# Service Design Performance Based On Consumer Preferences
# (Case Study In Nav Karaoke Family Biliton In Surabaya City)

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**Abstract.** *In order to have strong competitiveness in an environment that continues to move dynamically, a business entity such as NAV Karaoke needs to think about a superior service package that has high competitiveness and is a favorite service that consumers want. In creating a NAV karaoke service or product package, it is necessary to think about a design that truly reflects the consumer's desires for karaoke entertainment products. Starting from the need to create a karaoke service design sourced from consumers, the researcher intends to empirically study what product or service items are like regarding the quality of service provided by PT. NAV Karaoke Family Biliton Surabaya, from this research it is hoped that it will be possible to find out how the public perceives existing services and how to improve them. Consumer preferences can literally be interpreted as the behavior shown by consumers in searching for, selecting, buying, using, evaluating the quality of business products and services that can satisfy their needs (based on a value system / experience / customer value). Consumer preferences for the attributes of a product are the level of suitability of the attributes of the product or service with consumer needs. The main factor necessary to know and understand value is to be truly aware of the needs of individual consumers and the market segments in which they are concerned. Service design is the value contained in a service and in the form of a service appearance that is distinctive and attractive and differentiates it from competing services, where service design can produce its own allure that attracts consumers' buying interest.*

*Keywords: Performance, Service, Consumers, Preferences.*

## 1.    INTRODUCTION

The current development of the karaoke business is a promising business for anyone in this entertainment business, including artists who are now busy opening family karaoke businesses as a business outside of their careers as entertainers. Inul Daratista was the first artist to open a family karaoke house. Inul named her business Inul Vista. Then there are also Nama Rossa (Diva), Maia Estianti (Alegro KTV), also Lyra Virna and Javanese singer Didi Kempot who are also interested in opening a family Karaoke business. Whether they realize it or not, their big name as an artist is the main attraction for visitors who want to come to the karaoke place. However, the quality of each family karaoke house is also something that cannot be avoided from competition in this family karaoke business.

Family karaoke is a place to express oneself in vocal practice that prioritizes privacy in singing. Customers can sing (karaoke) in a closed room only with their family or friends. You can choose the songs you sing according to your wishes because family karaoke has thousands

of song collections from the oldest to the newest. Apart from that, there is a collection of songs from various genres, ranging from pop, dangdut, rock, jazz, acoustic and others.

Recently, more and more entertainment venues, especially karaoke, have been established which offer a variety of services and facilities complete with modern technology to pamper consumers, accompanied by offering varied and competitive price packages. NAV karaoke place managed by a businessman from East Java. NAV Family Karaoke was born in the city of Surabaya and was finally able to open branches outside Surabaya. At its inception, Nirwana Audio Visual (NAV) tried the food and beverage (restaurant) concept. With that, after karaoke, hungry stomachs can be filled with dishes according to order.

The degree of importance of post-purchase satisfaction shows that sellers must submit product or service claims that truly describe the actual quality of the product or service. A company can and does take steps to minimize the level of post-purchase dissatisfaction by providing higher satisfaction from both the product or service and the services provided.

According to Schnaars (1991: 45), basically the goal of a business is to create satisfied customers. Creating customer satisfaction can provide several benefits, including the relationship between the company and its customers becoming harmonious, providing a good basis for repeat purchases and creating customer loyalty which is very beneficial for the company (Tjiptono, 1994: 54). As stated by Day (in Tse and Wilton, 1998: 66) that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy (disconfirmation) between previous expectations (or other performance norms) and the actual performance of the product which is felt after its use.

Likewise, vice versa, if the company or producer is unable to create the form of satisfaction expected by consumers and even consumers feel disappointed, the company may also experience failure to dominate the market and may even be unable to survive in today's highly competitive conditions. According to Kotler, et al., (1996: 23) customer satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations. Especially in the product sector which is more in touch with consumer satisfaction because services are a form of product that is intangible or intangible so that it is not physically visible but the output or results can be felt.

