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ANALYSIS OF CONSUMER PREFERENCES FOR SHOE CARE SERVICES IN SURABAYA

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Abstract: The growth of the footwear industry in Indonesia, particularly in the city of Surabaya, presents significant opportunities for shoe care services. This study aims to analyze consumer preferences toward shoe care services in Surabaya by considering four key attributes: reputation, desired results, severity level of shoe condition, and location. This research employs a quantitative method with a conjoint analysis approach and is processed using SPSS 27 software. Data were collected through a questionnaire distributed to 384 respondents who had previously used shoe care services. To generate representative attribute combinations, the orthogonal array method was used, resulting in nine optimal stimuli to assess consumer preferences. Based on the importance values, the most influential attribute in consumer decision-making is the desired result, followed by severity level, reputation, and location. The most preferred combination among respondents includes services recommended by close acquaintances, effective stain removal results, the ability to handle shoes with moderate damage, and a conveniently accessible location. These findings provide strategic insights for shoe care service providers to develop offerings that align with market preferences and enhance competitiveness amid the growing number of similar businesses in Surabaya.

Keywords: *Conjoint Analysis, Consumer Preference, Shoe Care Services, Desired Result, Severity Level*

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1. Introduction

In the modern era, shoes have become more than just a daily necessity; they are also a symbol of lifestyle and social status (World Footwear, 2022). Indonesia ranks fifth as the world's largest footwear market with a consumption of 702 million pairs in 2022, indicating great potential in this industry. Surabaya, as the second-largest metropolitan city in Indonesia, plays a crucial role in the dynamics of the economy and urban lifestyle. With an economic growth rate of 5.70% in 2023 (BPS Kota Surabaya, 2024) and high non-food expenditures such as fashion, the demand for shoe care services is increasing.

Public awareness of the importance of professional shoe care continues to grow, along with limited time and knowledge in caring for shoes (Rahmawati et al., 2020). This creates business opportunities for shoe care services that offer practical solutions. However, fierce competition in Surabaya requires a deep understanding of consumer preferences (Andronicus

et al., 2022). These preferences are influenced by factors such as reputation, care results, the level of damage to the shoes, and location (Wahyudi, 2019).

Based on a pre-survey of 30 respondents, four main attributes were found to be prioritized: desired results (100%), severity level (93.3%), reputation (83.3%), and location (73.3%). Other attributes such as price and supporting facilities were considered less significant. Reputation includes Google reviews and recommendations, while repair results include cleanliness, durability, and comfort of the shoes. Severity is divided into mild, moderate, and severe, which affects the type of repair needed.

Location is also a crucial factor, including the accessibility and visibility of the store. By understanding these preferences, businesses can design more competitive strategies. This study aims to analyze the most important attributes and the best combination in shoe care services in Surabaya, so that it can be a guide for business development in this sector.

Based on the background, this study identifies two main problems: first, determining the most important attributes in reputation, desired results, severity, and location in shoe care services in Surabaya; second, finding the optimal combination of these four attributes to meet consumer preferences. The objective of this study is to analyze consumer priorities in choosing shoe care services, particularly in relation to reputation, quality of results, level of shoe damage, and ease of access to location. In addition, this study aims to formulate the best combination of these attributes in order to provide strategic recommendations for the development of shoe care services in Surabaya. Thus, the results of this study can be used as a reference for business actors in improving competitiveness and service quality.

2. Research Method

This study used a quantitative approach with a survey method to analyze consumer preferences for shoe care services in Surabaya. The research location was chosen in Surabaya due to easy access for respondents, with data collection taking place from January to February 2025.

The research population was consumers of shoe care services in Surabaya, with an unknown population size. The sample was determined using a purposive sampling technique with the following criteria: (1) age 20–50 years, (2) having used shoe care services, and (3) residing in Surabaya. Calculations using the Cochran formula resulted in a sample size of 384 respondents.

The data used consisted of primary and secondary data. Primary data was obtained through an online questionnaire (Google Form), while secondary data was collected through literature review, articles, journals, and other written sources. The research instrument was a closed-ended questionnaire that included respondent characteristics and an evaluation of a combination of shoe care service attributes.

