sneakers, which are, of course, locally made in the hope that people will participate in using local products. Sneaker collector and influencer Anugrah Aditya assessed that the

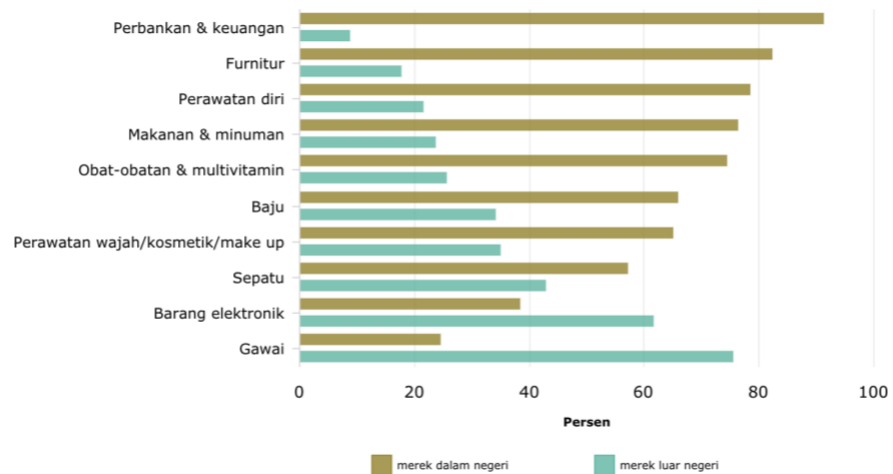
massive purchase of local sneakers could not be separated from the very affordable prices. Teenager's love for local sneakers cannot be separated from the increase in the price of imported sneakers. Uta, an influencer in the sneaker sector, agrees that local sneaker designs and prices are two reasons someone should buy local sneakers. Another reason, of course, buying local sneakers is the same as supporting the work of the nation's children, which is often referred to as the #LocalPrideIndonesia movement, which is often echoed like it or not, has a significant effect on the speed of people's purchases. Power. According to Tirta, an influencer in sneakers, the quality of local sneakers is now much better than before. According to him, the local sneaker production process has started to compete with foreign competitors in terms of material. The rest remains how the Indonesian people fully support the work of this nation's children.

This situation also applies until 2020. According to Kompas.com, the online sneakers festival entitled "Kick Avenue Fair" shows that local products are increasingly in demand compared to before. The festival, which was held for four days which was conducted virtually through this webpage, managed to bring in more than 350 thousand visitors with eight million page views and 3,900 hype products sold, of which 1,700 were local products. According to records, Nike Air Jordan from various variants is still the most purchased product with sales of more than 700 products, followed by brands such as Adidas and Converse with total sales of approximately 1000 products. With this phenomenon, it can be said that local shoe products have an excellent opportunity to dominate the world of sneakers both at home and abroad.

During its development, domestic-made shoes have experienced an increase in consumer preferences based on the quality, which can open up opportunities to produce more domestically-made shoe products or, often called local sneakers, accompanied by quality according to consumer wants and desires. Needs. Consumers will, of course, have several preference factors for the desired and expected goods.

### Preferensi Konsumen terhadap Sebuah Produk Berdasarkan Kualitas

Sumber : Katadata Insight Center (KIC), November 2020



katadata.co.id

databoks

**Figure 1.5 Consumer Preference**

Source : databoks

It is proven that in the third quarter of 2020, consumer preference for domestically made shoes reached 10%, which Indonesian consumers prefer. Based on data obtained from the Katadata Center Insight (KCI), the level of preference for domestic shoes/sneakers is enjoyed by Indonesian consumers based on the quality of their products, which are in a position of more than 55% compared. For foreign brands that only get 45% preference.