PT. NAV Family Karaoke which provides karaoke entertainment services, strives to continue to improve its services to consumers in order to win the competition by providing clean and comfortable rooms, a variety and number of songs, serving various food and drink menus, and can also be used as a meeting place. or meetings, or can also be used to just relax

with the family with various supporting facilities such as sophisticated computer equipment and sound system, a large and safe parking area, clean toilets, and a comfortable waiting room.

Fluctuations in visitors as shown in the table above have quite an impact on NAV Karaoke's ability to continue to compete in the karaoke entertainment industry. In order to have strong competitiveness in an environment that continues to move dynamically, a business entity such as NAV Karaoke needs to think about a superior service package that has high competitiveness and is a favorite service that consumers want. In creating a NAV karaoke service or product package, it is necessary to think about a design that truly reflects the consumer's desires for karaoke entertainment products.

Starting from the need to create a karaoke service design sourced from consumers, the researcher intends to empirically study what product or service items are like regarding the quality of service provided by PT. NAV Karaoke Family Biliton Surabaya, from this research it is hoped that it will be possible to find out how the public perceives existing services and how to improve them.

## 2.    LITERATURE REVIEW

### 1.  Theoretical basis

#### a.  Service Concept

The development of organizational management began with the simple exchange of goods without using a medium of exchange in the form of money or precious metals, but along with the development of science, there was an increasing need for a generally accepted medium of exchange and that is why money was created. Besides that, humans also need services that taking care of certain things, so that services become the main part of managing the organization.

The definition of services according to Kotler (2000: 464) is as follows:

"A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to physical product".

(Services are an appearance performance, intangible and quickly lost, felt more quickly than owned, and customers participate more actively in the process of consuming these services. In organizational management strategies, the definition of services must also be carefully observed, because the meaning is very different from products in the form of goods).

According to Kotler (2000: 115), a company's offering to its target market usually includes several types of services. This service component can be a small part or the main / main part of the entire offer. In reality, an offer can vary from two extreme poles, namely pure goods on the one hand and pure services on the other. Based on these criteria, a company's offers can be divided into five categories, namely:

1. Pure Physical Products
2. Physical Products with Supporting Services
3. Hybrid Products
4. Main Services Supported by Minor Goods and Services
5. Pure Services

The condition and speed of service growth will depend greatly on customer assessments of the performance (appearance) offered by the manufacturer.

According to Kotler, service characteristics can be described as follows:

1. Intangible (not tangible)

   A service has an intangible nature, it is not felt and enjoyed before it is purchased by the consumer. This intangible concept itself has two meanings (Berry, 1980: 76):

   a) Something that cannot be touched and cannot be felt

   b) Something that is not easily defined, formulated or understood spiritually.

2. Inseparability (cannot be separated)
3. Variability (varies)
4. Perishability (not long lasting)

   Perishability means that services are commodities that do not last long, cannot be stored for future reuse, resale or return (Zeithaml & Bitner, 2003: 142).

### b. Consumer Preferences

According to Webster's Dictionary (1995: 97), the meaning of preference is a person's right to choose something, while the level of a consumer's preference is a consumer's activity in choosing the goods or services they like from various alternative goods or services offered.

The research results of Moorthy, Ratchford and Talukdar (1997: 37), indicate that in general a consumer in the selection process has a certain standard value, which is called expectation value (EV) or the expected value of each attribute. The EV is compared with the perceived value (PV) or the value provided by the attributes offered in a product. If EV < PV then the consumer will get satisfaction and will most likely buy the product again, and vice versa which will result in the consumer not buying the product again and then switching to

another product. So according to Moorthy, Ratchford and Talukdar (1997: 88), the level of preference of consumers is formed from the level of their perception, based on previous experience and knowledge, of the attributes contained in a product.

Meanwhile, according to Bettman, Luce and Payney (1998: 90), the consumer selection process is related to the activities of selecting, consuming and efforts to spend on goods or services. This alternative selection behavior is formed through the interaction between the information processing system and the components of the physical environment.

According to the view of Nowlis and Simonson (1997: 56), the consumer selection process is generally an effort to evaluate the trade-off between the values of the attributes contained in the alternative product alternatives offered. In assessing the attractiveness of the attribute values offered, consumers are based more on the level of knowledge and experience they have, then consumers will consider the information they obtain from the media or other parties (family members, friends, or from related producers).

