

ABSTRACT

This research discusses the development of sambal products. The purpose of this research is to determine the combination of product attribute levels, to make a design form that will be realized in the product according to consumer desires and also to find out consumer preferences for services, so that producers can expand their market in Jabodetabek. Data processing was performed using conjoint analysis and cluster analysis methods to assist in determining market segmentation. Data processing using Hoshin Kanri to help determine consumer preferences for SME services. Through the distribution of the questionnaire, the attributes to be considered include the level of spiciness, durability, number of contents, price, type of packaging, and the area of the sticker design. The number of combination profiles eliminated by orthogonal design using fractional factorial design into 16 attribute level combination profiles and analyzed so that the attribute combination with the highest utility value was selected, namely the product level of spiciness Level 1-3, resistance 1-2 weeks, the number of contents is 100-150gr, with Prices range from Rp. 21,000 - Rp. 25,000, the type of packaging used is a plastic bottle, and the sticker design area is a label sticker covering the package. Based on segmentation, product preferences are divided into 6 clusters which are used to make it easier to determine market segmentation.

Keywords: Sambal, Conjoint Analysis, Cluster Analysis, Product Design, Hoshin Kanri, Importance Performance Analysis