SEPATU CASUAL			SEPATU CASUAL		
BRAND	TBI 2017		BRAND	TBI 2018	
Bata	19.3%	TOP	Bata	16.9%	TOP
Nike	12.2%	TOP	Fladeo	11.7%	TOP
Adidas	11.2%	TOP	Nike	9.3%	
Fladeo	6.5%		Yongky Komaladi	8.2%	
Converse/ All Star	6.3%		Nevada	5.6%	
Yongky Komaladi	4.7%				

SEPATU CASUAL			SEPATU CASUAL		
BRAND	TBI 2019		BRAND	TBI 2020	
Bata	13.5%	TOP	Bata	12.5%	TOP
Carvil	10.7%	TOP	Carvil	10.1%	TOP
Ardiles	7.8%		Ardiles	7.5%	
Nike	7.7%		Fladeo	5.8%	
Fladeo	7.0%		Nike	4.5%	

**Figure 1.6 Top Band Index Indonesia**

Source : Top brand – Award

It is supported by the TBI index recorded by Top Brand Indonesia, where from year to year, the top three rankings are achieved by domestic brands in the casual shoe category. Bata, Carvil, and Ardiles were domestic products in 2017-2020, foreign-made sneakers are in the fourth position and even decreased in 2020 to fifth. These two things prove that Indonesian consumers currently love domestic-made shoe products.

Based on the data above, it is known that consumers in Indonesia have a preference for quality based on quality, where consumer products, especially domestic-made shoe products, are in a superior position of approximately 5-10% compared to foreign-made shoe products. This sneakers phenomenon opens up great opportunities for UMKM, especially in shoe products, to improve the quality of the shoe products produced. Therefore it is necessary to know the quality assessment of domestic-made shoes that consumers want. In carrying out

the purchasing process, consumers will go through several stages, such as consumers will look for their needs and then find information about the product and evaluate alternatives to the selection of a product to be purchased. In the alternative evaluation stage, when consumers buy a product, they will have a preference for that product.

Therefore, the domestically-made shoe industry phenomenon has increased in sales growth, as domestic business actors or MSMEs are expected to be able to analyze what combination of attributes most influences consumer preferences for domestically-made shoes to achieve the best alternative for consumers.

Research related to the preference attributes of buyers in choosing local shoes has never been done. According to Setiadi (013: 175), Kotler and Keller (2016: 586), and Kotler and Amstrong (2016: 454) say that preferences are potential consumers who like a product but not other similar products. The goal is that consumers have the best alternative in selecting these goods to feel satisfied because it is what they want. The selection of shoes made from leather will also find several attributes with levels.

In this study, the authors used the attributes that have been used in measuring preferences for leather shoes that have been used by (Shidrawi and Suyanto, 2019). This study can be seen in the measurement of preferences in consumer choice in purchasing shoes based on several attributes, including price, design, comfort, quality, shoe weight, and the color displayed on the shoe product. In previous research, which had 391 respondents, it was known that the attributes listed were proven valid in measuring consumer preferences in choosing shoe products. So in this research, the researcher will use the attributes that are greeted in measuring consumer preferences in selecting local shoes.

**Table 1.2 Fashion Group's Per Capita Expenditure**

<b>Percentage of Average Monthly Per Capita Expenditure by Group of Goods, Indonesia 2018-2019</b>				
<b>Group of Goods</b>	<b>2018</b>		<b>2019</b>	
	<b>March</b>	<b>September</b>	<b>March</b>	<b>September</b>
- Clothing, footwear and headgear	2,92	2,91	3,03	3,02

Source : *badan pusat statistik*

**Table 1.3 Expenditures per capita by group**

<b>Average Monthly Per Capita Expenditure in Urban Areas According to Goods Group and Monthly Per Capita Expenditure Class, 2019</b>									
<b>Group of Goods</b>	<b>2019</b>								
	<b>Monthly Expenditure Class per Capita (rupiah)</b>								<b>Average per Capita</b>
	<b>&lt; 150.000</b>	<b>150.000 - 199.999</b>	<b>200.000 - 299.999</b>	<b>300.000 - 499.999</b>	<b>500.000 - 749.999</b>	<b>750.000 - 999.999</b>	<b>1.000.000 - 1.499.999</b>	<b>More than 1.500.000</b>	
<b>Amount of Food</b>	-	<b>118.860</b>	<b>178.263</b>	<b>268.846</b>	<b>384.432</b>	<b>501.567</b>	<b>653.393</b>	<b>1.012 745</b>	<b>637.132</b>
<b>Amount of Non-Food</b>	-	<b>63.194</b>	<b>94.328</b>	<b>143.236</b>	<b>239.025</b>	<b>366.217</b>	<b>570.830</b>	<b>1.652.144</b>	<b>751.080</b>
<b>Amount</b>	-	<b>182.054</b>	<b>272 .591</b>	<b>412.082</b>	<b>623.456</b>	<b>867.784</b>	<b>1.224.223</b>	<b>2.664.889</b>	<b>1.388.212</b>

