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ANALYSIS OF CONSUMER PREFERENCES IN PURCHASING SKINCARE BRAND OGANIC IN MATARAM CITY

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Abstract

The growth of the beauty industry in Indonesia has increased competition among skincare brands, including local producers striving to differentiate themselves through product innovation. However, local brands such as OGANIC still face challenges in understanding the specific attributes that most influence consumer purchasing decisions, especially in urban markets like Mataram City. OGANIC is a local company brand engaged in the beauty industry, specifically in the production and development of organic skincare products. The natural ingredients used in this product include spirulina, seaweed, and premium pearl extract, all of which are natural ingredients with great potential available in the Lombok Island region. This study aims to determine what attributes are preferred by consumers and the attributes that consumers consider most when deciding to purchase OGANIC skincare in Mataram City. The determination of respondents as a sample was carried out by accidental sampling with a total of 50 respondents who purchased the product. The data obtained were analyzed using conjoint analysis. Based on the analysis results, consumers' main preferences for OGANIC skincare are those that contain natural ingredients, have a price above Rp. 100,000, are national brands, use glass bottles and are used by influencers. The OGANIC skincare attributes that consumers consider most in making purchases, sequentially based on importance, are ingredients, price, brand, product reputation, and packaging. It is expected that from the results of this study, manufacturers should improve the performance of OGANIC skincare attributes that are considered less important in their influence and maintain the performance of attributes that are considered important according to what consumers feel. This finding contributes scientifically by providing a conjoint analysis consumer preference model that can be used for the development of more competitive OGANIC brand skin care product strategies.

Keywords: Conjoint Analys, Consumer Preference, OGANIC Skincare

1. Introduction

The beauty industry in Indonesia is experiencing rapid growth along with the increasing youth population and public awareness of the importance of appearance and skin health. According to the Kementerian Koordinator Bidang Perekonomian Republik Indonesia (2024), the cosmetics industry is projected to grow by 21.9% in 2023, marked by an increase in the number of companies from 913 to 1,010, 95% of which are Small and Medium Enterprises (SMEs). The personal care and skincare segments are the largest contributors to this industry, with market values of USD 3.18 billion and USD 2.05 billion, respectively. The trend toward using natural ingredients and halal-labeled products is also driving innovation in the development of organic skincare products (Setyaningsih & Albari, 2024).

The skincare industry in Indonesia continues to grow with the emergence of various local brands and the entry of international brands. This competition encourages manufacturers to continuously innovate by offering products that are not only effective but also in line with consumer trends and preferences, such as the use of natural ingredients and halal certification. This condition shows the importance of understanding consumer behavior in determining skincare product purchasing decisions amidst increasingly fierce industrial competition (Rabiah & Stefany, 2022).

One tangible manifestation of this growth is the emergence of various local brands that prioritize the use of natural and organic ingredients in their products. The BPOM, together with the NTB Regional Police, the Public Order Agency (Satpol PP), and the

Trade and Industry Office (Diskopindag), conducted raids on cosmetic distribution facilities (distributors, shops, beauty clinics, and online shops) and traditional medicine distribution facilities (distributors, herbal medicine depots) in the Mataram City and Lombok Island areas. A total of 208 items totaling 64,953 pieces of illegal products were found, consisting of cosmetics and traditional medicines that are TMS (without distribution permits, containing hazardous materials/chemicals, recalled/withdrawn from circulation) as well as hard drugs in illegal facilities (BBPOM Mataram, 2016). In Mataram City, a local company named PT. Organic Lombok Indonesia has been established. PT. Organic Lombok Indonesia is a local company engaged in the beauty industry, specifically in the production and development of organic-based skin care products. Known by its trademark OGANIC, the company was founded in 2018 by Septia Erianty in Mataram, West Nusa Tenggara. OGANIC is committed to harnessing the potential of local natural resources by using natural ingredients unique to the NTB region, such as spirulina, seaweed, and premium pearl extract. These ingredients are known to have various skincare benefits.

