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ANALYSIS OF CONSUMER PREFERENCES IN CHOOSING PRODUCT OF TENUN IKAT KEDIRI (CASE STUDY OF TENUN MULYA KEDIRI)

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Abstract: This study aims to analyze consumer preferences toward Kediri woven ikat fabrics. The study was conducted based on inadequate corporate strategy planning data, which led to an imbalance between finished goods and goods sold. The research was carried out on Tenun Mulya products, a traditional woven fabric producer in Kediri, focusing on the attributes of color (X1), Pattern (X2), size (X3), and accessibility (X4). The color attribute consists of neutral, bright, and dark levels. The results showed that bright colors and plant-patterned Patterns had the highest preference among consumers, while the 90 cm fabric size was more favored due to its convenience in clothing production. In addition, online accessibility became the main choice for consumers in obtaining Kediri woven ikat products, in line with the development of digital technology and online shopping trends. These findings provide implications for producers in designing more efficient marketing and production strategies to enhance market competitiveness.

Keywords: *Conjoint Analysis, Consumer Preferences, Attributes of Color, Pattern, Size, and Accessibility*

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1. Introduction

According to the Indonesian National Encyclopedia (Volume 16, 1991:242), woven fabric is a traditional craft produced from various natural fibers such as cotton, silk, and wood fibers. The weaving process involves inserting the weft threads across the warp threads arranged lengthwise on the loom, which is traditionally operated by women. Since prehistoric times, weaving has been an essential part of human culture, with East Asia, India, and West Asia recognized as its main centers of development. The technique later spread to other parts of the world, including Indonesia.

In Indonesia, one of the regions known for its woven fabric is Kediri, where ikat weaving first developed in Bandar Kidul Village, Mojoroto District. This area became the center of Tenun Ikat Bandar Kidul, a distinctive form of Kediri's woven fabric. Although no written record precisely identifies its origin, interviews with local sources suggest that the craft evolved through international trade with countries such as Madagascar, China, India, and Arabia, and was later refined by the Chinese community residing in Kediri (Tri Atmoko, 2016).

One of the local small and medium enterprises (SMEs) focusing on this traditional industry is Tenun Mulya, established in 2016 by Mr. Suharto. The enterprise was originally founded in the 1980s by his grandfather, Mulyadi, but ceased operation in the 1990s due to competition from machine-based textile producers. The rapid development of modernization has shifted consumer lifestyles, resulting in a decline in demand for traditional woven fabrics. To address this issue, the local government has collaborated with Tenun Ikat artisans—including Tenun Mulya—to preserve traditional weaving culture and support sales growth.

A preliminary survey indicated that color, pattern, material, and price are the main factors influencing consumer purchasing decisions. To further explore these preferences, this study employs conjoint analysis to identify consumer preferences regarding four key product attributes: color, pattern, accessibility, and size.

The results of this study are expected to provide insights for Tenun Mulya in formulating effective production management and marketing strategies aligned with consumer preferences. By understanding these factors, the company can enhance product competitiveness and contribute to the sustainability of traditional ikat weaving in Kediri. The study is entitled "Consumer Preference Analysis in Selecting Kediri Ikat Weaving Products: A Case Study of Tenun Mulya Kediri."

2. Literature Review

Roini et al. (2021), in the journal article "Efforts to Improve the Quality of Kediri Ikat Weaving as a Cultural Asset of Kediri City," focused on identifying factors required to enhance the quality of ikat weaving products. The findings emphasized the need for better supervision, quality inspection, and production management to optimize weaving outcomes and increase sales performance.

In line with this, Hindratmo et al. (2023) conducted a study on Kodok Ngorek, a weaving enterprise, focusing on quality improvement and sales enhancement. The research aimed to develop quality improvement proposals aligned with customer expectations to boost sales performance. The study concluded that continuous improvement in production quality plays a crucial role in increasing consumer satisfaction and supporting sustainable business growth.