Source : *badan pusat statistik*

Based on the price, it can be seen that the total percentage of average per capita expenditure is based on the clothing, footwear, and headgear groups obtained from bps, in the 3rd quarter of 2019, it reached 3.02% of total monthly expenditure, of course, most consumers do not buy shoes in this period once a month. Urban people who have an average monthly per capita expenditure of more than IDR 1,500,000 / month can assume that if consumers buy shoe products within six months (one season) once, the average budget for purchasing sneakers for each consumer is between IDR 500,000. It is supported by the categorization issued by tempo. Co (2017) that shoe products that are included in the cheap category are under the US \$ 50 or around 500 thousand rupiahs with quality that can last for approximately one season or the equivalent of 6 months and also produce by manufacturers such as China, Vietnam, and Indonesia for daily use. The middle category is around the US \$ 100 or around 1 million rupiahs designed for fashion or used for athletes with the superior quality compared to the lowest category with strength shoes for several seasons or more than a year. The highest category has a price over the US \$ 500, which is issued by the luxury label with excellent quality and durability. In this case, the brand sneakers produced by Indonesia only have two of the three categories based on sneakers.co.id (2020), the lowest average price on the sale of local sneakers is pegged at Rp. 277,600, and the sneakers with the highest price have an average price of Rp. 435,725 with the lowest price at Rp. 100,000 and the highest price is above Rp. 1,300,000s. So, in this case, local sneakers are categorized into two levels, namely expensive and cheap. defined as local sneakers with Cheap prices at prices around Rp. 100,000 - Rp. 500,000 and local sneakers that are included in the category of expensive attributes at selling prices above Rp. 500,000 - more than Rp. 1,000,000s.