The research variables were operationalized into four attributes, each with its own level: (1) Reputation (Google reviews, recommendations, testimonials), (2) Desired outcome (long-lasting fragrance, stain removal, longer-lasting shoes), (3) Severity (mild, moderate, severe), and (4) Location (accessibility, visibility).

The analysis method used was conjoint analysis using SPSS 27. From the combination of attributes and levels (54 combinations), the orthogonal array method yielded nine top stimuli, which respondents rated using an ordinal scale of 1–5. Validity was tested using Pearson Product Moment correlation, while reliability was tested using Cronbach's Alpha. The conjoint analysis then calculated utility values, attribute importance scores, and Pearson's correlation and Kendall's Tau tests to ensure the estimates matched actual conditions.

3. Results and Discussion

Cucci is a shoe care business that has been operating since 2018 in Malang and is now planning to expand to Surabaya. The decision to expand the business is based on the high demand for shoe care services in metropolitan cities such as Surabaya, which has a larger population and higher purchasing power than Malang.

Figure 1. Existing and New Cucci Instagram
Source: Instagram.com (2025)

This study used a non-probability sampling technique in the form of purposive sampling because the population size was unknown. The sample selection was based on specific criteria: (1) age 20-50 years, (2) has used shoe care services, and (3) resides in Surabaya. Data collection through questionnaires was conducted during January-February 2025 with 384 respondents who met the criteria, in order to obtain accurate preference data on shoe care service attributes in Surabaya.

Table 1. Respondent Background

Aspect	Category	Frequency	Percentage
Gender	Male	207	54
	Female	177	46
Age	17–25 years	104	27
	26–30 years	121	32
	31–41 years old	79	21
	41–50 years old	80	21
Highest level of education	High school and equivalent	149	39
	Diploma	10	3
	Bachelor	216	56
	Graduate	9	2
Employment	Student/University Student	32	8
	Private Sector Employee	104	27
	Civil Servants	90	23
	Self-employed	97	25%
	Others	61	16
Income	<Rp 1,000,000	37	10

	IDR 1,000,000 - IDR 4,000,000	74	19
	IDR 4,000,001 - IDR 8,000,000	221	58
	>Rp 8,000,000	52	14
Shoe Maintenance Frequency	<3 times	171	45
	3–5 times	88	23
	>5 times	125	33
Last Treatment History	<1 week	139	36
	1–4 weeks	118	31
	>1 month	127	33%
Average Maintenance Expenses	<Rp 100,000	84	22
	Rp 100,000 - Rp 300,000	173	45
	>Rp 300,000	127	33

Source: Processed Data (2025)

A study of 384 respondents in Surabaya shows that shoe repair service consumers are predominantly male (54%) aged 26-30 (32%). The majority work as private employees (27%) and entrepreneurs (25%) with an income of IDR 4-8 million/month (58%), indicating medium-high purchasing power. Their consumption patterns are interesting: 45% of respondents still rarely maintain their shoes (<3 times), but 36% have done so in the past week, spending IDR 100,000-300,000 (45%). This data indicates a large market potential among young workers, although the frequency of maintenance can still be increased through appropriate marketing strategies.

Research Instrument Testing

A high-quality data collection instrument must meet two main criteria: validity and reliability.

Validity Test

Validity testing plays an important role in research, especially for studies that use questionnaires as data collection instruments. This test aims to ensure the validity of an instrument in reflecting the relationship between theoretical concepts and empirical reality. Validity is a measure that indicates the level of validity and accuracy of an instrument in measuring the variables under study. An instrument is said to be valid if it is able to measure the aspects that should be measured and is able to produce data that is in accordance with the research variables. The level of validity of an instrument reflects the extent to which the data obtained remains in accordance with the characteristics of the variables under study without any deviations. The validity test used includes construct validity.

Validity testing can be done by correlating each factor or variable with the total factor or variable using product moment correlation (r). In this study, validity testing was done by correlating each question item with its total score.

