Abstract

This study aims to determine consumer preferences, consumer profiles based on preferences, and preferences of each consumer profiles breakfast menu fast food restaurants in Bandung. The object of this research is the fast-food restaurants sell breakfast menu in Bandung (KFC, McDonald's, Pizza Hut, and Dunkin Donuts). Attributes preference is price, service, ambience, quality of taste, and a varied menu.

The analysis used was conjoint analysis and a two-step cluster. Conjoint Analysis aims to find out what most consumers consider in choosing a product. Cluster analysis aims at classifying objects based on their characteristics, two-step cluster is a data analysis technique for cluster analysis with different variables are categorical and continuous.

The results of this study showed that the overall preference of the respondents in this study is the price and Sense, the number of price and Sense importance weight of 72.5%, this indicates that the attribute atmosphere, menu, service is not to be crucial for consumers breakfast menu fast food restaurants in Bandung in selecting a full breakfast menu fast food restaurants in Bandung. Of the 400 respondents who exist in this study formed three clusters of consumers, the first cluster is Mahasiswa Tingkat Pertama. *The second cluster is* Mahasiswa Tingkat Lanjut yang Ekonomis*, and the last third cluster is* Pekerja Dewasa Muda.

Keyword*: Fast Food Restaurant, Preferences, Consumers Profile*