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Unique	International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep	-
Unique	T Department of Visual Communication Design, Universitas Internasional Semen Indonesia (UISI), Indonesia E-mail: tyas	-
Unique	id Abstract- Challenge of online business in Indonesia is getting competitive	-
Unique	Online fashion business is massively increasing	-
Unique	A study about visual perception of consumer can be a reference to shop online	-
Unique	Keywords- SME, Visual Perception, Design, Woman Shoes	-
Unique	Background SME's practitioners in Indonesia continues to rise	-
Unique	Fourth, SME have to learn about how the consumers do a purchase	-
Unique	Fifth, SME have to create a good management especially in terms of inventory	-
Unique	SME must be able to predict markets as well	-
Unique	This matter will bring preference of consumers on a certain products	-
Unique	In 2014, the number of SME online based reach the 12,500 (CSA, 2014)	-
Unique	This certainly increase online traffic trade that occurred in Indonesia	-
Unique	Shoes online business in Indonesia has reached of 7,000	-
Unique	Solo, Semarang, and Bogor (CSA, 2014)	-
Unique	Doing online shoes business need a strategy	-
Unique	The researcher tried to observe how consumers process in determining product purchase online	-
Unique	Those SME are producing and doing design process	-
Unique	However, whether this be a definite indicator for consumers buying the products	-
Unique	It needs to be proved by a study based on consumer perceptions	-

Unique	Buying products in online is certainly different to buying products directly	-
Unique	Research Question According to the background, researcher made some research question	-
Unique	How is the perception of consumers in choosing woman shoes	-
Unique	How is the perception of consumers to SME's shoes product online based	-
Unique	How far the consumer's perception gives an influence to product's design	-
Unique	In this stud, the indicators will be measured 5 shoe products from SME 'X'	-
Unique	This indicator refers to the determination of the quality indicator expressed by Garvin (1987)	-
Unique	SME 'X' has 5 types of footwear,	-
Unique	footwear types of flats, thick heels, wedges, sandals, and platforms	-
Unique	International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep	-
Unique	Of the 3 stimulus tested significant visible results as shown in the following figure	-
Unique	Result of VAS test against Shoes Design	-
Unique	Result of VAS test against the practicality of using the shoes	-
Unique	Result of VAS test against the durability of the shoes	-
Unique	International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep	-
Unique	Result of VAS test against shoes trend	-
Unique	This is the perception of the consumer against products of SME 'X'	-
Unique	On the product design of SME 'X', wedges are designed in various forms	-
Unique	full shoe design and accent straps	-
Unique	For later determined the Fisher's least significant difference (LSD)	-
Unique	This method shows significant data of comparison between a stimulus towards other stimulus	-
Unique	While consumer stimulus perception 1 and 3 is very different	-
Unique	Some of the conclusions that can be drawn are as follows	-
Unique	So that, this research can be done and developed as well	-
Unique	Researcher is also grateful to Mr	-
Unique	Herman Sasongko as the Rector of UISI, Mr	-
Unique	This research is dedicated to Indonesia's creative development	-
Unique	Analisa Faktor yang Memengaruhi Konsumen dalam Membeli Sepatu Merk Gosh	-

Unique	Solo: Jurnal Universitas Muhammadiyah Surakarta	-
Unique	Marketing Research: An Applied Orientation (3 rd ed	-
Unique	Bandung: Jurnal Universitas Pendidikan Indonesia	-
Unique	The 6 th Indonesia International Conference on Indonesia, Entrepreneurship, and Small Business. (pp	-
30 results	Product Design and Development	ulrich-eppinger.net definitive-design.com pddnet.com wookey.net pdt.com inov.com paconsulting.com icoproducts.com armiller-pdd.com quirky.com
Unique	Small Medium Enterprise 160 STUDY OF VISUAL PERCEPTION OF WOMAN SHOES FOR PRODUCT'S DESIGN REFERENCE	-
Unique	are competing to do some activities to fulfil 3 things, those are innovativeness, prestige, and	-
Unique	Unfortunately, those things are not the main indicators that consumer looks at to shop	-
Unique	in buying shoes product online based, it shows that consumer's references are about model, trend,	-
Unique	These things create a research's question about how visual perception of consumer can be	-
Unique	The research method is quantitative research using measurement of consumer's perception with an instrument	-
Unique	VAS is a method to measure the interest of consumers to certain design (to	-
Unique	With using VAS test to the stimulus, SME can do an efficiency design and	-
Unique	By the increasing, it can see that SME which move in the fashion apparel	-
Unique	According to Soekarno and Sugih (2014), there is a lot of lessons that can	-
Unique	price, promotion and location so that SMA can make aa right positioning of their products	-
Unique	SME has to have a good brand that could describe well the concept of	-
Unique	SME has to also have targeted market according to the concept products in order	-
Unique	Second, SME have to give priority to quality of products because Indonesian consumers give	-
Unique	Third, SME better get to work with famous people in the community to got	-
Unique	Before more concern about 5 indicators mentioned, there are things that more crucial about	-
Unique	Kartono (2015) claims that SME is often not understanding the concept of design their	-
Unique	In order to create good products along with a good brand, a SME needs	-
Unique	design of a product that described through the shop window, or which is now the	-