Over the past two to three years, OGANIC's skincare sales and business growth have increased significantly. Between 2023 and 2024, OGANIC achieved an average monthly turnover of around IDR 50 million under normal conditions, largely through online sales and participation in various national MSME events, such as the BRI UMKM EXPO (RT). At this event, OGANIC products, such as soft bars, lotions, and spirulina capsules, generated approximately IDR 3 million in revenue in just one day of the exhibition (Ariesta, 2025). Furthermore, OGANIC has expanded its distribution channels and expanded its range of body care products to reach a wider consumer segment. This development has boosted the reputation of the OGANIC brand, which is not only gaining recognition nationally but has also begun to penetrate international markets, including Japan and Australia (Ayu & Cahaya, 2024). The strong performance and expanding market reach of OGANIC indicate a significant increase in consumer interest. However, this growth also underscores the need to understand which specific product attributes drive consumer purchasing decisions. As the brand scales and competes in broader markets, empirical insights into consumer preferences become essential to ensure that future product development and marketing strategies remain aligned with market expectations and support sustainable business expansion.

The company focuses not only on product quality but also on environmental sustainability and local community empowerment. OGANIC empowers local farmers in the provision of raw materials and uses environmentally friendly packaging, such as biodegradable cassava plastic and bamboo baskets. One of its flagship products is a natural-based acne serum. The natural ingredients used in this product include spirulina, seaweed, and premium pearl extract, all of which are natural ingredients with great potential available in the Lombok Island region. In addition, there are several other OGANIC products, namely: Natural Acne Care, Natural Soap Bar, Natural Body Butter Almond, Natural Exfoliator, Gentle Face Wash, Matte Day Cream, Brightening Pearls Shower Gel Blissful Island, Brightening Pearls Shower Gel Gili Breeze, Brightening Pearls Shower Gel Pearls Paradise, Oganic Sun-Kissed Mango Natural Soap Bar, Oganic Blissful Island Natural Soap Bar.

The raw materials for these products are not only renowned for their skincare benefits but also reflect the richness of local natural resources that can be further developed

into high-value products. According to the ekbisntb.com (2024), Mataram City and its surrounding areas have geographical conditions and a marine ecosystem that strongly support the cultivation of these raw materials, which, if properly managed, can provide a comparative advantage and competitive strength for the local skincare industry.

A production process ultimately leads to the market (consumers), therefore, understanding consumer preferences is crucial. Consumer preferences are an individual's choice or interest in expressing their likes or dislikes for a product (Parengkuan & Nurhasanah, 2021). Consumer preferences are a condition in which individuals assess a product or brand based on its suitability to their needs and desires, thus influencing the purchasing decision-making process (Wardhana, 2024). These preferences reflect not only personal preferences but also a logical assessment of various product attributes deemed relevant. Attributes such as ingredient content, benefits, price, packaging, halal certification, and product safety assurance are crucial elements that manufacturers should understand thoroughly (Rabiah & Stefany, 2022).

The circulation of substandard or even illegal cosmetic products in Mataram City demonstrates that consumer awareness and literacy regarding safe products still need to be improved. Therefore, research focused on identifying the attributes of organic skincare products most considered by consumers is crucial. This allows businesses to formulate targeted marketing strategies and encourage the growth of a high-quality and highly competitive local skincare industry in Mataram City.

Despite the growing number of studies on consumer preferences for skincare products in Indonesia, research gaps remain. Previous studies often focused on general skincare categories or specific attributes such as halal labels and pricing, yet very few examined integrated attribute preferences for locally sourced organic skincare products using analytical tools such as conjoint analysis. There is also limited empirical evidence specifically addressing consumer evaluation of skincare brands that utilize regional natural resources, particularly in the context of Mataram City.

Based on these gaps, this study aims to offer a more comprehensive and attribute-based understanding of consumer preferences for brand OGANIC skincare in Mataram City, thereby strengthening the theoretical and empirical foundation for developing organic skincare products rooted in local natural. This study aims to determine what attributes are preferred by consumers and the attributes that consumers consider most when deciding to purchase OGANIC skincare in Mataram City.