Consumer preference refers to an individual's tendency to choose a particular product or service based on personal liking or disliking. According to Kotler et al. (2017), consumer preference reflects a rational and conscious evaluation process in which consumers seek information, compare alternative brands, and assess various product attributes and benefits to meet their needs. Each consumer assigns different levels of importance to certain product attributes, which ultimately shape their preferences toward a specific brand prior to making a purchase decision. In this sense, consumer preference can be understood as an attitude formed through the evaluation of several available alternatives. Nicholson (1989), as cited in Risadi (2022), further explains that consumer preference theory rests upon three main assumptions, namely completeness, transitivity, and continuity. Completeness implies that consumers can compare and rank all possible alternatives; transitivity assumes consistency in their preferences (if a consumer prefers A to B and B to C, then A is also preferred to C); and continuity suggests that small changes in product attributes do not cause abrupt changes in preferences.

Decision-making, which is closely related to consumer preference, is defined as a series of processes through which an individual selects one option from various alternatives while considering multiple interests. Similarly, Sadikin et al. (2020) describe decision-making as the process of identifying problems and opportunities in order to find the most appropriate

solution. This process typically begins with recognizing a problem and defining objectives, followed by developing and analyzing relevant alternatives, selecting the best alternative, and finally evaluating the outcomes of the decision taken.

Product attributes also play a vital role in shaping consumer perception and influencing purchasing decisions. According to Simamora (in Riadi, 2018), product attributes represent the benefits offered by a product, which are communicated through elements such as brand, quality, features, design, labeling, packaging, and supporting services. These elements form the consumer's overall impression of a product. In line with this, Kotler et al. (2017) explain that product attributes demonstrate how a product or service is developed with an emphasis on the value and benefits delivered to consumers. Therefore, product attributes not only differentiate a product from competitors but also enhance its perceived value and competitiveness in the market.

Color, as one of the product's visual attributes, has a significant influence on consumer perception. Pakerti (2014) defines color as a fundamental visual element that contributes to beauty and can be perceived directly by the human eye. Similarly, Nugraha (2005) states that color is a visual perception resulting from the reflection of light from an object. It plays a crucial role in design by creating visual effects and eliciting psychological responses that may affect a consumer's emotional connection to the product. Appropriate use of color can enhance product attractiveness and increase purchase intention, making it a strategic element in product design and marketing.

In the context of *ikat weaving*, Patterns or decorative patterns are central to the fabric's identity and artistic value. According to Sari and Herwin A. (2020), in their study on the development of decorative Patterns and colors in Kediri *ikat weaving*, traditional Patterns do not originate from specific ritualistic meanings but are rather the result of artisan creativity inspired by nature and local surroundings. Generally, these Patterns are categorized into geometric, floral, and animal patterns. Each Pattern type carries aesthetic and cultural significance, representing both artistic expression and regional identity that distinguish Kediri's *ikat* from other woven fabrics.

Another important aspect of woven fabric products is size. Arikunto & Jabar (2014) explains that size is determined by a process of measurement that establishes the quantity of an object—such as its length or mass—relative to a specific unit of measure. According to the official website of the Kediri City Government, Kediri *ikat weaving* fabric generally comes in two standard sizes: 250 cm × 90 cm and 250 cm × 110 cm. These variations in fabric width provide consumers with options that cater to different needs and preferences in textile use.

Accessibility also serves as a key factor influencing consumer preference and purchasing decisions. Gischa (2023) further emphasizes that accessibility reflects the convenience and connectivity between locations within a spatial system and the extent to which these locations can be reached through available transportation or distribution networks. In the context of *ikat weaving*, accessibility encompasses the ease with which consumers can acquire products through traditional markets, local stores, or online platforms. The higher the accessibility, the greater the likelihood of consumer purchase and product awareness.

3. Research Method

This study employed a quantitative descriptive research method to analyze consumer preferences toward product selection, specifically focusing on Kediri ikat woven fabrics. The analysis considered three primary product attributes—color, Pattern, and material—which were selected based on preliminary survey results. The main analytical technique used in this

research was conjoint analysis, which enables researchers to identify the relative importance of various product attributes as perceived by consumers and to predict their preferences for different attribute combinations (Irawati et al., 2016)

Data collection was conducted using both online and offline questionnaires. The online questionnaires were distributed through the WhatsApp application, while the physical questionnaires were handed directly to respondents. The data collection process lasted for one week using the administered questionnaire method, in which respondents were guided to fill out the provided forms according to the structured questions. The population of this study consisted of Tenun Mulya customers who made purchases during the 2024 fiscal year, totaling 243 consumers.