Unique	SME's practitioners online based must have pages of websites which have to display their	-
Unique	One of the field which is now being the trend as in the world	-
Unique	The most practitioners come come from Jakarta (18%), Bandung (22%), Surabaya (9%), Yogyakarta (7%),	-
Unique	In particular, to be able to gained a consumer who only see the products	-
Unique	Siahaan (2015) also revealed that a good perception of product formed by some of	-
Unique	It is in line with the results of pre research carried out by the	-
Unique	The researcher focuses the research on female consumers ages 18-35 year old company based	-
Unique	According to the results of the questionnaire, the majority of respondents ever make an	-
Unique	The Criteria in selecting online shoe product based on 3 things, namely: shoe models,	-
Unique	Model of the shoe can be associated with the product International Journal of Management	-
Unique	-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online	-
Unique	level of comfort and durability as well as represent a trend that could be the	-
Unique	Thus, understanding the consumer that targeted is a thing that is important in designing	-
Unique	shoes, 13 th Chiel shoes, and Amble Footwear is some SMES engaged in the industry	-
Unique	The design process that done by the SME is seeking to fulfil the	-
Unique	Indicators of Innovativeness strived to create unique products that are considered to be new	-
Unique	and owned, while the workmanship was the production process determine the outcome of the product	-
Unique	Kartono (2015) says that a perception is formed when see visual pictures can affect	-
Unique	So it required a study of shoe design to stimulate a good visual perception	-
Unique	This research is focus into using visual analogue scale and the analysis of the	-
Unique	METHODOLOGY In order to identify the consumer's perception about online SME's shoes product, researcher	-
Unique	Quantitative Method Quantitative methods that need to done is a visual analogue scale (VAS)	-
Unique	be able to measure the perception of the consumer against products that only use visual	-
Unique	the extent to which a stimulus, in the form of visual, influenced his perception of	-

Unique	The value of the measure that is used may be determined in accordance with	-
Unique	product's shoes, then it can be determined measuring points of the lowest and highest measurement	-
Unique	These indicators include shoe design, practicality of using shoes, shoe trends, durability of the	-
Unique	On the methods of VAS, the measuring points have a value range 1-100 which	-
Unique	Respondents can provide its perception by drawing a straight line on the range line	-
Unique	Whereas the necessary stimulus in the form of visualization products have degrees, forms, and	-
Unique	The following is a 3 shoe stimulus SMES 'X' with the kind of wedges	-
Unique	Depth Interview The researchers chose a SME are referred to as 'X' as	-
Unique	to the next data retrieval, insightful interviews the author does against owners of SME about	-
Unique	Framework Research Systematically, the framework of the research can be seen as in the	-
Unique	-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online	-
Unique	RESULTS To measure the perception about SME 'X' products, the researchers tested the perception	-
Unique	perception against the durability of the use of shoes, the perception against shoes trends, and	-
Unique	The number of the correspondent was 32 people consisting of women age 20	-
Unique	Following are the results of perception test using the test VAS towards the SME	-
Unique	Perceptions Against Shoes Design The first indicator that was tested in the VAS is	-
Unique	Perception Against the Practicality of Using the Shoes Practicality in using shoes can be	-
Unique	Following are the results of the test data distribution of consumer perception of the	-
Unique	Perception Against the Durability of the Shoes Durability is the perception of the consumer	-
Unique	Following are the results of the test data distribution of consumer perception of the	-
Unique	Perception Against the Shoes Trend The trend became one of the defining manufacturers in	-
Unique	The trend may determine the extent to which consumers perceive the stimulus as	-
Unique	Following the results of the test data distribution of a VAS against the perception	-
Unique	-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online	-