The level of consumer preference can be formed in various ways, in certain situations, consumers directly compare existing alternatives based on various attributes, then choose one alternative that is considered to satisfy their needs or desires. In other situations, consumers evaluate each alternative separately, then choose one what he likes most, consumers tend to focus more on attributes that can be compared comparatively from the alternatives they face than on attributes that cannot be compared (Nowlis and Simmonson 1997; Dhar 1997: 95).

The level of preference between one consumer and another can depend on the factors that influence him where the preference process occurs. So, if there are two or more consumers looking at the same set of alternatives (with the same attributes), then it is very likely that two different points of view will arise, due to differences in the level of preferences and needs or desires of each (Bettman, Luca and Payne 1998 : 43; Dhar 1997 : 65;

Furthermore, Dhar (1997: 66) states that in reality in various situations, consumers experience confusion in facing many alternative choices that they both like, or conversely, none of the alternatives seem attractive to them. In such conditions, they tend to postpone their selection decisions, or in other words consumers have a level of uncertain decision preferences.

Yavas and Shernwell (1997: 76) distinguish between "influential attributes" (determinant attributes) and "salient attributes" (salient attributes). "Influential attributes" are attributes that can differentiate the company from competitors, and can directly influence the level of consumer preference and the selection process by buyers (for example: the polite attitude of bank employees in serving customers).

From this description, it can be concluded that companies that are successful in dominating the market or in competition are companies that are able to continuously build the level of awareness and preferences of customers over time. Or by quoting the statement from Kotler, Ang, Leong, and Tan (1996: 79), that a company will always be successful if it can continuously achieve a share of the "heart" (heart) and "mind" (mind) of customers, as well as potential customers. . To find out more about the level of consumer preferences, it is necessary to pay attention to the variables that influence them. always making adjustments to changes that occur among consumers. The influence of these variables determines the consumer's decision-making process in choosing a product. Another thing to remember is that different customer segments will use different determinant attributes in evaluating consumer perceptions of the quality and level of their satisfaction. Customers will show a positive attitude towards long-term relationships over a certain period, and this attitude must be responded well by the manufacturer and actively pay attention to the level of customer welfare in all forms and at all levels of relationship (Reidenbach and Minton, 1991: 112; Erol and EI Bdour, 1989 : 65; Teas, Dorsch and Mc Alexander, 1988 : 54).

Preference is part of an attitude where preference for a product is one of many different types of preferences that must be of concern to the market (Solomon, 2000: 307). The preferences held by consumers towards various product attributes (for example, preferences for alternative colors, materials and styles that may be used in clothing) play an important role in determining product intentions (Kotler, 2000: 174). Preferences formed as a result of an advertisement must also be considered because they can determine the persuasiveness of the advertisement in question. Preferences for banking attributes can have potential implications for the banking industry, both retail and corporate.

Although preferences are defined in various ways, basically preferences are the result of an overall evaluation (Kanuk, 1991: 217). This evaluation can learn from positive extremes to negative extremes.

An important characteristic of preferences is confidence in holding those preferences. Some preferences may be held with strong conviction, while others may exist with a minimum level of confidence (Kanuk, 1991: 226). Although intensity and trust are related, they are not the same. A consumer, for example, may share the belief that he favors Pepsi, but only slightly favors Coke.

c. **Product**

A product is anything that can be offered to a market to satisfy a want or need. Products marketed include physical goods, services, experiences, events, people, places, property, organizations and ideas (Kotler, 2000: 448)

At the second level, organizational managers must transform the core benefits into basic products. At the third level, organizational managers prepare the expected product, namely a series of attributes and conditions that buyers usually expect when they buy the product. At the fourth level, organizational managers prepare improved products (product improvements) that exceed customer expectations.

At the fifth level there is a potential product, which includes all the improvements and transformations that the product will eventually experience in the future.

### d. Product Quality (Product Quality)

Product quality is part of the perceived quality that is related to the real product. Kotler and Armstrong (1996: 274) define product quality as: "The ability of a product to perform its functions". To be said to be of quality, a product must be able to fulfill its function well. These functions include durability, reliability, accuracy, ease of use and repair, as well as other valuable attributes of a product.