2. Methods

Research Location and Respondents

The determination of the sample area in this study was carried out by purposive sampling, namely in Mataram City, because PT. Organic Lombok Indonesia Best Naturale Skincare is located in Mataram City, precisely in the Karang Anyar area, Pagesangan Timur Village, Mataram City, West Nusa Tenggara.

The determination of the number of respondents in this study refers to the population that has been identified based on sales data in the previous period, namely 100 consumers of OGANIC skincare products in Mataram City. The population size of 100 individuals was considered valid because it reflects the actual recorded number of

consumers who purchased OGANIC products in the previous sales period, ensuring that the sampling frame corresponds directly to real market users. Given the large population, the sample size was determined using the Slovin formula, which is generally used in quantitative research to determine sample size when the population size is known and there is an acceptable error tolerance limit (Sugiyono, 2017). The Slovin formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{100}{1 + 100(0{,}1)^2} = \frac{100}{1 + 1} = \frac{100}{2} = 50$$

Based on these calculations, the sample size for this study was 50 respondents. This number was deemed sufficient to represent the entire population with a 10% margin of error (Sugiyono, 2017). According to Hair et al. (2019) in conjoint analysis, the minimum sample size is 50 respondents to 200 respondents. Respondents were selected using accidental sampling, a technique based on anyone encountered by chance and deemed eligible as an Oganic skincare consumer in Mataram City. Accidental sampling was used because it allows researchers to find respondents who have actually purchased OGANIC products directly in stores, both offline and online. This technique makes it easier to access actual consumers, given that OGANIC does not have a readily available customer list and its purchasing patterns are scattered. Through incidental sampling, researchers can quickly and efficiently capture relevant individuals, so the data obtained reflects authentic consumer experiences and preferences.

Conjoint Analysis

The purpose of Conjoint Analysis is to understand how people perceive an object consisting of one or more parts. The primary outcome of Conjoint Analysis is a product, service, or object design desired by the majority of respondents. Conjoint analysis assumes that (1) a product is evaluated as a sum of its attribute utilities, (2) respondents make consistent trade-offs across stimuli, and (3) the preference structure is stable across the evaluation task. These assumptions were considered when designing stimuli and interpreting results. Model validation was conducted through correlation coefficients between observed and estimated preferences (Pearson's R and Kendall's Tau), which are standard indicators of internal validity in conjoint models (SPSS Conjoint Module Documentation). All analysis procedures were carried out using IBM SPSS Statistics, specifically the Orthoplan and Conjoint submodules, which generate orthogonal design stimuli and estimate utility scores using ordinary least squares regression. Standard references supporting the use of conjoint analysis in marketing research include Hair et al. (2019), which recognize conjoint as a reliable tool for measuring consumer trade-offs among product attributes. The steps in Conjoint Analysis include:

a. Determining the attributes and levels (attribute components) considered important. Before data collection, respondents were given a brief explanation of each attribute and its levels to ensure they understood the meaning of stimuli and were able to make consistent evaluations. The attributes and levels (attribute components) considered important show in Table 1.

Table 1. Atribut dan taraf atribut skincare oganic

No.	Attribute	Level
1.	Ingredients	1. Natural
		2. Chemical
		3. Mixture
2.	Price	1. IDR 50.000
		2. IDR 100.000
		3. ≥ IDR 100.000
3.	Brand	1. Local Brand
		2. National Brand
		3. International Brand
4.	Packaging	1. Plastic Bottle
		2. Glass Bottle
		3. Sachet
5.	Product Reputation	1. Used by Influencers
		2. Many Positive Reviews
		3. Less Well-Known

b. Stimulus Design, this study used the full profile or complete combination method. To evaluate all stimuli, a fractional factorial design was used to reduce the number of stimuli. The number of stimuli that could be formed from the above attributes was 3x3x3x3x3 = 243 stimuli. Using the orthogonal design procedure in IBM SPSS software, the 243 stimuli were reduced to 16 stimuli, each with design status.