**Table 1.4 Data 80 Local Sneakers Indonesia**

No	Brand Sneakers Local	Min	Max	Material	Shape	Model / Design	Instagram
1	Sepatu Compass	IDR298.000	IDR1.080.000	canvas	low-high	casual	<a href="https://www.instagram.com/sepatucompass/">https://www.instagram.com/sepatucompass/</a>
2	Saintbarkley	IDR387.000	IDR450.000	leather	low	casual-sport	<a href="https://www.instagram.com/saintbarkley/">https://www.instagram.com/saintbarkley/</a>
3	Geoff Max	IDR199.000	IDR450.000	canvas	low	casual	<a href="https://www.instagram.com/geoff_max/">https://www.instagram.com/geoff_max/</a>
4	Instinct Footwear	IDR395.000	IDR420.000	leather	low	casual	<a href="https://www.instagram.com/instinctfootwearco/">https://www.instagram.com/instinctfootwearco/</a>
5	Word Division	IDR180.000	IDR400.000	canvas	low-high	casual	<a href="https://www.instagram.com/word_division/">https://www.instagram.com/word_division/</a>
6	Noozie	IDR279.000	IDR319.000	canvas-leather	low-high	casual	<a href="https://www.instagram.com/nooziest/">https://www.instagram.com/nooziest/</a>
7	Brey.co	IDR259.000	IDR349.000	leather	low	casual	<a href="https://www.instagram.com/brey.co/">https://www.instagram.com/brey.co/</a>
8	Brotherhood Footwear	IDR150.000	IDR340.000	canvas	low-high	casual	<a href="https://www.instagram.com/brthdfootwear/">https://www.instagram.com/brthdfootwear/</a>
9	Core brand	IDR289.000	IDR339.000	canvas	low-high	casual	<a href="https://www.instagram.com/corebrand_/">https://www.instagram.com/corebrand_/</a>
10	NAH Project	IDR379.000	IDR599.000	canvas	low	casual-sport	<a href="https://www.instagram.com/nah.project/">https://www.instagram.com/nah.project/</a>
11	Chosamon	IDR115.000	IDR359.000	canvas	low-high	sport	<a href="https://www.instagram.com/chosamon.co.id/">https://www.instagram.com/chosamon.co.id/</a>
12	Fuse Concept	IDR370.000	IDR390.000	canvas	low-high	casual	<a href="https://www.instagram.com/fuse.concept/">https://www.instagram.com/fuse.concept/</a>
13	Walko	IDR395.000	IDR500.000	canvas	low-high	casual	<a href="https://www.instagram.com/walko__/">https://www.instagram.com/walko__/</a>
14	Time Bomb	IDR350.000	IDR350.000	canvas	low-high	casual	<a href="https://www.instagram.com/tmbomb/">https://www.instagram.com/tmbomb/</a>
15	Extrude	IDR243.000	IDR243.000	canvas	low-high	casual	<a href="https://www.instagram.com/extrude_bali/">https://www.instagram.com/extrude_bali/</a>
16	Bitka Footwear	IDR224.000	IDR420.000	leather	low-high	casual	<a href="https://www.instagram.com/bitkagallery/">https://www.instagram.com/bitkagallery/</a>
17	Xander	IDR138.000	IDR199.000	canvas-leather	low	casual-sport	<a href="https://www.instagram.com/xandershoes/">https://www.instagram.com/xandershoes/</a>
18	Greengrass	IDR180.000	IDR180.000	canvas	low	casual	<a href="https://www.instagram.com/greengrass.shoes/">https://www.instagram.com/greengrass.shoes/</a>
19	Beazt Footwear	IDR350.000	IDR375.000	canvas	low-high	casual	<a href="https://www.instagram.com/beazt.id/">https://www.instagram.com/beazt.id/</a>
20	KRSH Footwear	IDR130.000	IDR400.000	canvas	low-high	casual	<a href="https://www.instagram.com/krsh.id/">https://www.instagram.com/krsh.id/</a>