In developing their products, producers must determine the quality that supports the product's position in the market. Hutt and Speh (1995: 291) provide two points of view regarding product quality, namely: "(1) The internal point of view shows that companies need to adapt their products and services to consumer specifications; (2) An external point of view shows quality from the point of view of consumer perception. So product quality is viewed from two aspects, namely how the company makes quality goods according to what customers need and the quality itself is determined by customer perceptions.

To measure perceived quality of product quality, seven dimensions of product quality are used (Aaker, 1996: 91-93) which consist of performance, features, conformance with specifications, reliability, durability, serviceability and fit and finish.

*Performance*, involves the main operating characteristics of the product characteristics. Covers the main operating characteristics of a product. Customer attitudes often vary toward these performance attributes. Performance here tends to show the main benefits of a product.

*Features*, is the second product that can show the manufacturer's understanding of the product. This feature will become even more important if there are products that look almost the same, so with this feature the company will pay more attention to the needs of its customers. Apart from that, the definition of features according to Kotler and Armstrong (1996: 227) is as

follows: "Features are a means of competing to differentiate between one producer's products and those of other producers."

- • *Conformance with specifications*, reducing the percentage of defects, especially at the customer site.
- • *Reliability*, is the consistency of quality from each purchase to another and the percentage of product suitability that can be delivered.
- • *Durability*, reflects the economic age of a product.
- • *Serviceability*, reflects the maintenance ability of the product.
- • *Fit & finish*, refers to the appearance of the product.

### e. Service Design

Service design is the value contained in a service and in the form of a service appearance that is distinctive and attractive and differentiates it from competing services, where service design can produce its own allure that attracts consumers' buying interest. (Kotler 2000: 74) defines service design as the totality of features that influence the appearance and function of a service in terms of customer needs.

For companies, well-designed services are products that are easy to service and distribute. Meanwhile, for customers, a well-designed service is a service that is pleasant to look at and easy to open, install, use, repair and dispose of (Kotler, 2000: 103). Service design aims to help companies create and develop a service or to guarantee production results that meet customer desires. The goals of service design itself are:

1. To produce high quality services and have high selling value.
2. To produce services that are trendy at the time.
3. To make services as economical as possible in the use of raw materials and costs without reducing the selling value of the service.

The importance of service design lies in the detailed determination of the service design to be created, as well as the classification to suit the desired goals.

### f. Superior Service (Service Excellence)

In connection with contact personnel orders which are very important in determining service quality, every company requires service excellence. What is meant by service excellence or superior service is an employee's attitude or way of serving customers satisfactorily.

Furthermore, Groonros (1994: 34), stated the definition of superior service (service excellence), namely an attitude or way of employees in serving consumers satisfactorily.

Broadly speaking, the targets and benefits of service excellence consist of four main elements, namely: speed, accuracy, friendliness and security. These four main elements constitute an integrated service unit, meaning that the service will not be of excellence if one of these elements is ignored.

### g. Theoretical Thinking Framework

The research model or framework is intended to further clarify the essence of the discussion of previous research results and the theoretical basis used in the research, including the relationship between influential variables. With a research model or framework, readers will more easily understand the essence of the research.

**Picture of the Thinking Framework Model**

Product and Service Attributes → Preference → Ideal Model
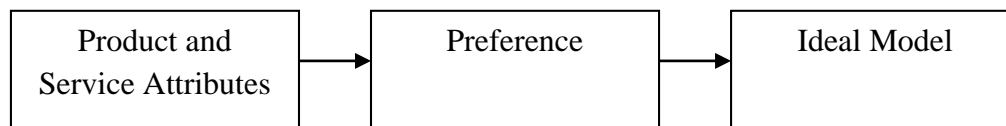
Companies that have competence in the fileds of marketing, manufacturing and innovation can make its as a sourch to achieve competitive advantage (Daengs GS, et al. 2020:1419).The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14).