c. Collecting respondents' opinions on the existing stimuli. Respondents will rate the existing stimuli. The ratings are measured using a Likert-style ordinal scale, with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The results of the respondents' ratings are processed using Conjoint Analysis using IBM SPSS software. The basic Conjoint Analysis model is as follows:

$$U(x) = \sum_{i=1}^{m} \sum_{j=1}^{k_i} a_{ij} x_{ij}$$

The relative importance values of attributes (importance values) are determined using the following formula (Supranto, 2012):

$$W_i = \frac{I\ i}{\sum_{i=1}^{m} I\ i}\ x\ 100\%$$

d. Conducting the Conjoint Analysis Process by Inputting Existing Data. At this stage, there are two main components required in conducting conjoint analysis: the combination of attributes arranged into stimuli and respondents' assessments of the resulting stimuli. The data is then further analyzed using the Syntax command in IBM SPSS software (Haryanto, 2019).

e. Measuring Analysis Results

The output generated through conjoint analysis is utility values and importance values. Utility values describe consumer preferences for certain product attributes, where positive values indicate that the attribute is preferred, while negative values indicate that the attribute is disliked by consumers. Meanwhile, importance values reflect the level of importance respondents place on each product attribute when considering purchasing decisions (Haryanto, 2019).

3. Results and Discussion

Validity and Reliability Test

A validity test is a research measurement tool used to assess the extent to which an instrument designed to measure the research design is valid and to determine whether the data obtained is valid. This validity test uses a Pearson Product Moment correlation test, with the criterion that if the sig value is <0.005, the data can be considered valid. The results of the validity test can be seen in Table 2.

Table 2. Validity test results

Attribute	Level	Sig. (2-tailed)	Description
Ingredients	Natural	0,000	Valid
	Chemical	0,000	Valid
	Mixture	0,000	Valid
Price	IDR 50.000	0,000	Valid
	IDR 100.000	0,000	Valid
	≥ IDR 100.000	0,000	Valid
Brand	Local Brand	0,000	Valid
	National Brand	0,000	Valid
	International Brand	0,000	Valid
Packaging	Plastic Bottle	0,000	Valid
	Glass Bottle	0,000	Valid
	Sachet	0,000	Valid
Product Reputation	Used by Influencers	0,000	Valid
	Many Positive Reviews	0,000	Valid
	Less Well-Known	0,000	Valid

Source: Processed Primary Data, 2025

Table 2 shows that the output results for each question have a sig. (2-tailed) value <0.05, or 0.000. This means that the questions in the questionnaire used in this study are considered valid and in accordance with the theory of Prowoto and Basuki (2016), which states that if the sig. value <0.05, the instrument is valid for use.

Reliability testing is used to measure the extent to which the measuring instrument is reliable and remains consistent when measurements are repeated. This reliability test uses Cronbach's Alpha to determine the reliability of a questionnaire instrument. The results of the reliability test can be seen in Table 3.

Table 3. Reliability test results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.754	16

Source: Processed Primary Data, 2025

Table 3 shows that the Cronbach's Alpha value is 0.754, indicating that the questionnaire questions can be considered to have a high level of reliability. This is because a Cronbach's Alpha value of 0.70–0.90 is considered to have high reliability (Wahyuningsih, 2018).

Utility Value of OGANIC Skincare Attributes

Consumer preferences are influenced by their perceptions of a product. To determine consumer preferences for OGANIC skincare, utility values can be determined. Utility values are the preferences respondents place on each attribute level within the product. They reflect consumers' preferences for preferred attributes, reflecting positive and negative utility values. A positive utility value indicates that respondents like the

product attribute, while a negative utility value indicates that respondents dislike the product attribute. Utility values can be seen in Table 4.