The data analysis process followed the systematic stages of conjoint analysis. According to Danu (2019), the procedure begins with problem formulation to identify the relevant product attributes and their corresponding levels, followed by the design of stimuli or attribute combinations, data collection, selection of appropriate conjoint analysis procedures, and finally, interpretation of the results. Utama & Antonio (2022) further explain that conjoint analysis functions to determine the relative importance of each attribute based on customer perceptions and to estimate the utility values associated with each attribute level. Through this approach, researchers can identify which attribute combinations are most preferred by consumers, providing valuable insights for product development strategies that align with market preferences.

4. Results and Discussion

In this analysis, conjoint analysis is used to examine individuals' perceptions of a product, good, service, or object, with the aim of identifying their preferences for products composed of various attribute combinations. The determination of attributes in this study was adjusted based on previous research and the results of prior surveys. In conducting conjoint analysis, there are several steps that need to be carried out:

Table 1. Attributes and Levels of Kediri Ikat Woven Fabric Products

Attributes	Level	Description
Color X1	1	Neutral
	2	Bright
	3	Dark
Pattern X2	1	Geometric Pattern
	2	Floral Pattern (Flora)
	3	Animal Pattern (Fauna)
Size X3	1	90cm (90cm x 250cm)
	2	110cm (110cm x 250cm)
Accessibility X4	1	Offline
	2	Online

The utility estimate can be obtained from the ranking responses based on the preferences of Respondent 1. The questionnaire responses of Respondent 1 are shown in Table 4.2.

Tabel 2. Ranking of Stimuli for Respondent 1

Color	Pattern	Size	Accessibility	Ranking
Dark	Floral Pattern	90cm	Offline	9

Dark	Fauna Pattern	90cm	Online	5
Bright	Geometric Pattern	90cm	Online	1
Bright	Fauna Pattern	110cm	Offline	8
Bright	Floral Pattern	90cm	Offline	7
Neutral	Fauna Pattern	90cm	Offline	6
Neutral	Geometric Pattern	90cm	Offline	3
Dark	Geometric Pattern	110cm	Offline	4
Neutral	Floral Pattern	110cm	Online	2

The results of the stimulus ranking analysis for Respondent 1 include utilities, importance values, and correlations. The results of this analysis are presented in Table 4.3.

Table 3. Utilities of Respondent 1

Utilities			
		Utility Estimate	Std. Error
Color	Neutral	1.000	.544
	Bright	-.667	.544
	Dark	-.333	.544
Pattern	Geometric Pattern	-.333	.544
	Floral Pattern	3.000	.544
	Fauna Pattern	-2.667	.544
Size	90cm	-.500	.408
	110cm	.500	.408
Accessibility	Offline	.500	.408
	Online	-.500	.408
(Constant)		5.000	.430

Based on Table 4.3, the constant value (β_0) is 5.000. This value is obtained by calculating the total score of all combinations divided by the number of combinations, resulting in an average of (1+2+3+4+5+6+7+8+9)/9 = 5.0. This figure serves as the basis for determining the utility value of each factor with multiple levels.

The results show that the color attribute at the neutral level has a utility estimate of 1.000, indicating that Respondent 1 prefers neutral colors over bright and dark ones. For the pattern attribute, the preferred level is the floral pattern (flora) with a utility estimate of 3.000. Regarding the size attribute, the respondent prefers the 110 cm size over the 90 cm option, with a utility estimate of 0.500. Finally, for the accessibility attribute, the respondent prefers offline purchasing for the ikat woven fabric product, with a utility estimate of 0.500.

From the results of the importance value calculation, it can be determined which attribute is considered the most important by the respondent. The importance value results for Respondent 1 are presented in Table 4.