### 3. RESEARCH METHODS

#### 1. Research Variables and Operational Definitions

#### a) Research variable

The research variables used in this research are level attributes obtained from the results of focus group interviews as shown in the following table:

**Table of Attributes and Attribute Levels to be Considered**

| Attributes | Number | Level Description |
|---|---|---|
| Food | 1 | Oriental |
|  | 2 | Indonesia |
| Beverage | 1 | Coctail |
|  | 2 | Juice |
| Snacks | 1 | Fresh fruit |
|  | 2 | Convectionary |
| Interior | 1 | Glamour |
|  | 2 | Minimalis |

| Song composition | 1 | Indonesia top 40 |
| | 2 | Western Top 40 |
| | 3 | Oldies (Evergreen) |

*Source: Focus Group Interview Results*

**b) Operational definition**

The operational definition of the attributes to be analyzed are attributes that are felt to be provided by providers of karaoke entertainment facilities where the model level attributes obtained from the focus group are:

1. Food
2. Beverages
3. Snacks
4. Interiors
5. Song Composition

**2. Determination of Population and Sample**

**a) Population**

According to Sugiyono (2001: 55) the definition of population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn. Meanwhile, according to Margono (2004: 118), the definition of population is all the data that concerns us within a scope and time that we determine. In this study, the population referred to is people who have karaoke at NAV Biliton Surabaya. This population is heterogeneous which can be seen from the diversity of age, gender and education. The population in this study uses the average base of NAV visitors to the Biliton Surabaya branch of 547 in the last week.

**b) Sample.**

The sample size that will be used in this research is according to Yamane with the formula (Rakhmat, 1993: 82):

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

$$= \frac{547}{547 \cdot (0,05)^2 + 1)}$$

547

$$= \frac{\phantom{xxxxxx}}{2,37}$$

$$= \quad 230 \text{ respondent}$$

Information :

n =  Number of samples

d =  Degree of trust

N = Number of population

The sampling technique is to use Non Probability Sampling, that is, all elements in the population do not have the same chance of being selected as a sample (Ferdinand, 2006: 231). This was done considering the limited time available. The sampling method uses accidental sampling, a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample if deemed suitable.

The steps taken in the sampling technique are as follows:

1. From data on the number of consumers who have karaoke at NAV Biliton Surabaya during 2014, namely 15,831 consumers who came to karaoke.

2. The questionnaire was distributed by visiting consumers who were doing karaoke at NAV Biliton Surabaya and had already karaoke at NAV Biliton Surabaya more than once. This is done because it is hoped that the results obtained from the questionnaire are valid.

### 3. Data Types and Sources

The type of data used in this research is primary data and subject data because it seeks to research the opinions or opinions of consumers who use a service or services. According to Indriantoro and Supomo (in Puspasari, 2013: 54) reveal that subject data is a type of research data that seeks opinions, attitudes, experiences or characteristics of a person or group of people who are respondents. Meanwhile, the data sources in this research consist of primary and secondary data sources.

a) Primary data

b) Secondary Data

### 4. Data analysis technique

**a) Descriptive Analysis**

Descriptive analysis in this research is used to determine respondents' assessments of the observed attributes and attribute levels, where the descriptive analysis calculations are based on the importance and utility values from the results of conjoint analysis calculations.

## b) Conjoint Analysis

Conjoint analysis is a technique that tries to determine the relative importance of consumers towards salient attributes and their utilities at the levels of attributes. ). This information comes from consumer evaluations of the composition of attributes and attribute levels of brands or brand profiles.

Meanwhile, according to Green and Srinivasan (1990: 14), conjoint analysis is a collection of main techniques for measuring buyer trade-offs between various product and service attributes. As defined in 1978, conjoint analysis is a decompositional method that estimates the structure of consumer preferences (for example: estimating preference parameters such as part-worths, importance weights, ideal points), providing an evaluation of a set of alternatives from different attribute levels. different. They also explained that conjoint analysis is also used to obtain perceptual data related to optimal products and new product design.

According to Green and Srinivasan (1990: 17), the conjoint analysis procedure begins with the presentation of a stimulus (which can be in the form of cards) which contains a bundle of attributes. Then the respondents evaluate the stimuli according to their preferences. According to Malhotra (1999: 350), conjoint analysis has been used widely in marketing research for various purposes, namely:

### c. Statistics Used in Conjoint Analysis

The statistics used in conjoint analysis include the following:

1. Part-wort function describes the consumer's utility for the levels of each attribute.
2. Relative importance weighs estimates and indicates important attributes that influence product selection.
3. Attribute Levels show the values assumed in the attributes.
4. Internal validity involves the relationship of the estimated evaluation results for holdout or validation stimuli with the results obtained from respondents.

