

## ABSTRACT

English today is the international language because it is used in almost all countries in the world and English is considered important by Indonesian people, so that they can compete in the current era of globalization. Based on a survey of consumer behavior showed that the reason why senior high school students still choose to follow extra English courses is because learning in school is less effective. Based on these problems, the purpose of this study was to determine consumer preferences of English Course and to know what is the most important factor in the selection of an English Course in Bandung.

The object of this study are English courses in Bandung with the attributes of teaching methods, location, number of students, and the type of program. This type of research used in this study is a descriptive study using quantitative methods. The population in this study are students in senior high school in Bandung with samples taken 100 respondents using purposive sampling technique. Data analysis techniques used in this study is conjoint analysis to obtain a utility score and importance score that of the scores can be deduced about what is the most considered by consumer in selecting a product.

Based on the result of the conjoint analysis is obtained the importance score from level which affecting consumer preferences on an English Course in Bandung. The highest attribute is an indicator of the type of program with the percentage value 50.65% and the types of programs desired by high school students is a Conversation Class program with the utility value 0.162. The second is the attribute of the number of students with a percentage value 23.49% and the number of students who desired by high school students per class is 10-20 people per class with utility value 0.092. The third is the location attribute with a percentage value 14.60% and the value of the desired location by high school students is a course that is close to the school with the utility value 0.054. Last attribute is a teaching method with a percentage value 11.26% and teaching methods desired by high school students that faculty expert with the utility value 0.051.

Based on the results of conjoint analysis can be concluded that the English Course desired by high school students is a program Conversation Class by the number of students are 10-20 students per class, which are located close to the school and using the teaching staff who are experts in their field who are not also competent but also can make those lesson became fun. The most important factor in selecting an English Course in Bandung are sorted by the highest value that type of program, number of students, location, and teaching methods.

**Keywords:** consumer preference, consumer behavior, conjoint analysis