21	MOR Project	IDR285.000	IDR285.000	canvas	low	casual	<a href="https://www.instagram.com/localharvest.id/">https://www.instagram.com/localharvest.id/</a>
22	Patrobas	IDR239.000	IDR289.000	canvas	low-high	casual	<a href="https://www.instagram.com/patrobas.id/">https://www.instagram.com/patrobas.id/</a>
23	Ventela Shoes	IDR189.000	IDR479.000	canvas	low-high	casual	<a href="https://www.instagram.com/ventelashoes/">https://www.instagram.com/ventelashoes/</a>
24	Brodo	IDR425.000	IDR825.000	canvas-leather	low-high	casual-sport	<a href="https://www.instagram.com/bro.do/">https://www.instagram.com/bro.do/</a>
25	Angge	IDR195.000	IDR340.000	canvas-leather	low-high	casual	<a href="https://www.instagram.com/angge.id/">https://www.instagram.com/angge.id/</a>
26	Bodwyn	IDR289.000	IDR303.000	canvas	low-high	casual	<a href="https://www.instagram.com/bodwyn.inc/">https://www.instagram.com/bodwyn.inc/</a>
27	Progressive	IDR185.000	IDR450.000	canvas	low-high	casual	<a href="https://www.instagram.com/progressive.footwear_/">https://www.instagram.com/progressive.footwear_/</a>
28	Phoenix	IDR202.000	IDR349.000	canvas	low	sport	<a href="https://www.instagram.com/phoenixshoes.id/">https://www.instagram.com/phoenixshoes.id/</a>
29	The Don's House	IDR395.000	IDR395.000	canvas-leather	low	casual	<a href="https://www.instagram.com/thedonshouse/">https://www.instagram.com/thedonshouse/</a>
30	Getzke	IDR150.000	IDR199.000	canvas	low-high	casual	<a href="https://www.instagram.com/getzke.id/">https://www.instagram.com/getzke.id/</a>
31	Mailsecond	IDR265.000	IDR325.000	canvas	low	casual	<a href="https://www.instagram.com/mailsecond/">https://www.instagram.com/mailsecond/</a>
32	Venturo	IDR399.000	IDR399.000	canvas	low-high	casual-sport	<a href="https://www.instagram.com/venturosneakers/">https://www.instagram.com/venturosneakers/</a>
33	Roneag	IDR240.000	IDR270.000	canvas-leather	low-high	casual	<a href="https://www.instagram.com/roneagfootwear/">https://www.instagram.com/roneagfootwear/</a>
34	Of My Life	IDR249.000	IDR539.000	canvas	low-high	casual	<a href="https://www.instagram.com/ofmylif/">https://www.instagram.com/ofmylif/</a>
35	Matildha	IDR245.000	IDR600.000	canvas-leather	low-high	casual	<a href="https://www.instagram.com/matildhamerchofficial/">https://www.instagram.com/matildhamerchofficial/</a>
36	ODM	IDR150.000	IDR650.000	canvas	low-high	casual	<a href="https://www.instagram.com/odmfootwear/">https://www.instagram.com/odmfootwear/</a>
37	MINE	IDR298.000	IDR488.000	canvas-leather	low-high	casual	<a href="https://www.instagram.com/mineofficial/">https://www.instagram.com/mineofficial/</a>
38	Elfamous	IDR239.000	IDR390.000	leather	low-high	casual	<a href="https://www.instagram.com/elfamous.co/">https://www.instagram.com/elfamous.co/</a>
39	Awarenes	IDR350.000	IDR350.000	canvas	low-high	casual	<a href="https://www.instagram.com/awarenes__/">https://www.instagram.com/awarenes__/</a>
40	Nodays	IDR300.000	IDR330.000	canvas	low-high	casual-sport	<a href="https://www.instagram.com/nodays.co/">https://www.instagram.com/nodays.co/</a>
41	Twin Head	IDR250.000	IDR350.000	canvas-leather	low	casual-sport	<a href="https://www.instagram.com/twinheadstore/">https://www.instagram.com/twinheadstore/</a>
42	Unrest Company	IDR300.000	IDR320.000	canvas	low	casual	<a href="https://www.instagram.com/unrestcompany/">https://www.instagram.com/unrestcompany/</a>
43	Waffles	IDR389.000	IDR399.000	canvas	low-high	casual	<a href="https://www.instagram.com/waffles.footwear/">https://www.instagram.com/waffles.footwear/</a>
44	OBEH	IDR329.000	IDR329.000	canvas	low	casual	<a href="https://www.instagram.com/obeh.id/">https://www.instagram.com/obeh.id/</a>
45	Rage	IDR295.000	IDR405.000	canvas	low-high	casual	<a href="https://www.instagram.com/rage.guerrilla/">https://www.instagram.com/rage.guerrilla/</a>