An instrument is considered valid if the correlation coefficient obtained is greater than or equal to the r table value. If r count ≥ r table, then the instrument is declared valid, whereas if r count < r table, then the instrument is considered invalid. The validity testing of the indicators of each variable in this study was carried out using the SPSS 27 program.

Table 2. Variable Validity Test

Card	Pearson Correlation	Sig.	rTable	Description
1	0.513	0.000	0.099	Valid
2	0.500	0.000	0.099	Valid
3	0.507	0.000	0.099	Valid
4	0.559	0.000	0.099	Valid
5	0.538	0.000	0.099	Valid
6	0.490	0.000	0.099	Valid
7	0.481	0.000	0.099	Valid
8	0.460	0.000	0.099	Valid
9	0.448	0.000	0.099	Valid

Source: Processed Data (2025)

Based on Table 2, it can be seen that the calculated r value for each question item is greater than the table r at a significance level of α = 5% (0.05). This indicates that each variable indicator tested has good validity. Thus, it can be concluded that these indicators are suitable for measuring variables in this study.

Reliability Test

The reliability test is used to measure the level of stability, consistency, and accuracy of an instrument in conducting measurements. This test aims to assess the extent to which the measurement results remain consistent when repeated. In addition, the reliability test also helps determine whether the respondents' answers remain stable over time.

In this study, the reliability of the instrument was tested using Cronbach's Alpha. Based on this method, an instrument is considered reliable if the reliability coefficient value is ≥ 0.6. Conversely, if the coefficient obtained is < 0.6, the instrument is categorized as unreliable. Reliability testing in this study was conducted using the SPSS 27 program.

Table 3. Reliability Test of Variables

Variable	Cronbach's Alpha	Description
X	0.625	Reliable

Source: Processed Data (2025)

Based on Table 3, it is known that the Cronbach's Alpha value for all variables exceeds 0.6. In accordance with the provisions explained earlier, this indicates that all variables used in this study have met the reliability criteria.

Conjoint Analysis Implementation

After determining the characteristics of respondents' preferences for shoe care services, the results of respondents' assessments of the attributes in this study will be processed using conjoint analysis with the SPSS 27 program.

The description of the model used in this study can be seen in Table 4 below:

Table 4. Model Description

Model Description

	Number of Levels	Relation to Ranks or Scores
reputation	3	Discrete

desired_outcome	3	Discrete
severity_level	3	Discrete
location	2	Discrete

All factors are orthogonal.

Source: Processed Data (2025)

Table 4 shows the description of the model used in this study. The numbers 2 and 3 in the N of levels section refer to the number of levels of each attribute, which can also be referred to as factors that are variables in this study. The reputation attribute consists of three levels, namely Google reviews, recommendations, and testimonials. The desired results attribute includes three levels: long-lasting fragrance, stain removal, and more durable shoes. Furthermore, the severity attribute also has three levels, namely mild, moderate, and severe. Meanwhile, location only has two levels, namely access and visibility.

Using conjoint analysis in this study, the *overall statistics* from 384 respondents will be used. The following is an explanation of Table 5 regarding the processed utility results.

Table 5. Utility Results (Overall Statistics)

Utilities

		Utility Estimate	Std. Error
Reputation	Google Reviews	-,005	.004
	Recommendations	0.032	,004
	testimonials	-0.027	,004
desired_results	long-lasting fragrance	-,022	.004
	stain removal	,026	,004
	shoes last longer	-,004	.004
severity_level	mild	-,006	.004
	Moderate	0.014	.004
	heavy	-,008	.004
location	easy access	,019	.003
	Visibility	-0.019	.003
(Constant)		2.953	.003

Source: Processed Data (2025)

Based on Table 5, the utility estimate value shows the respondents' preference levels for various attribute levels in this study. A positive utility value indicates that the level is preferred by respondents, while a negative utility value indicates that respondents dislike that level. For the reputation attribute, the level most preferred by respondents was recommendations, with a utility value of 0.032, followed by testimonials with a value of -0.027. Meanwhile, Google reviews had a negative utility value of -0.005, indicating that respondents disliked this level compared to other levels in the reputation attribute. For the desired results attribute, the level most preferred by respondents is stain removal, with a utility value of 0.026, followed by long-

lasting fragrance with a value of -0.022. Conversely, longer-lasting shoes have a negative utility value of -0.004, indicating that this benefit is considered less important than other levels in this attribute.