Table 4. Importance Values of Respondent 1

Importance Values	
Color	17.857
Pattern	60.714
Size	10.714
Accessibility	10.714

Based on Table 4.4, the importance values of Respondent 1 show that the most important attribute for the respondent is the pattern attribute, with an importance value of 60.714, followed by the color attribute with a value of 17.857, and finally the size and accessibility attributes, each with an importance value of 10.714.

The final result of the conjoint analysis is the correlation. Correlations are used to measure predictive accuracy, indicating the level of agreement between the estimated and actual results. A high and significant correlation reflects good predictive accuracy. The correlation results obtained through Pearson's R and Kendall's Tau tests are shown in Table 4.5.

H_0: There is no strong correlation between the estimated and actual conditions.
H_1: There is a strong correlation between the estimated and actual conditions.

Table 5. Correlations of Respondent 1

Correlations[a]

	Value	Sig.
Pearson's R	.978	.000
Kendall's tau	.889	.000

Overall utilities represent the utility values of each level within the attributes across all respondents. A positive utility value indicates that respondents prefer that level, while a negative value indicates dislike. The overall utility values are shown in Table 4.6.

Based on the table, each utility value corresponds to variable X_{ij}(attribute *i*, level *j*), with a constant value of $\beta_0 = 5.061$. A positive utility value means that respondents like the level offered, whereas a negative one indicates disinterest. For the color attribute, respondents prefer the bright level, with the highest utility value of 0.595. For the pattern attribute, respondents favor the floral pattern, with a utility value of 0.243. For the size attribute, respondents prefer the 90 cm (90 cm × 250 cm) size with a utility value of 0.062, compared to the 110 cm size (-0.062). Finally, for the accessibility attribute, respondents prefer online purchasing (0.245) over offline (-0.245).

Table 6. Overall Utilities

Utilities

		Utility Estimate	Std. Error
Color	Neutral	-.396	.168
	Bright	.595	.168
	Dark	-.199	.168
Pattern	Geometric Pattern	-.174	.168
	Floral Pattern	.243	.168
	Fauna Pattern	-.069	.168
Size	90cm	.062	.126
	110cm	-.062	.126
Accessibility	Offline	-.245	.126

Based on Table 4.7, it can be explained that respondents consider pattern as the most important factor or attribute. This is indicated by the importance value of 33.367, which is the highest among all attributes. The second most important attribute is color, with an importance value of 31.432, followed by size with 18.042, and finally accessibility, which has an importance value of 17.159.

Table 7. Overall Importance Values

Importance Values	
Color	31.432
Pattern	33.367
Size	18.042
Accessibility	17.159

In the overall correlations, the measurement procedure remains the same as for Respondent 1. The correlation is measured based on the values obtained from Pearson's R and Kendall's Tau. Both Pearson and Kendall correlation tests produced relatively strong correlation values, i.e., greater than 0.5. A correlation coefficient > 0.5 indicates a strong relationship between the estimated and actual results, while a correlation coefficient < 0.5 indicates that there is no strong correlation between the estimated and actual results (Sarwono, J., 2015:93).

Furthermore, if the significance value > 0.05, then H_0 is accepted. Conversely, if the significance value < 0.05, then H_0 is rejected and H_1 is accepted.
H_0: There is no strong correlation between the estimated and actual conditions.
H_1: There is a strong correlation between the estimated and actual conditions.

Table 8. Overall Correlations

Correlations[a]

	Value	Sig.
Pearson's R	.952	.000
Kendall's tau	.833	.001

Based on Table 4.8, the correlation significance values show that Pearson's R is 0.952 and Kendall's Tau is 0.833, indicating a high level of accuracy since both values are greater than 0.5. The significance values of Pearson's R (0.000) and Kendall's Tau (0.001) are both below 0.05; therefore, H_0 is rejected and H_1 is accepted. This indicates a strong correlation between the estimated and actual conditions. In other words, both tests are at a significant level, confirming that there is a real correlation between the conjoint analysis results and respondents' opinions.

