ABSTRACT

DEWI MEGAWATI. Analysis Of Consumer Perception and Preferences Against Women Shoes Product In Bogor. Under direction of ARIEF DARYANTO and MD DJAMALUDIN

The objectives of this study were: (1) analyze consumer perception of the importance of product attributes shoe, (2) to analyze consumer preferences for footwear products, (3) formulate appropriate managerial implications in an effort to optimize the product shine. The analysis covers the importance of four attributes inherent in the product, which consists of product attributes, place, price, and promotion. Product attributes consist of leisure products, color variation, variation model, variations in size, variety of accessories, shoe material, and various forms which was considered extremely important. Attributes price consists of the price suitability measured at an affordable price considered important. Attribute place the strategic location of purchase and service and friendliness of employees considered essential. Attribute promotion discount, gift vouchers, giving gifts to consumers considered important. The results of the analysis Conjoin illustrates that the overall results Conjoin analysis showing the four attributes information deemed important by consumers to the importance of different. So the combination of the most important is a comfortable product, form an attractive, easy to buy, and the price is cheap. Input or recommendations for companies such as new product innovation maintain comfort products, implement Positioning Strategies in the minds of consumers, creating products that have a unique design is expected to aspire to consumers' desire to result in increased profitability.

Keywords: Perceptions, Preferences, Shoes, Conjoint, Thurstone