Unique	<u>Perception Towards Exclusivity Arising by Shoe Design The last indicator tested on test vase</u>	-
Unique	<u>Researchers want to find out which products are considered the respondent became the stimulus</u>	-
Unique	<u>Following the results of the data distribution test of VAS against the impression the</u>	-
Unique	<u>average of the results of respective data will be compared by using the method of</u>	-
Unique	<u>This method shows the results of the perception of consumers against stimulus 1, 2,</u>	-
Unique	<u>is a stimulus which considered as the best meets that complete of the five indicators</u>	-
Unique	<u>This data can be seen especially in data perception towards product design, product durability,</u>	-
Unique	<u>By the observation, each stimulus does have the same type, namely shoes with types</u>	-
Unique	<u>According to Goonetilleke (2013), a type of wedges shoes are models that have</u>	-
Unique	<u>With thick soles, then the user of the wedges gets the same benefits with</u>	-
Unique	<u>On the stimulus 1 that presented in the test of VAS, is a product</u>	-
Unique	<u>While the stimulus 2 and 3 is a product with a more varied types</u>	-
Unique	<u>Stimulus 2 have an access to blank on the side of the shoes that</u>	-
Unique	<u>While the stimulus 3 is types of wedges that adapting a boot, or more</u>	-
Unique	<u>To find out the comparative analyses of each stimulus, researcher compares the average of</u>	-
Unique	<u>In LSD, if the average value comparison (P-Value) indicates numbers below 0.05 then it</u>	-
Unique	<u>In this case, it can be assumed that the comparison of the stimulus that</u>	-
Unique	<u>While the comparison stimulus that does not show insignificant differences of meaning against another</u>	-
Unique	<u>design recommendations for SME 'X' that has been tailored to the results of the perception</u>	-
Unique	<u>The following is a recap of the results of the analysis of the data</u>	-
Unique	<u>the stimulus 1 and 3 have a significant difference in indicators of trends, design and</u>	-
Unique	<u>While the stimulus 2 and 3 only have a significant difference in indicator design</u>	-
Unique	<u>significant differences, so that the perception of the consumer against stimulus 1 and 2 tend</u>	-
Unique	<u>Consumer perceptions towards product design, trends, and the exclusivity of the 3 is very</u>	-

Unique	Likewise, if the stimulus 2 compared to stimulus 3, consumer's perceptions of the stimulus	-
Unique	reference for SME 'X' International Journal of Management and Applied Science, ISSN: 2394-7926	-
Unique	-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online	-
Unique	This reference is referable to the SME 'X' design process to do the production,	-
Unique	Products which have good perception is a product with a different design with	-
Unique	In this case, stimulus 3 is a product that became the pre-eminent consumer if	-
Unique	By online-based store, consumers have a tendency to choose the products on the basis	-
Unique	It is becoming a reference for SME 'X' to develop a product that has	-
Unique	design, both in designing products and also in designing the promotional of the media of	-
Unique	most products that produce, products that are designed with a wide choice of colors or	-
Unique	ACKNOWLEDGMENT This research was supported by UIISI, who gave full tuition support and also	-
Unique	Tjip as the Vice Rector of UIISI for assistance and deliver some spirit, also	-
Unique	Researcher have to express out appreciation to SMEs who joint this research as case	-
Unique	Country of Origin Effect (COO) Effect terhadap Minat Beli (Studi Kasus: Konsumen Sepatu Fesyen	-
Unique	Lesson Learned from Indonesian Biggest Fashion Retailer Company to Encourage The Development of Small	-