Table 4. Utility value of organic skincare attributes

Utilities			
Attribute	Level	Utility Estimate	Std. Error
Ingredients	Natural	0.422	0.119
	Chemical	-0.428	0.140
	Mixture	0.006	0.140
Price	IDR 50.000	-0.163	0.119
	IDR 100.000	-0.156	0.140
	≥ IDR 100.000	0.319	0.140
Brand	Local Brand	-0.085	0.119
	National Brand	0.221	0.140
	International Brand	-0.136	0.140
Packaging	Plastic Bottle	-0.133	0.119
	Glass Bottle	0.087	0.140
	Sachet	0.046	0.140
Product Reputation	Used by Influencers	0.139	0.119
	Many Positive Reviews	-0.090	0.140
	Less Well-Known	-0.049	0.140
(Constant)		3.259	0.111

Source: Processed Primary Data, 2025

The OGANIC skincare ingredient attribute consists of three attribute levels: natural, chemical, and blended. OGANIC skincare with natural and blended ingredients has a positive utility value of 0.422 and 0.006, respectively. This indicates that respondents prefer skincare with natural and blended ingredients. Skincare with chemical ingredients has a negative utility value of -0.428, indicating that consumers dislike this attribute. OGANIC skincare products are known to use natural ingredients as their main ingredients, such as Aqua Demineralisata, Virgin Coconut Oil (Cocos Nucifera Oil), Sunflower Oil (Helianthus Annuus Seed Oil), Olive Oil (Olea Europaea Oil), Shea Butter (Butyrospermum Parkii), Vegetable Glycerin, Pearl Extract, Spirulina (Arthrospira Platensis Extract), Seaweed Extract (Ulva Lactuca and Eucheuma Spinosum), Robusta Extract, as well as Fragrance Components and Finished Fragrances. Some formulas also contain supporting ingredients such as Potassium Hydroxide, Stearic Acid, Hydroxyethylcellulose, Carbomer, and Phenoxyethanol, which function to maintain product stability and texture. According to Melinda et al. (2024), chemicals often used in cosmetic products can cause harmful side effects to the skin if used excessively. This encourages consumers to be more careful in choosing the products they use, and seek safer, natural alternatives.

The price attribute in this study comprises three attribute levels: IDR 50,000, IDR 100,000, and > IDR 100,000. Skincare products priced at IDR 50,000 and IDR 100,000 had negative utility values of -0.163 and -0.156, respectively, indicating that these attributes are not preferred by consumers. Prices in the > IDR 100,000 category had a positive utility value of 0.319, indicating that this attribute category is preferred by consumers. This aligns with research by Rabiah & Stefany (2022), which states that more expensive cosmetics are often preferred because they use high-quality raw materials with higher concentrations of active ingredients, making them more effective in addressing skin problems. Compared to other commercial products, such as Somethinc or Avoskin, both brands also set product prices above IDR 100,000. 100,000 per item, but it remains in high

demand because it offers natural active ingredients such as niacinamide, hyaluronic acid, and plant extracts, and is packaged with a premium, eco-friendly brand image (Alika et al., 2025).

Brand attributes are divided into three levels: local brands, national brands, and international brands. Conjoint analysis revealed that the utility values of local and international brand attributes were negative at -0.085 and -0.136, respectively, indicating that consumers disliked these brands. Meanwhile, the utility value for national brands was positive at 0.221, indicating that consumers preferred organic skincare products from national brands. Many nationally branded skincare brands are now of high quality and comparable to international brands. This is due to the many national brands that have developed skincare formulas and ingredients suitable for Indonesian skin types and climate conditions, enabling them to compete with branded skincare products (Permana et al., 2024). A strong brand presence allows a company to have an easily recognizable identity and establish a stable memory in the public mind. This has the potential to increase consumer interest, as positive brand perceptions can encourage interest in experimenting with the product (Sakinah et al., 2024).

Packaging attributes in this study were divided into three attribute levels: plastic bottles, glass bottles, and sachets. Plastic bottles were not preferred by consumers because they had a negative utility value of -0.133. Meanwhile, glass bottles and sachets were preferred attribute levels because they had positive utility values of 0.087–0.046, respectively. Glass bottles were preferred in skincare products because they better maintained the stability and purity of product formulations (Rawar et al., 2022). Product differentiation can be achieved through the choice of packaging variations, shapes, and quality. These packaging variations influence how consumers evaluate and choose a product, thereby increasing consumer satisfaction with their purchasing decisions (Suparyana et al., 2023).