In the severity attribute, the moderate level has the highest utility value of 0.014, indicating that respondents prefer care services that handle shoes with moderate damage. Meanwhile, heavy has a utility value of -0.008, and light has a value of -0.006, indicating that severity levels that are too low or too high are less desirable to respondents. As for the location attribute, the easy access level has a positive utility value of 0.019, indicating that respondents prefer easily accessible locations. Conversely, visibility has a utility value of -0.019, meaning that the visibility factor of the location is not a top priority in choosing shoe care services.

The results of the conjoint analysis also show *the importance values* of each attribute based on the overall results of the respondents in this study. *The importance value* in conjoint analysis shows how respondents rank and place importance on an attribute in shoe care services in Surabaya. The following are the overall importance values:

Table 6. Importance Values Results (Overall Statistics)

	Importance Values
Reputation	26.772
desired_results	28.724
severity level	27,471
location	17,033
Average Importance Score	

Source: Processed Data (2025)

Based on Table 6, the importance value shows the level of importance of each attribute in consumer decisions regarding shoe care services. Importance represents the extent to which an attribute influences consumer preferences. From these results, the desired outcome attribute has the highest importance value, namely 28.724, which indicates that the main factor in consumer decisions is the final outcome of the shoe care service. Furthermore, the severity attribute has a value of 27.471, which indicates that the level of damage to shoes is also an important factor in service selection. The reputation attribute ranks third with a value of 26.772, which shows that consumer trust in the service, whether through recommendations, reviews, or testimonials, also influences their decisions. Meanwhile, location has the lowest importance value, namely 17.033, which means that this factor has the least influence compared to other attributes. This indicates that consumers place more importance on service quality than on the ease of access to the shoe care location.

In conjoint analysis, *predictive accuracy* is used to determine the level of prediction accuracy between estimates and the actual conditions of respondents. To evaluate this relationship, Pearson's R and Kendall's Tau tests were conducted to determine the extent of the correlation between estimates and the actual conditions of respondents. In other words, these tests were used as a basis for measuring the validity of predictions generated by conjoint analysis. *Predictive accuracy* measures how strong the relationship is between the estimation results and the actual conditions of the respondents. If the Pearson's R and Kendall's Tau values are > 0.500, then there is a strong correlation, which indicates that the predictions have a high level of accuracy. Conversely, if the value is < 0.500, then the relationship between the estimation and the actual conditions of the respondents is considered weak or insignificant. The

overall results of the Pearson's R and Kendall's Tau tests in this study can be seen in the following table:

Table 7. Correlation Results (Overall Statistic)

Correlations[a]

	Value	Sig.
Pearson's R	.997	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Source: Processed Data (2025)

Based on the correlation test results shown in the Correlations Table, Pearson's R value is 0.997 and Kendall's Tau is 1.000. Both values are above 0.500, indicating that there is a very strong correlation between the estimates and the actual conditions of the respondents. In other words, the model used in the conjoint analysis has very high predictive accuracy, so that the estimation results can be relied upon to understand the respondents' preferences. In addition, the significance (Sig.) results show a value of < 0.001, which is much smaller than 0.100. This indicates that the correlations found in this study are very significant. Thus, the null hypothesis (H_0) can be rejected, and the alternative hypothesis (H_1) is accepted, which means that there is indeed a strong correlation between the estimates and the actual conditions of the respondents.