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International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep.-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online Small Medium Enterprise 160 STUDY OF VISUAL PERCEPTION OF WOMAN SHOES FOR PRODUCT'S DESIGN REFERENCE CASE STUDY: ONLINE SMALL MEDIUM ENTERPRISE TYAS AJENG NASTITI, S.T Department of Visual Communication Design, Universitas Internasional Semen Indonesia (UIISI), Indonesia E-mail: tyas.nastiti@uisi.ac.id Abstract- Challenge of online business in Indonesia is getting competitive. Online fashion business is massively increasing. In line with the increasing of the business, the small medium enterprise (SME) activist are competing to do some activities to fulfil 3 things, those are innovativeness, prestige, and workmanship. Unfortunately, those things are not the main indicators that consumer looks at to shop online. A study about visual perception of consumer can be a reference to shop online. In the pre research, researcher did a small research to knowing about consumer's interest in buying shoes product online based, it shows that consumer's references are about model, trend, and prices. These things create a research's question about how visual perception of consumer can be learned as the reference of design process in online SME. The research method is quantitative research using measurement of consumer's perception with an instrument called Visual Analogue Scale (VAS). VAS is a method to measure the interest of consumers to certain design (to be called as stimulus). With using VAS test to the stimulus, SME can do an efficiency design and also knowing the market

precisely. Keywords- SME, Visual Perception, Design, Woman Shoes I. INTRODUCTION A. Background SME's practitioners in Indonesia continues to rise. By the increasing, it can see that SME which move in the fashion apparel have elevated the most significant, almost around 14% (Central Statistic Agency, 2014). According to Soekarno and Sugih (2014), there is a lot of lessons that can be taken by SME who move in the big clothing companies. First of all, SME must think on the concept of products, the market, the price, promotion and location so that SMA can make a right positioning of their products in the market. SME has to have a good brand that could describe well the concept of the products. SME has to also have targeted market according to the concept products in order to determine the appropriate process to the market. Second, SME have to give priority to quality of products because Indonesian consumers give priority to the quality in choosing products to be purchased. Third, SME better get to work with famous people in the community to get any attention from the market target. Fourth,

SME have to learn about how the consumers do a purchase. Fifth, SME have to create a good management especially in terms of inventory. SME must be able to predict markets as well. Before more concern about 5 indicators mentioned, there are things that more crucial about existence of SME. Kartono (2015) claims that SME is often not understanding the concept of design their products in order to the market. In order to create good products along with a good brand, a SME needs to know about consumer's good perception of the product. This matter will bring preference of consumers on a certain products. Kartono (2015) also explains that the perception of consumers started from stimulation of visualize design of a product that described through the shop window, or which is now the trend to be called as a online shop. In 2014, the number of SME online based reach the 12,500 (CSA, 2014). This certainly increase online traffic trade that occurred in Indonesia. SME's practitioners online based must have pages of websites which have to display their visual products merchandise and can provide consumer to transaction, practically. One of the field which is now being the trend as in the world online was shoes online business. Shoes online business in Indonesia has reached of 7,000. The most practitioners come from Jakarta (18%), Bandung (22%), Surabaya (9%), Yogyakarta (7%), Makassar (7%), and other cities i.e. Solo, Semarang, and Bogor (CSA, 2014). Doing online shoes business need a strategy. In particular, to be able to gained a consumer who only see the products through visual images (Siahaan, 2013). Siahaan (2015) also revealed that a good perception of product formed by some of the things that influenced the view of the consumer towards the design of a product. It is in line with the results of pre research carried out by the researcher. The researcher tried to observe how consumers process in determining product purchase online. The researcher focuses the research on female consumers ages 18-35 year old company based in 3 cities, namely, Surabaya, Bandung and Jakarta.

According to the results of the questionnaire, the majority of respondents ever make an online purchase. The Criteria in selecting online shoe product based on 3 things, namely: shoe models, trends, and price. Model of the shoe can be associated with the product International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep.-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online Small Medium Enterprise 161 design. With a nice and attractive design, consumers can assume that the products have a level of comfort and durability as well as represent a trend that could be the choice of the consumer. Thus, understanding the consumer that targeted is a thing that is important in designing a shoe's products. Some of SME's manufacturer of shoes based in Indonesia, such as: Klastik Footwear, UP shoes, 13 th Chiel shoes, and Amble Footwear is some SMES engaged in the industry of footwear are Indonesia online based industry, especially produce women's shoes. Those SME are producing and doing design process. The design process that done by the SME is seeking to fulfil the 3 things, namely the innovativeness, prestige, and workmanship (Siahaan, 2013). Indicators of Innovativeness strived to create unique products that are considered to be new and original. Then, the prestige is the efforts of SME to produce products deemed worthy bought and owned, while the workmanship was the production process determine the outcome of the product (Siahaan, 2013). However, whether this be a definite indicator for consumers buying the products?. It needs to be proved by a study based on consumer perceptions. Buying products in online is certainly different to buying products directly.