Product reputation attributes were divided into three attribute levels: used by influencers, many positive reviews, and less well-known. The attribute level favored by influencers had a positive utility value of 0.139, indicating that the attribute was favored by consumers. This aligns with the findings of Khairunnisa et al. (2024), that beauty influencers can influence consumers' desire to purchase cosmetic products. This occurs due to the attractiveness factor, which makes consumers more easily attracted to influencers. Increased interest in a product is often linked to the effectiveness of promotions disseminated through social media by influencers through engaging visual content. Furthermore, an influencer's large following creates a broader information dissemination effect, as these followers have the potential to pass on recommendations to their immediate social networks, increasing the likelihood of a purchase decision (Setiawan et al., 2019).

Although the “used by influencers” level received a positive utility score, the overall reputation attribute ranks fourth in importance because the magnitude of utility differences across its levels is smaller compared to attributes such as ingredients and price. This indicates that while influencer endorsement is appreciated, consumers do not weigh reputation as heavily as core product characteristics such as natural ingredients, which strongly drive intrinsic product value. The distribution of respondent’s ratings across the 16 stimuli showed consistent patterns: stimuli containing natural ingredients consistently

received higher ratings regardless of changes in other attributes, whereas stimuli containing chemical ingredients almost always received lower scores. This pattern suggests that ingredient composition dominates consumer evaluations even when trade-offs occur with other attributes such as brand or packaging.

Across combinations, consumers repeatedly favored natural ingredients paired with higher prices, indicating that they associate premium pricing with quality. This consistency demonstrates that perceived product efficacy outweighs cost considerations. Even when stimuli featured less preferred brands or packaging, respondents still selected options with natural ingredients, reinforcing that this attribute holds the strongest utility stability across varying conditions. The strong positive utilities for natural ingredients and higher price categories suggest a value-based evaluation model among consumers, where efficacy and perceived safety are prioritized over promotional elements such as influencer use.

Importance Values Test

Based on the explanation above, consumer preferences for OGANIC skincare are identified. Consumers prefer skincare products with natural ingredients, prices > IDR 100,000, national brands, glass bottle packaging, and influencer use. This combination of attributes is the most preferred by consumers. To understand the various consumer considerations regarding OGANIC skincare attributes, the importance values are analyzed, as detailed in Table 5. The average importance values were obtained. The first attribute most considered by consumers was the ingredient attribute, with an importance value of 39.737. The second most considered attribute was price, with an average importance value of 22.554. This was followed by brand and product reputation, with average importance values of 16.706 and 10.740, respectively. The last most considered attribute was packaging, with an average attribute value of 10.263.

Table 5. Importance values test results

Attributes	Importance Values
Ingredients	39.737
Price	22.554
Brand	16.706
Packaging	10.263
Product Reputation	10.740
Averaged Importance Score	

Source: Processed Primary Data, 2025

This indicates that consumers pay more attention to the natural ingredients in OGANIC skincare products. Some of the ingredients used in OGANIC skincare product formulations include Aqua Demineralisata, Helianthus Annuus Seed Oil (Sunflower Oil), Olive (Olea Europaea) Oil, Butyrospermum Parkii (Shea Butter), Arthrospira Platensis Extract (Spirulina), Ulva Lactuca Extract (Seaweed), Pearl Extract, Vegetable Glycerin, Stearic Acid, Tetrahydroxyethyl Ethylenediamine, Phenoxyethanol, Hydroxyethylcellulose, and Citric Acid. These ingredients are known to be safe and have natural benefits for the skin, such as moisturizing, nourishing, and promoting natural skin regeneration. These natural ingredients are the main reason consumers prefer organic-based products over chemical-based ones, as they are considered safer for long-term use.

