

Conference Paper

Consumer Preference for Attributes of Out & Jump Outer Products

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ORCID:Tina Melinda: <http://orcid.org/0000-0002-2919-8300>**Abstract**

This study aimed to identify the attributes that are considered most important for consumers of Out & Jump outer products. This research employed quantitative research using the conjoint method. The sample of 97 was recruited using purposive sampling. There were three attributes in purchasing an outer product that were studied, namely motif, arm design and fabric. Each attribute had several levels: the motif attribute levels were patterned and plain; the arm design attribute levels were the short arm design and the long arm design; and the fabric attribute levels were rayon fabric, maxmara fabric and chiffon fabric. The results indicated that the attributes that were considered the most important for potential consumers of Out & Jump were fabric and arm design, and the attribute that was considered less important was motif.

Keywords: consumer preferences, product attributes, purchasing decision making.

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Published: 22 March 2021

Publishing services provided by
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Selection and Peer-review under the responsibility of the ICOEN Conference Committee.

1. Introduction

Competition for fashion products is very tight in this day and age. Because there are so many foreign brands such as Pull & Bear, H&M, Zara, Mango that have entered Indonesia, which offer fashion products at high prices. Lots of consumers who spend a lot of money to fulfill their fashion needs to look cool and classy from other people. The existence of social media such as Instagram, YouTube, and Facebook which is currently growing very rapidly makes consumers competing to show their followers photos or videos about their fashion style if they have good fashion.

Conservative / practical user, which is oriented towards comfort and function of the fashion lifestyle itself or appearance. Apathetic users are those who subscribe to discounts at a shopping place. This is evidenced by the existence of data sources for Social Research and Social Monitoring, Kadin, Kemkominfo, Accenture in 2015 from the number of internet users in Indonesia as much as 77% using the internet looking for product information and online shopping [24]. Like the table below,

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TABLE 1: Percentage of product E-commerce

Produk E-commerce	Presentase
Clothes	67,10%
Shoes	20,20%
Tas	20%
Clock	7,60%
Flight Ticket	5,10%
Handphone	5,1%
Vehicle Accessories	2,80%
Make Up	2,30%
Book	1,80%

Source: Social Research, 2015 [24]

Out & Jump is a business that is engaged in fashion, where we offer quality outer products at relatively affordable prices. Where we use fabrics that are comfortable to use and suitable for making the outer. There are 3 fabrics that we use, namely rayon, maxmara, and chiffon [12].

TABLE 2: Product Attributes According to Kotler & Armstrong (2015)

Type of Fabric	Fabric Characteristics	Disadvantages of Cain
Rayon	<ul style="list-style-type: none"> • Slightly similar to cotton cloth. • Rayon fabric is slightly slippery and smooth. • Fabric that is cool and absorbs sweat. 	The material is slippery and wrinkles easily.
Maxmara	<ul style="list-style-type: none"> • Maxmara fabric is similar to satin. • It has a smoother and cooler texture and is very comfortable to use. • The fabric is falling off and is not transparent. 	Maxmara fabric is difficult to sew because the texture of the fabric is very smooth and slippery.
Chiffon	Chiffon fabric that is thin, transparent, and light.	<ul style="list-style-type: none"> • It is a thin cloth and has a slightly rough texture. • This cloth is less able to withstand heat.

Source: Processed data, 2019 [6, 8, 22]

In addition to the fabric we use, we also make 2 outer models, namely 7/8 sleeves so it's a bit short and a long model. Both of these outer models can be used by women who have an eye, according to the inner clothes they use. Also how someone mix and match

the clothes to be worn. Apart from offering a plain outer, we also offer a variety of motifs so that consumers can choose a suitable motif according to their wishes. Therefore, the attributes used in this study were found, namely the fabric, model and motif.

In addition, the attributes chosen from the journal above also refer to the theoretical study of product attributes according to Kotler & Armstrong (2015: 253-254), there are 3 criteria regarding product attributes, namely product quality, product features, style and design, more specifically, assisted by the table below [12]

TABLE 3: Product Attributes According to Kotler & Armstrong (2015)

Attribute	Product Attribute Characteristics	Information
Motive	Style & design	Motif influences the style and appearance of using the outer.

Source: Processed data, 2019 [6, 8, 12, 22]

Based on the problems above, where Out & Jump wants to carry out an outer product, we need consumer preferences in order to get the product that consumers want. Starting from motifs, sleeve designs, and fabric materials. So that Out & Jump can make an outer product that consumers want. Therefore, it is interesting to conduct a study on consumer preferences on outer product attributes using conjoint analysis, so that the title given for this study is “CONSUMER PREFERENCE TO OUTER ATTRIBUTES COMBINATION IN OUT & JUMP IN MAKING PURCHASE DECISIONS”

2. Methods and Equipment

2.1. Methods

2.1.1. Quantitative Research

This type of research is quantitative in which data is collected through a questionnaire. The quantitative method is based on a positivist philosophy that can be used in research on certain populations or samples (Sugiyono, 2015: 13) [22].