46	Hayes	IDR218.000	IDR600.000	canvas	low	casual	<a href="https://www.instagram.com/hayesfootware/">https://www.instagram.com/hayesfootware/</a>
47	GASCH	IDR250.000	IDR415.000	canvas	low	casual	<a href="https://www.instagram.com/gasch.ind/">https://www.instagram.com/gasch.ind/</a>
48	Denvers	IDR165.000	IDR350.000	canvas	low-high	casual	<a href="https://www.instagram.com/denvers.id/">https://www.instagram.com/denvers.id/</a>
49	Bixio	IDR369.000	IDR449.000	canvas-leather	low-high	casual-sport	<a href="https://www.instagram.com/bixio.id/">https://www.instagram.com/bixio.id/</a>
50	SOB	IDR209.000	IDR389.000	canvas	low-high	casual	<a href="https://www.instagram.com/s.o.b.bdg/">https://www.instagram.com/s.o.b.bdg/</a>
51	Stand Rich	IDR285.000	IDR285.000	canvas	low-high	casual	<a href="https://www.instagram.com/standrich.co/">https://www.instagram.com/standrich.co/</a>
52	GIVESMLE	IDR260.000	IDR300.000	canvas	low-high	casual	<a href="https://www.instagram.com/gvsmle.co/">https://www.instagram.com/gvsmle.co/</a>
53	Imperior	IDR200.000	IDR330.000	canvas	low-high	casual	<a href="https://www.instagram.com/imperiorfootwear/">https://www.instagram.com/imperiorfootwear/</a>
54	Kickchickcloth	IDR190.000	IDR199.000	canvas	low-high	casual	<a href="https://www.instagram.com/kickchickcloth/">https://www.instagram.com/kickchickcloth/</a>
55	Heiden Heritage	IDR327.000	IDR579.000	canvas	low-high	casual-sport	<a href="https://www.instagram.com/heidenheritage/">https://www.instagram.com/heidenheritage/</a>
56	Life For Today	IDR350.000	IDR350.000	canvas	low	casual	<a href="https://www.instagram.com/lifefortoday/">https://www.instagram.com/lifefortoday/</a>
57	Losing Grip	IDR435.000	IDR455.000	canvas	low-high	casual	<a href="https://www.instagram.com/losinggrip_/">https://www.instagram.com/losinggrip_/</a>
58	Ride inc	IDR450.000	IDR1.320.000	leather	low-high	casual	<a href="https://www.instagram.com/rideinc/">https://www.instagram.com/rideinc/</a>
59	JRVS	IDR335.000	IDR375.000	canvas	low-high	casual	<a href="https://www.instagram.com/jrvs.id/">https://www.instagram.com/jrvs.id/</a>
60	Syrup Supply	IDR250.000	IDR380.000	canvas	low-high	casual-sport	<a href="https://www.instagram.com/syrup.supply/">https://www.instagram.com/syrup.supply/</a>
61	Warrior	IDR106.000	IDR260.000	canvas	low-high	casual	<a href="https://www.instagram.com/warriorofficial.id/">https://www.instagram.com/warriorofficial.id/</a>
62	FYC	IDR290.000	IDR665.000	canvas	low	casual	<a href="https://www.instagram.com/fycfootwear/">https://www.instagram.com/fycfootwear/</a>
63	Johnson	IDR95.000	IDR320.000	canvas	low-high	casual	<a href="https://www.instagram.com/sepatu_johnson/">https://www.instagram.com/sepatu_johnson/</a>
64	Poison Street	IDR470.000	IDR490.000	canvas	low-high	casual	<a href="https://www.instagram.com/poisonstreet_/">https://www.instagram.com/poisonstreet_/</a>
65	One Triple Nine	IDR288.000	IDR495.000	canvas	low	casual	<a href="https://www.instagram.com/1_____999/">https://www.instagram.com/1_____999/</a>
66	Street Soda	IDR268.000	IDR335.000	canvas	low-high	casual	<a href="https://www.instagram.com/streetsoda.co/">https://www.instagram.com/streetsoda.co/</a>
67	Doneco	IDR350.000	IDR385.000	canvas	low-high	casual	<a href="https://www.instagram.com/doneco.store/">https://www.instagram.com/doneco.store/</a>
68	Crash Gear	IDR289.000	IDR299.000	canvas	low-high	casual	<a href="https://www.instagram.com/crashgearclothpwt/">https://www.instagram.com/crashgearclothpwt/</a>
69	GDCK	IDR400.000	IDR400.000	canvas	low	casual	<a href="https://www.instagram.com/gdck_supplyco/">https://www.instagram.com/gdck_supplyco/</a>
70	Kalvert Shoes	IDR380.000	IDR475.000	canvas-leather	low	casual-sport	<a href="https://www.instagram.com/kalvertshoes/">https://www.instagram.com/kalvertshoes/</a>
71	Swansco	IDR279.000	IDR309.000	canvas	low	casual	<a href="https://www.instagram.com/swansco_id/">https://www.instagram.com/swansco_id/</a>
72	Habitat	IDR175.000	IDR285.000	canvas	low	casual	<a href="https://www.instagram.com/habitat_footwear/">https://www.instagram.com/habitat_footwear/</a>