Analysis of the Relationship Between Gender and Preferred Colors in Kediri Ikat Woven Products

Based on result, it can be seen that the most preferred color is bright colors. However, this represents the overall total of respondents' choices. To obtain more specific insights, it is necessary to examine the preferred colors based on gender. According to a study by Prameswary et al. (2024)in *Jurnal Senirupa Color* titled *"Analisis Persepsi Color pada Kemasan Produk Kecantikan Emina"*, the results showed that men tend to prefer black and cool colors such as blue, while women prefer bright and feminine colors. Similarly, an article on *apixprinting.com* stated that men generally favor colors such as blue, green, and gray, while women tend to prefer pink, purple, and yellow. These preferences are often associated with traditional gender-color associations.

Birren, as cited in Darmaprawira's book *"Color"* (2002), explained that women tend to prefer warm, pastel, and soft colors, while men prefer strong, dark, and cool colors with higher intensity. The results of this study show that women prefer bright colors more than

men, with 82 female respondents choosing bright colors. Meanwhile, men prefer dark colors more than women, with 26 male respondents selecting dark colors as their preference.

Analysis of the Relationship Between Age and Preferred Colors in Kediri *Tenun Ikat* Products

The relationship between age and color preference can be seen—older age groups tend to prefer darker and neutral colors. In contrast, younger age groups (18–25 and 26–33) tend to prefer bright colors. 19 respondents aged 18–25 and 49 respondents aged 26–33 preferred bright colors. As age increases, color preferences change, as shown by the results that respondents aged 34–42 preferred dark colors (21 respondents), while those aged 42–49 preferred neutral colors (26 respondents). Similarly, respondents aged 50–57 tend to prefer dark colors, and those over 57 prefer neutral tones.

In the book *"Color"* by Darmaprawira's book *"Color"* (2002), it is stated that color preferences can be influenced by age. Although the book does not explicitly mention that older individuals tend to prefer neutral or dark colors, this information provides additional context on how color preferences can shift over time. Furthermore, research by Titi & Gunawan (2011) in a journal titled *"Persepsi dan Preferensi Color dalam Lanskap"* examined color perception and preference across different age groups and found that color preferences may change with age. Although these studies do not specifically state that older age groups prefer neutral and dark colors, they suggest that color preference evolves with age due to more complex influencing factors. However, the results of this study indicate that as people age, they tend to prefer neutral and dark colors.

Analysis of the Relationship Between Gender and Age on the Purchasing Method of *Tenun Mulya* Products

The relationship between age and purchasing behavior for Tenun Mulya products. When viewed by age group, respondents aged 34–41 predominantly purchased products online. This was followed by the 26–33 age group, with 87.70%, and then 54 respondents aged 26–30. Next, the 42–49 age group consisted of 45 respondents, followed by the 18–25 group with 14 respondents, and finally, the 50–57 group with 6 respondents. Respondents over 57 years old did not make online purchases but preferred to shop offline at stores.

The convenience offered by social media and e-commerce platforms has increased consumer interest in online shopping (Virgantini et al., 2023). This is supported by the 2021 Ipsos Global Trends survey, which reported that 73% of Indonesian consumers find online shopping easier than shopping in stores. In addition, 83% of consumers agreed that online shopping offers better deals than in-store purchases (Nurcahyadi, 2021). These data indicate that convenience and price are the main reasons behind the growing preference for online shopping.

The most active age group in online shopping is dominated by young adults. According to research by Populix involving 6,285 respondents in Indonesia (Populix, 2020), the 18–21 age group accounted for 35% of total online shoppers, followed by the 22–28 age group at 33%. Similarly, a study by Kredivo and Katadata Insight Center (Pratiwi et al., 2022) found that the 26–35 age group had the highest online shopping activity at 46%, followed by the 18–25 age group at 38%.

Based on these findings, the age groups most active in online shopping fall under the early adulthood category. According to Saputro (2018), early adulthood ranges from ages 20 to 40, representing a transition phase from adolescence to adulthood. At this stage,

individuals typically have their own income, which increases their purchasing power and, consequently, their level of online shopping activity.