Kartono (2015) says that a perception is formed when see visual pictures can affect behavior and actions. So it required a study of shoe design to stimulate a good visual perception of consumers to purchase shoes online based. This research is focus into using visual analogue scale and the analysis of the correspondent to analyze perception for the SME online based that produce shoes woman. B. Research Question According to the background, researcher made some research question. 1. How is the perception of consumers in choosing woman shoes? 2. How is the perception of consumers to SME's shoes product online based? 3. How far the consumer's perception gives an influence to product's design? II. METHODOLOGY In order to identify the consumer's perception about online SME's shoes product, researcher use quantitative method and also depth interview. A. Quantitative Method Quantitative methods that need to done is a visual analogue scale (VAS) survey. The researchers chose this method because the VAS method is the most appropriate to be able to measure the perception of the consumer against

products that only use visual media only. According to Ulrich (2001) is now VAS is a method used to find out the extent to which a stimulus, in the form of visual, influenced his perception of the value of the measure. The value of the measure that is used may be determined in accordance with the needs of researchers. For example, if researchers want to find out about the comfort level of a product's shoes, then it can be determined measuring points of the lowest and highest measurement point. In this stud, the indicators will be measured 5 shoe products from SME 'X'. These indicators include shoe design, practicality of using shoes, shoe trends, durability of the shoe design, and the impression of exclusivity. This indicator refers to the determination of the quality indicator expressed by Garvin (1987). On the methods of VAS, the measuring points have a value range 1-100 which is converted into a scale on lines 10 cm. Respondents can provide its perception by drawing a straight line on the range line 10 cm without knowing the exact value. Whereas the necessary stimulus in the form of visualization products have degrees, forms, and similar components. SME 'X' has 5 types of footwear, i.e. footwear types of flats, thick heels, wedges, sandals, and platforms. The following is a 3 shoe stimulus SMES 'X' with the kind of wedges that are now used in the vase. Figure 1. Stimulus of VAS's form B. Depth Interview The researchers chose a SME are referred to as 'X' as a case study because it has the characteristic of now the design that using ethnic fabric. To specify the stimulus (in the form of the shape of the visual product) to the next data retrieval, insightful interviews the author does against owners of SME about existing product designs. C. Framework Research Systematically, the framework of the research can be seen as in the picture below. International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep.-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online Small Medium Enterprise 162 Figure 2. Framework Research III. RESULTS To measure the perception about SME 'X' products, the researchers tested the perception of consumers against 5 indicators, i.e. perceptions against shoes design, the perception against the practicality of using the shoes, the perception against the durability of the use of shoes, the perception against shoes trends, and the perception towards exclusivity arising by the design of the shoes. The number of the correspondent was 32 people consisting of women age 20 – 45 years. Following are the results of perception test using the test VAS towards the SME 'X' shoe design's stimulus. A. Perceptions Against Shoes Design The first indicator that was tested in the VAS is an indicator towards product design of SME 'X'. Of the 3 stimulus tested significant visible results as shown in the following figure. Figure 3. Result of VAS test against Shoes Design B. Perception Against the Practicality of Using the Shoes Practicality in using shoes can be a benchmark of consumer in choosing the products online-based. Following are the results of the test data distribution of consumer perception of the VAS against the practicality of the use of the product. Figure 4. Result of VAS test against the practicality of using the shoes C. Perception Against the Durability of the Shoes Durability is the perception of the consumer against the resilience of the lifetime of the product. Following are the results of the test data distribution of consumer perception of the VASE against the durability of the product. Figure 5. Result of VAS test against the durability of the shoes D. Perception Against the Shoes Trend The trend became one of the defining manufacturers in producing. The trend may determine the extent to which consumers perceive the stimulus as a product that answers the needs of consumer trends. Following the results of the test data distribution of a VAS against the perception of trends in shoe products of SME 'X'. International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep.-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online Small Medium Enterprise 163 Figure 6. Result of VAS test against shoes trend E. Perception Towards Exclusivity Arising by Shoe Design The last indicator tested on test vase is to measure the perception of the exclusivity of the products. Researchers want to find out which products are considered the respondent became the stimulus visually looks more expensive than other stimulus. Following the results of the data distribution test of VAS against the impression the exclusivity of the product. Figure 7. Result of VAS test towards trend arising by shoes design To analyze the data of VAS will be used a method analysis of ANOVA (Analysis of Variance) and then average of the results of respective data will be compared by using the method of Fisher Pairwise Comparison. This method shows the results of the perception of consumers against stimulus 1, 2, and 3 and give the reference product design based on consumer's perception. DISCUSSION The fifth data results from the VAS can be inferred that the stimulus is a stimulus which considered as the best meets that complete of the five indicators which are examined. This is the perception of the consumer against products of SME 'X'. This data can be seen especially in data perception towards product design, product durability, design trends and products. By the observation, each stimulus does have the same type, namely shoes with types of wedges. According to Goonetilleke (2013), a type of wedges shoes are models that have a distinctive thick heels. With thick soles, then the user of the wedges gets the same benefits with the use of high heels, that is adding the height of the user. On the product design of SME 'X', wedges are designed in various forms. On the stimulus 1 that presented in the test of VAS, is a product with the most common types of wedges, i.e. full shoe design and accent straps. While the stimulus 2 and 3 is a product with a more varied