73	Wakai	IDR230.000	IDR729.000	canvas	low	casual	<a href="https://www.instagram.com/wakaiindonesia/">https://www.instagram.com/wakaiindonesia/</a>
74	Fladeo	IDR399.000	IDR1.000.000	canvas-leather	low	casual-sport	<a href="https://www.instagram.com/fladeoshoesofficial/">https://www.instagram.com/fladeoshoesofficial/</a>
75	Bata	IDR249.000	IDR1.099.000	canvas-leather	low-high	casual-sport	<a href="https://www.instagram.com/bataindonesia/">https://www.instagram.com/bataindonesia/</a>
76	Carvil	IDR231.000	IDR349.000	canvas-leather	low	sport	<a href="https://www.instagram.com/carvilofficial/">https://www.instagram.com/carvilofficial/</a>
77	Ardiles	IDR200.000	IDR578.000	canvas-leather	low-high	sport	<a href="https://www.instagram.com/ardilesoriginal/">https://www.instagram.com/ardilesoriginal/</a>
78	Seba Shoes	IDR650.000	IDR650.000	leather	low	casual	<a href="https://www.instagram.com/sebashoes/">https://www.instagram.com/sebashoes/</a>
79	Kodachi	IDR105.000	IDR240.000	canvas	low-high	casual	<a href="https://www.instagram.com/kodachiofficial/">https://www.instagram.com/kodachiofficial/</a>
80	Piero	IDR299.000	IDR499.000	canvas	low	sport	<a href="https://www.instagram.com/pierostore.indonesia/">https://www.instagram.com/pierostore.indonesia/</a>
	Average	IDR277.600	IDR435.725				

Source : *Instagram*

As explained above, it is based on tempo.co (2017) sneakers have three types based on price, which affect the durability of these sneakers. Both cheap sneakers have durability that is only one season or up to 6 months with daily use, while sneakers are relatively cheap. Classified in the middle will have a durability of more than a few seasons or about a year more with the use of daily and sneakers at relatively high prices or often called luxuries sneakers like those belonging to a well-known luxury brand that has long durability. Sneakers.co.id (2020) In Indonesia, local sneakers only occupy two of the three categories based on these prices, so here the durability attributes that will be used in this study are one season (6 months) and more than a year of the durability of sneakers.

According to ISO-8402 Loh (2001: 35), quality is the totality of facilities and characteristics of products or services that meet needs, expressed or implied. Quality as suitability for use (fitness for use), (Tjiptono, 2004: 11). Another definition that emphasizes meeting customer expectations, preferences in the choice of shoe products, consumers will have some expectations for the shoe products they buy, in this case, related to the type of material used to provide strength or resistance to a shoe product.

The material used to make casual shoes or what is often called sneakers has various basic materials. Based on Recordshoes (2020), five types of material are often used for sneakers, 3 of which are leather types, and 2 of them can be categorized into types of fabric, including canvas, suede, nubuck, and synthetic leather, and genuine leather, which is part of a type of leather that has different characteristics and two types of the canvas fabric are often used, namely fabric/canvas and leather.

Comfort is a feeling that arises due to minimal or no disturbance in bodily sensations (Manuaba, 1998). According to Kolcaba, in Potter and Penry (2005), expressing comfort is a condition where basic human needs have been fulfilled, such as

- 1) The need for tranquility is a satisfaction that enhances the daily appearance
- 2) Relief, that is, all needs have been fulfilled

3) Transcendent, namely the state of something that exceeds problems and pain

So, in this case, the comfort in local sneakers products is essential for consumer preferences in choosing shoe products. Based on the experimental statement above, it can be concluded that the level used in the comfort attribute is the sense of comfort and discomfort caused by the use of the shoe products that consumers choose.

Based on Kompas (2020), local sneakers Having a casual and sporty model, of course, with uses that can be adjusted for casual models, it can be used as a complementary fashion in daily activities, while those with a sporty model certainly have the same uses as the casual model but have advantages that can be used for sports activities. So, in this case, the preference attributes of local sneakers consumers raise the model attribute as an indicator of preference with an attractive sporty and casual level model.