This study uses the conjoint method which is an analytical technique to determine the relative importance based on customer preferences brought by a particular product and the utility value that arises from the related product attributes.

According to Hair et al. (2010) Conjoin analysis is a multivariate technique specifically used to determine how respondents develop preferences for all objects (products, services or ideas). This analysis is based on the simple reason that consumers can evaluate the values of the product (real or hypothetical through a combination of several

separate values separated from each attribute) [5]. Sugiyono (2015: 136) says the sample is part of the total population characteristics [22]. In this study, the following formula used for unknown populations (Frendy, 2011: 53):

$$n = \frac{Z^2}{4\mu^2}$$

Information:

n = sample size

Z = the level of confidence in the sample required in the study (at $\alpha = 5\%$ or the degree of confidence is determined at 95%, then $Z = 1.96$) μ = margin of error, tolerable error rate (specified 10%) By using the formula above, the following calculations are obtained:

$$n = \frac{Z^2}{4\mu^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$n = 96,4 = 97$ respondents

From the results of these calculations, it is known that the required sample size is 97 respondents. In this study, the sample was taken with non-probability sampling using purposive sampling technique, the sample was taken using criteria that could represent the population. The criteria in this study are: career women in Surabaya, who like outer products, spend a budget to buy outer products of around IDR 200,000 / outer.

Carry out the conjoint analysis process to predict what the respondent wants who represents the Out & Jump consumer. The conjoint analysis method used in this study is as follows:

$$Y = X1 + X2 + X3 + Constanta$$

Information:

Y = The utility of a combination of factors (attributes) that become consumer preferences

$X1$ = The utility value of the motive which consists of 2 levels

$X2$ = The utility value of the arm design which consists of 2 levels

$X3, X4$ = The utility value of the fabric which consists of 3 levels

3. Result

3.1. Age

In this study, respondents aged 24 to 30 years dominate in filling out the questionnaire. Where women who have this age have their own income and want to look more fashionable. In addition, outer products can be used by office women as an outfit for work. Because outer products can be used during formal or informal events.

TABLE 4: Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 Year	19	19.6	19.6	19.6
24-30 Year	24	24.7	24.7	44.3
30-36 Year	21	21.6	21.6	66.0
37-43 Year	22	22.7	22.7	88.7
44-50 Year	11	11.3	11.3	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

4. Job

In this study, the frequency of other jobs is here, where the police, civil servants and housewives dominate. Because women who have jobs as police and civil servants currently have a very attractive and fashionable style or fashion. Where career women such as civil servants and the police sometimes also use outer products as an outfit to go to the office when they are not wearing a uniform. Besides that, housewives who want to look fashionable while traveling or attending events can use the outer as a much needed fashion outfit. Because outer products give an elegant, simple and fashionable impression.

4.1. Where to Buy

Respondents in this study prefer outer products to buy online. Because career women who do not have time to go to shopping centers choose to shop online.

TABLE 5: JOB

JOB

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	14	14.4	14.4	14.4
Wiraswasta	11	11.3	11.3	25.8
Karyawan	33	34.0	34.0	59.8
Lainnya	39	40.2	40.2	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

TABLE 6: Where to Buy

Where to buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online	53	54.6	54.6	54.6
Offline	44	45.4	45.4	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

4.2. Minimum Price

The minimum price for an outer that consumers will buy is an outer product that has a price of IDR 100,000 to IDR 150,000.

TABLE 7: Minimum Price

Minimum Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid IDR 50.000,-sd IDR 100.000,-	32	33.0	33.0	33.0
IDR 100.001,-sd IDR 150.000,-	50	51.5	51.5	84.5
Other	15	15.5	15.5	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

4.3. Maximum Outer Purchase Price

In calculating the maximum price frequency for an outer that consumers will buy, consumers prefer the price of Rp. 150,000 to Rp. 200,000. With the maximum price chosen by the respondent, it can be used as a reference for Out & Jump in determining a maximum price for an outer product.

TABLE 8: Maximum Price

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	IDR100.000.- sd IDR150.000.-	22	22.7	22.7	22.7
	IDR150.001,- sd IDR 200.000	56	57.7	57.7	80.4
	Other	19	19.6	19.6	100.0
	Total	97	100.0	100.0	

Source: SPSS, 2019

4.4. Motive Variable Attribute

Based on the table below shows that respondents in the motive attribute prefer patterned with a frequency of 57 (58.8%) respondents compared to respondents who choose plain by 40 (41.2%).

TABLE 9: Motive

		Frequency	Percent	Valid Percent	Cumulative Percent
	Patterned	57	58.8	58.8	58.8
Valid	Plain	40	41.2	41.2	100.0
	Total	97	100.0	100.0	

Source: SPSS, 2019

4.5. Arm Design Attributes

The table below shows that respondents in the arm design attribute prefer long-sleeved designs by 53 (54.6%) of respondents compared to respondents who choose short-sleeved designs by 44 (45.4%).