types of wedges. Stimulus 2 have an access to blank on the side of the shoes that make the design look more like slippers. While the stimulus 3 is types of wedges that adapting a boot, or more often called wedges boots. To find out the comparative analyses of each stimulus, researcher compares the average of data results by using the method of fisher pairwise comparison. For later determined the Fisher's least significant difference (LSD). This method shows significant data of comparison between a stimulus towards other stimulus. In LSD, if the average value comparison (P-Value) indicates numbers below 0.05 then it can be inferred that there is a significant. In this case, it can be assumed that the comparison of the stimulus that has significant data is a designed differently, compared to other products. While the comparison stimulus that does not show insignificant differences of meaning against another stimulus. So the results of this analysis can be a reference for researchers to provide design recommendations for SME 'X' that has been tailored to the results of the perception of consumers. The following is a recap of the results of the analysis of the data by the method of Fisher's LSD. Table 1. Analysis of Fisher's LSD

Description: * P Value > 0,05 = Not Significant ** P Value < 0,05 = Significant Refers to the table, it can be seen that the stimulus 1 and 3 have a significant difference in indicators of trends, design and exclusivity. While the stimulus 2 and 3 only have a significant difference in indicator design and exclusivity. The data also indicated that the stimulus 1 and 2 do not shows any significant differences, so that the perception of the consumer against stimulus 1 and 2 tend to be the same. While consumer stimulus perception 1 and 3 is very different. Consumer perceptions towards product design, trends, and the exclusivity of the 3 is very good compared to stimulus 1. Likewise, if the stimulus 2 compared to stimulus 3, consumer's perceptions of the stimulus against 3 is more superior in terms of product design and exclusivity.

CONCLUSION From this research, the conclusions to be drawn and also efficient product design reference for SME 'X' International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-9, Sep.-2016 Study of Visual Perception of Woman Shoes For Product's Design Reference Case Study: Online Small Medium Enterprise 164 that have been tested according to consumer perceptions. This reference is referable to the SME 'X' design process to do the production, the selection of products for catalogue or promotional media, and other visual promotion. Some of the conclusions that can be drawn are as follows. 1. Products which have good perception is a product with a different design with a unique and generally have some form of the most different from the others. In this case, stimulus 3 is a product that became the pre-eminent consumer if it is associated with indicators of product design, practicality, durability, trends, and exclusivity. 2. By online-based store, consumers have a tendency to choose the products on the basis of design, trends, and the exclusivity of the product. It is becoming a reference for SME 'X' to develop a product that has a good consumer's perception. 3. By knowing consumer's perception of product, then SME 'X' can have a reference of design, both in designing products and also in designing the promotional of the media of SME 'X'. SME 'X' can create a product that has a good perception to be the most products that produce, products that are designed with a wide choice of colors or materials, as well as the products shown in the promotional media.

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