Based on Top of Style (2021), sneakers have three forms based on long shafts, including low-top, medium-top, and high-top, but based on Insidescience (2018), basically, sneakers only have two types: low-top and high-top, in this case, the preference. for shape is a preference related to the physical appearance provided by a product, then in this study, the preference attributes of the shape are categorized in the level of measuring the shape attributes, which are low-top and high-top sneakers

From this, it is necessary to research to find out what combination of attributes affects consumers in buying domestic-made shoe products or often called local sneakers, and find out the most dominant attributes in influencing consumer decisions on local sneakers. So the analysis used in this research is conjoint analysis.

Based on the description above, the authors researched to determine what combination of attributes influenced consumers in choosing local sneakers that were wanted and expected by the shoe industry businessmen. This reason is what makes the author interested in researching "ANALYSIS OF CONSUMER

## PREFERENCES IN CHOOSING BRAND LOCAL SNEAKERS USING CONJOINT".

### **1.3 Problem Formulation**

Based on the increasing preference of Indonesian consumers in choosing domestic sneaker products, especially in recent years, it can provide opportunities for producers and MSMEs in producing sneakers products using domestic brands. The domestic shoe industry needs to improve the quality of the products to be marketed under the needs and desires of consumers so that the growth of the domestic shoe product business is maintained, even to the point of increasing it. So the local sneaker product industry needs to be aware of what factors influence consumer preferences in choosing sneakers. So that the domestic sneaker product industry can find out the various characteristics favoured by consumers so that it will increase consumer preferences in choosing local sneakers products, which will impact the level of sales of local sneakers products, business players in the domestic shoe product industry can improve quality and innovate in producing domestic sneakers.

The domestic sneaker industry is still relatively new. Currently, there is very little research related to the customer research index in choosing domestic sneakers to increase understanding of this very potential industry. The problem identified in this study is how the customer value index chooses a local sneaker brand by looking for any attributes that become a benchmark for consumers in choosing local sneakers. Then this can be seen through the combination of attributes in the characteristics of which local brand shoes get the highest customer index value and knowing the value drivers of the local sneakers brand.

Based on the background of the problems that have been discussed previously, the questions in this study are:

1. What combination of attributes do consumers like the most in choosing local sneakers?

2. Which attributes most influence consumer preference in choosing local sneakers?

#### **1.4 Research Objective**

Based on the research question, the objectives of this research is to answer the research question as follow:

1. To determine what combination of attributes most influences the preference of the Indonesian people in choosing local sneakers
2. To determine what attributes are most dominant in influencing the preferences of the Indonesian people in choosing local sneakers

#### **1.5 Significant of Study**

The benefits of this research are divided into two parts: the benefits for the academic aspect and the benefits for the business aspect.

##### **1.5.1 Academic Aspects**

This research is expected to provide deeper insights into marketing studies and business studies and can be used as reference material for further research on similar topics.

##### **1.5.2 Business Aspects**

For higher education, this study can enrich research results, especially in the field of marketing.

##### **1.5.3 For companies**

This research can be used as input for entrepreneurs in related industries in implementing marketing strategies. In the end, it is hoped that domestic-made shoe product industry players can find out how the customer value index is in choosing local sneakers today, especially in Indonesia.



## **1.6 Systematical of Writing**

### **a. CHAPTER I PRELIMINARY**

This chapter contains the background of the issues that reveal the impact of motivation programs on employee performance, the reasons for selecting topics, and the reasons for selecting research sites. Furthermore, this section also describes the formulation of problems, objectives, and research and systematics writing.

### **b. CHAPTER II LITERATURE REVIEW**

This chapter contains descriptions of literature review theories that underlie and support problem-solving, the frame of thought, research hypotheses, and the scope of research.

### **c. CHAPTER III RESEARCH METHODOLOGY**

This chapter contains a description of research methods, namely the type of research, operational variables, population, and samples. Types and techniques of data collection, measurement scale, validity, and reliability test, and data analysis.

### **d. CHAPTER IV RESEARCH RESULTS AND DISCUSSION**

This chapter will explain the research results and discussion of the characteristics of respondents, research results, and discussion of research results.

### **e. CHAPTER V CONCLUSIONS AND SUGGESTION**

This chapter explains the conclusions of the research results that accompany recommendations/suggestions for the companies studied.