## 4. ANALYSIS OF RESEARCH RESULTS AND DISCUSSION

## 1. Analysis of Research Results

## a) Conjoint analysis

Conjoint analysis is a technique that tries to determine the relative importance of consumers (the relative importance of consumers) on salient attributes and their uses (the utilities) on the levels of attributes (the levels of attributes). ) brands or brand profiles (Malhotra 1999: 241).

Meanwhile, according to Green and Srinivasan, conjoint analysis is a collection of main techniques for measuring buyer trade-offs between various product and service attributes. As he defined in 1978, conjoint analysis is a decompositional method that estimates the structure of consumer preferences (for example estimating preference parameters such as part-worths, importance weights, ideal points), providing an evaluation of a set of alternatives from attribute levels- different attributes. They also explained that conjoint analysis is also used to obtain perceptual data related to optimal products and new product design.

One of the goals of conjoint analysis is to obtain a usability score that represents the attitudinal importance of product aspects. Usability scores were calculated from subjects' ratings of the card set. Each card describes one possible configuration of a combination of product attributes.

The first stage in conjoint analysis is selecting the attributes and attribute levels that are most related or that stand out in purchasing decisions by conducting focus groups. The next stage is choosing a preferred song composition, namely a part-worth function group, collecting data through a full profile, building a stimulus using a fractional factorial design, presenting the stimulus with a verbal explanation, measuring the scale for the dependent variable using a rating scale, and using an estimation method using the metric method.

The results of conjoint analysis in SPSS as in Appendix 2 provide utility scores for each attribute level. Based on this value, the total utility of each product combination can be calculated. The results (output) are based on a rating scale, where the highest value indicates high preference and creates high utility value, whereas a low value indicates low preference and creates low utility. Pearson's R and Kendall's show how well the song composition fits the data (fits well). This statistic shows the correlation between observed and estimated preferences. If the composition of this song is suitable (fits well), then the score is very high. In other words, these statistical tests (Pearson's R and Kendall's or) are used in reliability tests.

**b).Analysis at the Aggregate Level**

Research using conjoint analysis at the aggregate (overall) level is intended to answer research problems posed by researchers.

| Value Output *Importance Values* **Importance Values** |
|---|

| | |
|---|---|
| Song Composition | 25,17 |
| Interior | 24,65 |
| Food | 21,85 |
| Snacks | 16,42 |
| Beverage | 11,91 |
| Averaged Importance Score | |

### c. Level of Use Attribute Level

Based on the results obtained in the conjoint analysis (appendix 2) at the attribute level utility level (attribute variations), there is a similarity in perceived utility of the variations in karaoke service attributes. In Appendix 2, it can be seen that the respondents' highest preference for song composition attributes is Indonesian top 40 song compositions, followed by western top 40 song compositions and evergreen song compositions with respective values of -0.1342, 0.0857 and 0.483. In terms of interior attributes, the highest preference for interior attributes is minimalist interiors, followed by glamorous interiors with values of -0.0857 and 0.0857. Meanwhile, the highest preference for snacks is for fruit snacks with a value of -0.1693 and convectionary snacks with a value of 0.1693. The highest preference for food is Indonesian food with a value of -0.0804, oriental food with a value of 0.0804. Preference for leverage, the highest preference is for cocktails with a utility value of -0.3174 and juice with a utility value of 0.3174.