The large importance value gap between ingredients (39.737) and product

reputation (10.740) reinforces the earlier conclusion that consumers prioritize functional product attributes over symbolic or promotional cues. Even though influencer endorsement generates positive utility, it does not significantly influence the decision hierarchy compared to intrinsic product benefits. From an analytical standpoint, the importance value results indicate that the cognitive evaluation process of consumers is attribute-compensatory but weighted heavily toward product substance. This means consumers mentally trade off attributes but always return to natural ingredients as the most decisive factor. Thus, the preference model derived from conjoint analysis is structurally consistent with established theories of quality-driven purchasing behavior in skincare markets.

Consideration of the distribution of importance values also reveals that packaging and reputation. Although ranked lower, still contribute meaningful differentiation in final product choice (especially when core attributes are held constant). This illustrates that secondary attributes function as tie-breakers rather than primary decision drivers. To ensure that evaluation quality remained high across the 16 stimuli, respondents were provided clear attribute definitions and example cards before assessment. The potential for fatigue was minimized by presenting stimuli in randomized order, allowing breaks, and simplifying the rating task into a 5-point scale.

The next important thing to understand is the correlation between OGANIC skincare attributes and consumer preferences. To determine the correlation between attributes and consumer preferences, a sig value of <0.05 is used. The results of the correlation test are shown in Table 6.

Table 6. Correlation test results

Correlations[a]		
	Value	Sig.
Pearson's R	0.916	0.000
Kendall's tau	0.756	0.000

Source: Processed Primary Data, 2025

Based on the correlation value in Table 6, the correlation test results of Pearson's R value of 0.916 and Kendall's Tau of 0.756, the sig value on Pearson's R is 0.000 and Kendall's tau is 0.000, this value explains that this study is considered valid because the sig value on Pearson's R and Kendall's tau <0.05, meaning that there is a significant correlation between consumer preferences for purchasing OGANIC skincare with the attributes used in this study (ingredients, price, brand, packaging, and representative). Thus, it can be said that the five attributes that produce 16 stimuli can be accepted to describe consumer preferences.

Practically, the results suggest that OGANIC should prioritize strengthening its natural ingredient formulation, while positioning higher-priced items as premium offerings by superior raw material quality. Although reputation is less influential, influencer partnerships remain strategically useful as supporting promotional tools rather than primary drivers. Packaging improvements, particularly the use of glass bottles, should continue as they enhance perceived product quality. Overall, marketing strategies must emphasize product substance while maintaining consistent but not overemphasized promotional messaging.

4. Conclusion

This study successfully achieved its research objectives by identifying the attribute combinations most preferred by consumers and determining the relative importance of each attribute in influencing purchasing decisions. Products made from natural ingredients, priced above IDR 100,000, with a national brand label, packaged in glass bottles, and endorsed by influencers are the most preferred combination of attributes. The order of importance of attributes influencing consumer purchasing decisions includes ingredients as the primary consideration, followed by price, brand, product reputation, and packaging. These findings indicate that consumers place greater importance on the authenticity of ingredients and product value than on aesthetics or other complementary factors.

The implications of this study point to the need for manufacturers to strengthen the performance of attributes deemed important while simultaneously enhancing aspects that have previously been under-considered but have the potential to influence purchasing decisions. Manufacturers can design product development strategies that align with consumer preferences, such as maintaining the use of natural ingredients, maintaining a premium price standard, ensuring the brand's positioning as a credible national brand, optimizing glass bottle packaging, and continuing to maximize the use of influencers to enhance product exposure. These findings can inform marketing decisions and product innovation to strengthen OGANIC's competitiveness in the Mataram skincare market.

This study has several limitations. The use of accidental sampling restricts generalizability, the sample size of 50 respondents may not capture broader consumer heterogeneity, and the study focuses only on five attributes, potentially overlooking other relevant factors such as scent, texture, or safety certifications. Future research should expand the sample size, incorporate probability-based sampling methods, and explore additional attributes or interaction effects. Studies comparing preference structures across cities or demographic groups would further enhance understanding of consumer behavior in the brand OGANIC skincare market.

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