

## CHAPTER 7 CONCLUSION AND SUGGESTION

### 7.1. Conclusion

Based on the analysis that had been carried out regarding trend and attribute data on t-shirt products obtained, the research obtained 14 attributes and its specifications for t-shirt products that BENK could use as a guide in designing their products in the future. The arrangement of attributes applied to the prototype was a form of suggestions and examples of the arrangement of the new attributes. Some of the selected attributes had wide variations and could not be eliminated so that they could be an option for BENK in designing other products in the future, for example, the achromatic colour palette, wherein this palette there were several types of colours such as black, white, and grey. Besides that, another example was a design dimension that could still be created considering the limitations and targets according to the type of design style chosen (modern streetwear) were in dimensions A3 to A1.

- a. The happening trend was a clothing product that could be easily combined and used as material to create contents on social media through the current OOTD trend and could be relied on as fashionable items.
- b. Regarding the results of the identification of raw data from consumer desires, 14 sub-attributes become VoCs in the study included:
  - feasible,
  - lifetime,
  - material,
  - screen-printing,
  - packaging,
  - features and bonuses,
  - collar,
  - cutting type,
  - price,
  - waste,
  - exclusivity,
  - design concept,
  - colour pallet,
  - design style.

- c. According to the results of QFD analysis related to trendy t-shirt products and each sub-attributes of the VoCs, here are some of the characteristics of the attributes that consumers wanted to be fulfilled by a t-shirt product:
- products that are easy to apply and combine;
  - the service lifetime of the product from the first use until it breaks is more than 12 months;
  - the material is soft, smooth, thick, and absorbs sweat;
  - good print quality and colour quality;
  - products with solid box packaging with print designs;
  - products with attractive bonuses and features;
  - good quality collar, solid, and not stretchy;
  - use loose cuts;
  - product prices range from IDR.125,000 to IDR.150,000;
  - do not use excessive plastic in the product;
  - the products offered are produced in limited quantities;
  - has meaning and background for each design offered;
  - use a modern design;
  - achromatic colours (black, white, or grey).
- d. According to the QFD analysis data, it was found that in the normalized Row Weight score from the VOC attribute that had been obtained was a sequence of priorities for the fulfilment of consumer's desires related to T-shirt products attributes concerning the quality of the previous product which was evaluated in the following order:
- material,
  - easy to combine,
  - collar type,
  - achromatic colour,
  - product lifetime,
  - design,
  - cutting,
  - plastic-less,
  - price,
  - quantity,
  - print quality,
  - background concept,

- features and bonuses,
  - packaging.
- e. From the final analysis results related to the specifications and targets of each attribute obtained, the following was a description of the specifications for the new attributes specifically:
- baby terry with 225 – 250 gr/m<sup>2</sup>,
  - achromatic colour pallet,
  - plastisol screen-printing ink,
  - 1:1 boxy oversized cutting type,
  - modern streetwear design style,
  - no restock for same design,
  - meaningful co general concept design,
  - no plastic used,
  - using a printed box packaging,
  - including sticker, hang tag, and Instagram filter for every purchase.
- f. The normalized row weight score informs the respondents' priority list, starting from the material, easiness to be combined, collar quality, color selection, design, pattern, and so on. However, from the results of AI and RI, it could be seen that the priority of technical needs that must be met by the company was about the production price and selling price. From the data of row weight and AI & RI, the company must achieve the target expected by related consumers' row weight score steadily considering the importance of the AI and RI scores obtained. The results of the analysis of the prototype product inform that the score of the new attribute arranged was 5.00, which meant that consumers were satisfied with the product design and the company manages to meet consumer's demand. With the fact that the profit from the new product arranged was higher than the previous product, it proved that the company had achieved every point of consumer's demand regarding the order of priority of demand on row weight and according to the order of priority in AI and RI.
- g. Based on the results of the analysis of the new attribute through the prototype, the final score of the specifications had met the goals set by the company. The average score of the new attribute arranged was 5.00 which had an improvement from the previous attributes with 3.67 average score. The score obtained was higher than the previous product's score and higher than the highest score of the specified competitor. The average of the final score had

reached the goals set by the company, which meant the product design had succeeded in achieving the specified target.

## **7.2. Suggestion**

After researching trends and attributes regarding t-shirt products, the followings were suggestions that could be given by researchers related to the research:

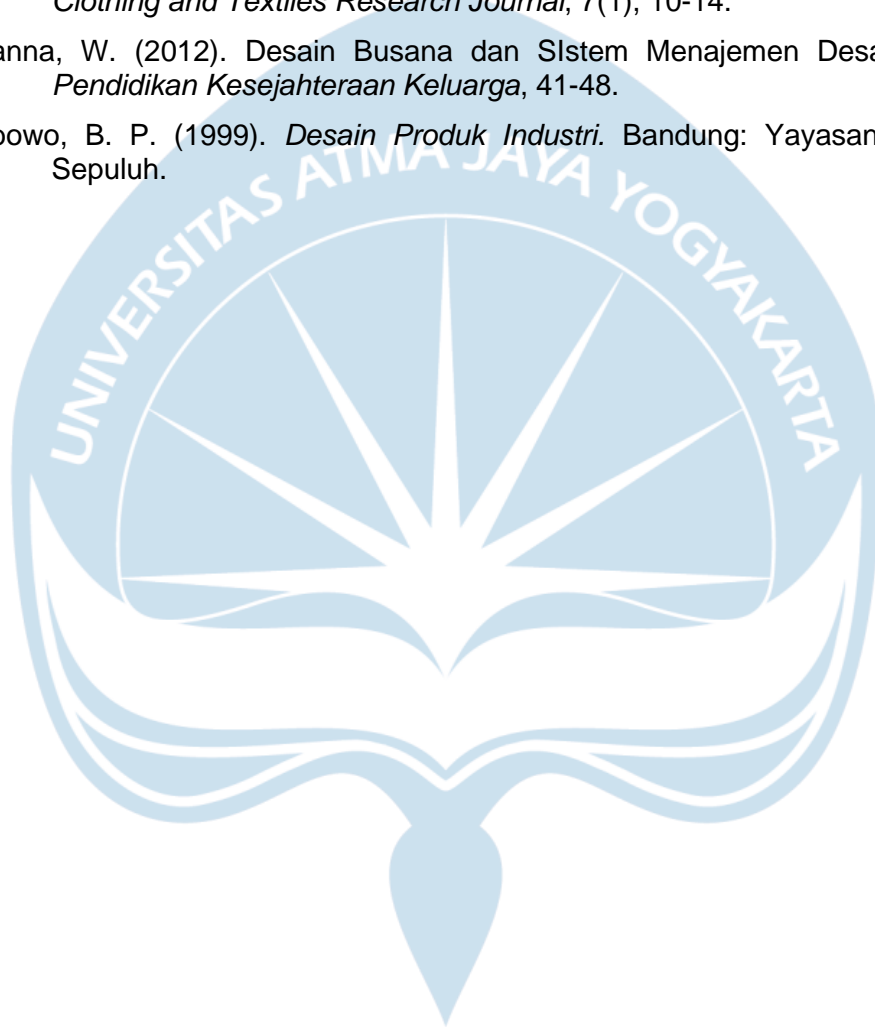
- a. The research focused on the concept of t-shirts that related to current trends, desires, and consumer's needs. Through the definition of the trend, it was being discussed, seen, and used by a population. So, it would be better to predict what trends would come through research in other locations that had the potential to influence trends that would occur in Indonesia.
- b. In terms of research, BENK chose to use a previous vendor they had used; this was done to save time and simplify selecting materials and checking prices. Changing vendors would require more time to carry out a proven process or make product samples. However, if a new vendor was selected, there was a possibility that BENK would find a vendor with a lower production price since the price was the priority to accomplish related to the QFD result. The suggestion was that BENK could use the array of attributes obtained to survey several new vendors who might have lower production prices in the future.

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## APPENDIX

### Appendix 1. Detailed Previous Product Score from BENK's team

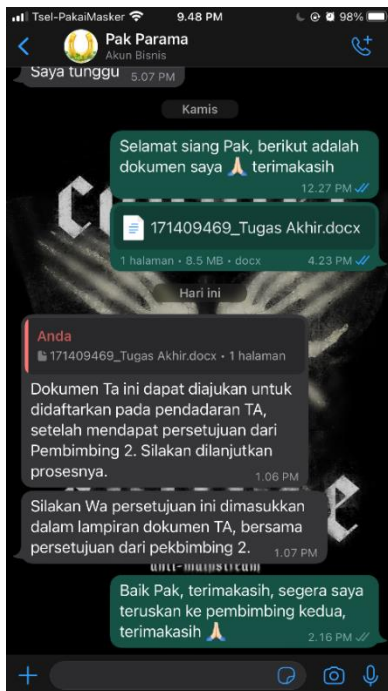
Previous Product Score				
VOC	Judges			Score
	Nando	Meli	Ardi	
Soft, Thick, Absorbable material	1	1	1	1.00
Good quality print	5	5	5	5.00
Achromatic colour	3	3	2	2.67
Easy to Combine	3	2	2	2.33
Using Regular cut	4	5	5	4.67
Long-life product more than 1 year	3	4	3	3.33
Streetwear design	4	3	3	3.33
Price in IDR.125.000 - IDR. 150.000 range	4	5	5	4.67
Using crew neck solid collar	2	3	2	2.33
Limited Product	5	3	3	3.67
Have a background story for every design	5	5	5	5.00
Got features and bonuses every purchase the product	5	5	5	5.00
Packaging using printed box	5	5	5	5.00
Minimum plastic used / waste	4	3	3	3.33

### Appendix 2. New Attributes on Prototype Check with BENK's Team

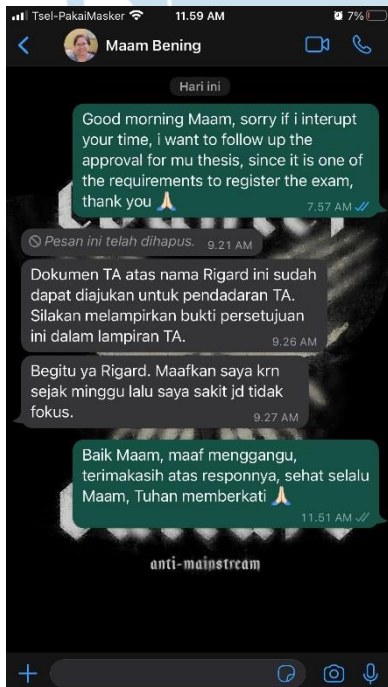




### Appendix 3. Approval from first Supervisor.



### Appendix 4. Approval from second Supervisor.



## Appendix 5. Chat with Respondents