### d. Ideal Product

The results obtained in conjoint analysis can also be used to determine the ideal product for karaoke services by looking for the highest utility score from the estimated product concepts and comparing them with the observed karaoke service products (holdout). From the results of the conjoint analysis, the average score was obtained

## 5. DISCUSSION

The results of the conjoint analysis at the aggregate level showed differences in the average level of relative importance of karaoke service attributes, namely the song composition attribute with the highest preference, the second preference was the interior attribute, the third preference was the food capacity attribute, the fourth preference was snacks, and the fifth preference was is interior. At the level of usefulness of attribute variations, conjoint analysis produces the first preference, namely the song composition attribute with the highest preference for top 40 Indonesian song compositions, the interior attribute with preference for glamorous

interiors, the snacks attribute with preference for independent spring fruit, the interior attribute with a preference for glamorous interiors, and the food capacity attribute with a preference for Indonesian cuisine. Meanwhile, the estimate of the most desired karaoke service and the ideal product is the fourteenth karaoke service concept (card 14) which is the highest, the fifth karaoke service concept (card 5) is ranked second, and the ninth karaoke service concept is ranked third.

The research results are also in accordance with the opinion of Kotler (2000), that at the purchase evaluation stage; consumers first look for specific benefits from product solutions ; secondly, identifying or matching with their psychological conditions and thirdly, consumers view each product as a collection of attributes with different abilities in providing the benefits sought to satisfy needs. Kotler also stated that consumer goals are reflected in the evaluation criteria they use when making purchasing decisions. The evaluation criteria used are how many attributes are used, the level of importance of each attribute, and the strength of each attribute. Likewise, Sheth, Mittal and Newman added, at the evaluation stage, consumers process information to evaluate various compensatory alternatives, namely evaluating all product attributes and making trade-offs between weak and strong attributes.

Choosing the most desired karaoke service or ideal product also explains how attitude theory plays a role in choosing the karaoke service brand that is most profitable for consumers. According to Hiam and Schwe, attitude is a feeling of liking or disliking an object in our environment. Schiffman and Kanuk define attitude as a behavioral tendency that is learned consistently in either a pleasant or unpleasant way regarding an object. In this case, the respondent's attitude is reflected in the selection of the fourteenth concept (card 14) and the fifth concept (card 5) of karaoke services as the most desired karaoke service when compared with other karaoke service concepts. Meanwhile, respondents' attitude towards karaoke service brands on the market is that NAV karaoke-Glamour is the most popular karaoke service.

Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode pengupulan data primer dengan mengugunakan pertanyaan tertulis( Kumala Dewi, Indri et all, 2022 : 29). This research will be conducted in three phases : measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi,et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus

sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63)

1. **Conclusion**

a) Based on the value of the level of importance (importance) of product attributes in karaoke services using conjoint analysis calculations, the highest preference is for the song composition attribute with a score of 25.17, the second preference is the interior attribute with a score of 24.65, the third preference is the food attribute with a score of 21.85 , the fourth preference is the snacks attribute with a score of 16.42 and the fifth preference is the beverage attribute with a score of 11.91.

b) Based on the utility value using conjoint analysis calculations, the results show that the dominant consumer preferences for the attributes of karaoke services are as follows:

1. Top 40 Indonesian song composition with a utility value of 0.0804
2. Minimalist interior with a utility value of 0.0857
3. Food in the form of Indonesian cuisine with a utility value of 0.1342
4. Fresh Fruit Snacks with a utility value of 0.1693
5. Beverage in the form of a cocktail with a utility value of 0.3174

c) Based on the average score value for each karaoke service concept, the results show that the karaoke service model that is considered ideal according to the order of consumer preference is concept (card) 14, concept (card) 5, and concept (card) 9. Reference results Consumers, as seen in the combination of services that NAV karaoke is expected to fulfill, of course have a limited life cycle which is greatly influenced by technology and the competitive environment. So as long as competitive and technological conditions remain as they were at the time this research was conducted, the combination of services desired by consumers above can still be maintained.

2. **Suggestion**

o One thing that is very important for NAV in order to improve its services, is to carry out further marketing communication activities in the form of an emphasis on changing the attributes of karaoke services in accordance with consumer preferences

so that a product concept that is mature and in line with consumer targets is obtained and is well perceived. well by its consumers.

o Product planning based on consumer preferences is the center of attention of all companies, because of its contribution to the continuity and prosperity of the company. Product development based on consumer preferences that are tailored to consumer needs and desires will help strengthen the company's position in existing markets and to move into new markets. Therefore, companies must be able to develop new products and manage them to face changing tastes, technology and competition.

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