

## **ABSTRACT**

*SMEs play a crucial role in the economic, social, and cultural landscape of Indonesia. Data from 2021 shows that the Riau Islands Province has 76,217 SMEs, ranking 19th. One of these is Divani Konveksi, an SME operating in the textile manufacturing sector. Currently, Divani Konveksi faces challenges with unstable sales due to limited variations in color, design, pattern, and materials. Additionally, this issue may stem from the company's lack of understanding of consumer preferences. Therefore, Divani Konveksi needs to develop products that align with consumer preferences.*

*This final project aims to design product improvement recommendations for women's hijabs in accordance with consumer preferences and to identify the attributes and attribute levels that match these preferences using conjoint analysis. The sampling technique employed is non-probability sampling with purposive sampling, using a quantitative approach and involving 160 respondents who are users of women's hijabs.*

*The research results indicate that color is the primary factor in purchase decisions, followed by material, pattern, design, and size. Furthermore, of the five analyzed attributes, three are distinct from existing products and have not been met by Divani Konveksi. Therefore, Divani Konveksi needs to add variations to these attributes based on the design results. The variations to be added include cotton and satin for the material attribute, kaftan designs for the design attribute, and floral patterns for the pattern attribute.*

*Improving products to match consumer preferences can offer various advantages, including increased market interest, the ability to create products that meet consumer desires, and access to the latest information regarding consumer preferences. By leveraging the results of this attribute design, SMEs can better understand consumer needs regarding women's hijabs and are expected to address existing complaints. Knowledge of the attributes and attribute levels of women's hijabs that align with consumer preferences is hoped to serve as a foundation for SMEs to develop better products. Additionally, SMEs are advised to conduct regular research to obtain the latest information on consumer preferences, as these preferences tend to change over time.*

*Keywords: SMEs, women's hijabs, attributes, consumer preferences, Conjoint Analysis, Divani Konveksi.*