The percentage relationship between respondents' gender, age, and purchasing methods (online and offline). The data were obtained by comparing survey results from a total of 243 respondents. Online purchases were mostly made by women aged 34–41, accounting for 19% of the total respondents. Meanwhile, the lowest online purchase rates were found among men aged 18–25, 42–49, and over 57, each with 0%. This may be due to the smaller proportion of male respondents in these age groups, totaling only 29 individuals.

Respondents' Preferences

Through this study, it can be concluded that the most preferred combination of attributes among respondents is a *tenun ikat* variant with bright colors, floral patterns, a size of 90 cm (90 cm x 250 cm), and purchased online. Regarding color, the results indicate that respondents prefer bright colors over neutral and dark tones. This preference is expected to represent the general taste of Indonesian consumers toward Kediri *tenun ikat*. According to Heller (2009) in *Psychologie de la couleur*, colors carry different psychological meanings and can influence human emotions. In the fashion world, color choices can reflect personality, mood, and social status. Each age group tends to have its own preferred colors. As people age, their color preferences shift toward darker and more neutral tones. Birren (2016) also found that men tend to prefer dark and neutral colors such as black, gray, and blue, while women favor more varied hues, including pink, purple, and pastels. He further stated that age influences color preferences—older individuals tend to choose neutral and dark colors, whereas younger people are more attracted to bright and vivid ones.

In terms of pattern, respondents preferred floral Patterns, which are perceived as elegant and refined. Understanding consumers' preferred patterns helps producers identify market trends, allowing for more efficient and targeted production. Businesses can also enhance product features—in this case, Patterns—by diversifying designs to meet market demands. According to Setianingsih et al. (2022), a wider variety of Patterns attracts more consumer attention and increases purchase interest. Therefore, continuous Pattern innovation can make the products more competitive and responsive to evolving consumer aesthetics.

Regarding fabric size, respondents preferred the smaller width option, 90 cm (90 cm x 250 cm). According to Waani et al. (2022)in the *Journal of Management and Organization*, consumer decisions are closely related to available information and various factors influencing their product knowledge. In this context, product attributes such as size, design, and quality are key considerations. The 90 cm width appears ideal for consumers intending to use the fabric for garments like blouses, skirts, or pants. Hence, producers may focus on manufacturing more 90 cm fabrics to optimize material use and reduce operational costs, as narrower fabrics require less thread.

As for accessibility, respondents preferred purchasing *tenun ikat* products online, reflecting the growing reliance on convenient and practical digital platforms. According to Zedt et al. (2024) in *YUME: Journal of Management*, online sales offer several advantages, including:

1. Wider market reach
2. Lower operational costs
3. Easier consumer data collection
4. Flexible operating hours
5. Efficient inventory management

This finding is consistent with Sitohang et al. (2025), who discovered that the most important product attribute for consumers was the Pattern, indicating that design plays a central role in purchase decisions.

Hindratmo et al. (2023) revealed that improving the quality and sales performance of *tenun* at "Kodok Ngorek" Kediri required optimizing key attributes—Pattern, quality, and material—with Pattern being the most influential factor. The managerial implication of this research is to develop a more efficient production and marketing strategy to increase sales turnover. The findings regarding consumer characteristics and preferences for Kediri *tenun ikat* are expected to represent the broader market. Accordingly, the recommended product combination for production and marketing is one featuring bright colors and floral patterns with a 90 cm width. Although respondents preferred online purchasing, the company should continue offering offline sales alongside online channels to reach a wider range of consumers.

5. Conclusion

After conducting descriptive and statistical analyses using both online questionnaires (Google Forms) and physical surveys distributed directly to 243 respondents who are consumers of Tenun Mulya, the results indicate that the combination of attributes preferred by consumers of Kediri Tenun Ikat products includes fabrics with bright colors, floral decorative patterns, a size of 90 cm × 250 cm, and online accessibility. The attribute considered most important by consumers is the pattern.

Suggestions for future research include further examination of the product positioning of Kediri Tenun Ikat based on the findings of this study. Future researchers are also encouraged to conduct studies related to marketing strategies for Kediri Tenun Ikat products. Additionally, it is recommended to explore other product attributes and attribute levels that align with consumer needs and modern trends. Future studies should also consider selecting respondents from different regions to explore variations in consumer characteristics.

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