TABLE 10: Arm Design

Arm Design				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Short Sleeved	44	45.4	45.4	45.4
Long Sleeved	53	54.6	54.6	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

4.6. Fabric Material Attributes

The table below shows that the respondents on the fabric material attributes 39 respondents preferred maxmara cloth compared to 34 respondents who chose rayon and 24chiffon cloth.

TABLE 11: Fabric Material

Fabric Material				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rayon Cloth	34	35.1	35.1	35.1
Maxmara Cloth	39	40.2	40.2	75.3
Chiffon Cloth	24	24.7	24.7	100.0
Total	97	100.0	100.0	

Source: SPSS, 2019

TABLE 12: Importance Value Outer Finish Attribute

Importance Values	
Motive	.000
ArmDesign	20.000
FabricMaterial	80.000

Source: SPSS, 2019

4.7. Total Utility of Respondents

Through the results of the conjoint analysis, it can be seen that the combinations of attributes and levels of the outer are preferred by respondents. The following is a presentation of the total utility value of each combination:

TABLE 13: Total Utility of Respondents

No	Kombinasi			Nilai Utility			Total
1	Plain	Long Sleeved	Rayon Cloth	- 0,241	0,262	0,009	0,03
2	Plain	Short Sleeved	Chiffon Cloth	- 0,241	-0,262	-0,52	-1,023
3	Patterned	Long Sleeved	Chiffon Cloth	0,241	0,262	-0,52	-0,017
4	Patterned	Short Sleeved	Rayon Cloth	0,241	-0,262	0,009	-0,012
5	Patterned	Short Sleeved	Maxmara Cloth	0,241	-0,262	0,511	0,49
6	Plain	Long Sleeved	Maxmara Cloth	- 0,241	0,262	0,511	0,532
7	Patterned	Long Slevled	Rayon Cloth	0,241	0,262	0,009	0,512
8	Plain	Short Sleeved	Rayon Cloth	- 0,241	-0,262	0,009	-0,494

Source: SPSS, 2019

5. Discussion

When viewed from the characteristics of the age of the respondents, it can be seen that respondents aged 24 years - 30 years dominated the filling of the questionnaire with a total of 24 people (24.7%), while in the second position the most respondents who filled out the questionnaire were 37 years - 43 years old with the number of reached 22 people (22.7%). Meanwhile, at the age of 30 - 36 years, there were 21 respondents (21.6%) who filled out the questionnaire. Then followed by respondents who have ages 17 years - 23 years amounting to 19 people (19.6%) and respondents who have ages 44 years - 50 years amounted to 11 people (11.3%).

Based on the characteristics of the job, most of the respondents have other occupational status, where the other jobs here consist of civil servants, police, and housewives. Respondents who filled out the questionnaire on this other occupation amounted to 39 people (40.2%). Respondents who have jobs as entrepreneurs have the lowest number, namely 11 people (11.3%). Meanwhile, for respondents who were employees, 33 people (34%), followed by student respondents as many as 14 people (14.4%).

Based on the frequency of respondents buying an outer, where respondents buy more through online media than buying offline. Shown in the table above, the number of respondents who chose to buy the outer online was 53 people (54.6%) while the respondents who bought offline were 44 people (45.5%).

Respondents in this study also filled in the minimum price to buy an outer, where about 50 people (51.5%) chose the minimum price for the outer to be purchased for IDR 100,000 to IDR 150,000. Meanwhile, 32 respondents (33%) chose the minimum price for an outer that was purchased for IDR 50,000 to IDR 100,000. For a minimum price of more than IDR 150,000, - in buying an outer, the respondents chose only 15 people (15.5%).

The maximum price frequency for buying an outer chosen by the respondent, where in the maximum price of IDR 150,001 to IDR 200,000, many respondents chose to fill out this questionnaire, namely 56 people (57.7%). Meanwhile, the maximum purchase price for the outer is IDR 100,000 to IDR 150,000 - 22 people (22.7%) were chosen. 19 respondents (19.6%) filled in the maximum price of an outer that will be purchased for more than IDR 200,000.

Based on the table above, it shows that respondents in the motive attribute prefer patterned with a frequency of 57 (58.8%) of respondents compared to respondents who choose plain by 40 (41.2%).

Respondents on the arm design attribute preferred the long-sleeved design by 53 (54.6%) of respondents compared to respondents who chose the short-sleeved design by 44 (45.4%).

Respondents on the fabric attribute preferred maxmara fabric by 39 respondents compared to respondents who chose rayon fabric by 34 respondents and chiffon cloth by 24.

The interpretation of the order of the combination of outer attributes from the most preferred to the least preferred combination is based on the ranking method in the questionnaire. Where the utility value in each attribute that is positive is the respondent likes the utility, on the contrary if the value is negative, then the respondent does not like the utility (Bafadal, 2013).

6. Conclusion

Judging from the results of this study, it can be concluded that some of the results and conclusions are as follows:

- Consumer preferences for the combination of outer attributes in purchasing decisions are seen from the fabric material, sleeve design, and followed by the outer motif.

- The most important attribute according to potential Out & Jump respondents is fabric, because the choice of fabric itself gives a comfortable effect when used.

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