Attribute Description

The following is a discussion of the description of attributes and the results of the conjoint analysis in this study:

Reputation Attribute

The first attribute used in this study is reputation, which is one of the factors in building consumer trust in shoe care services. The reputation of a service can be determined by various elements, including consumer reviews, recommendations from close friends, and testimonials from previous users. In this study, the reputation attribute consists of three levels, namely:

1. Google reviews, which represent consumer opinions through digital platforms and are often used as a reference before using a service.
2. Recommendations, which are obtained from the experiences of people close to the consumer and are considered more credible and convincing.
3. Testimonials, which reflect the experiences of previous service users and can provide a direct picture of service quality.

The analysis results show that recommendations have the highest preference level, indicating that consumers trust the opinions of people they know more than Google reviews. This shows that marketing strategies that focus on *word-of-mouth* marketing are very effective in increasing the attractiveness of shoe care services. In addition, managing consumer reviews on digital platforms and utilizing consumer testimonials in the form of visual content or videos should also be done to help strengthen the business's reputation among potential new consumers.

Desired Outcome Attributes

The second attribute used in this study is desired results, which is one of the factors in consumer satisfaction with shoe care services. Every consumer has expectations regarding the results of the services provided, so this attribute is divided into three levels, namely:

1. Long-lasting fragrance, which gives shoes a fresh scent after care.

2. Stain removal, which indicates the effectiveness of the service in removing dirt and stubborn stains.
3. Longer-lasting shoes, which indicates the benefits of care in extending the life of shoes.

The results of the study show that the service's ability to remove stains is the most important factor for consumers, followed by the durability of the shoes after treatment. Conversely, the long-lasting fragrance factor has a lower level of preference, which indicates that consumers prioritize the cleanliness and durability of shoes over the aroma after treatment. Therefore, business strategies can focus on improving the quality of more effective cleaning services.

Severity Level Attribute

The third attribute in this study is severity level, which reflects the condition of the shoes before treatment. Consumers use shoe care services based on the level of damage or dirt on their shoes. In this study, the severity level attribute is divided into three levels based on the types of problems faced by consumers, namely:

1. Mild, which includes shoes with light dirt such as dust.
2. Moderate, which includes shoes with dirt that is more difficult to clean, such as water, mud, or oil.
3. Severe, which includes shoes with more complex damage such as mold, yellowing, or detached soles.

The results of the study show that shoes with a moderate severity level are more often the main reason consumers use shoe care services, compared to mild or severe conditions. This indicates that consumers tend to seek care services when their shoes begin to experience dirt that is more difficult to clean, but have not yet experienced severe damage.

Location Attribute

The final attribute used in this study is location, which relates to consumer access to shoe care services. Location is one of the factors that influence consumer decisions, particularly in terms of accessibility and visibility. In this study, the location attribute is divided into two levels, namely:

1. Easy access, which indicates that the service location is easily accessible to consumers.
2. Visibility, which indicates that the business premises are clearly visible from the main road and attract the attention of potential consumers.

The analysis results show that consumers prioritize accessibility over visibility, meaning they are more likely to choose a service location that is easily accessible and convenient rather than one that is merely visible from the main road. This indicates that shoe care businesses need to consider selecting locations near consumer activity centers, such as office areas, shopping centers, or densely populated residential areas.

4. Conclusion

This study concludes that consumer preferences for shoe care services in Surabaya are influenced by four main attributes, with the following order of importance: (1) desired results (effectiveness of stain removal), (2) severity (condition of shoes), (3) reputation (recommendations from people close to them), and (4) location (accessibility). The best combination preferred by respondents is a service with a reputation based on recommendations, effective stain removal results, the ability to handle shoes with moderate damage, and an easily accessible location. For businesses, it is recommended to optimize testimonial-based marketing

strategies, focus on stain removal services, provide care packages based on the level of damage, and choose strategic locations with pick-up and delivery services.

This study has several limitations, including covering only four attributes (without considering price or service speed) and being limited to respondents in Surabaya, so the results may not be generalizable to other regions. Additionally, the sample size (384 respondents) and the possibility of questionnaire inaccuracies also affect the results. For future research, it is recommended to add variables such as price, type of shoe material, or service speed, as well as expand the scope of the research location to other cities to obtain a more comprehensive analysis.

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