

## **ABSTRACT**

*Smartphone technology is growing very fast all the time, all that is needed nowadays can be accessed via smartphone like internet, email, sms, video call, game, online shopping and many more features that can be used through smartphone. But the needs of consumers is still increasing so that smartphone vendors should continue to research on consumer desires to be able to provide products that suit the needs of consumers, can innovate more and continue to grow. This study aims to determine the preferences of consumers in choosing a smartphone among Generation Y and Z in Bandung year 2017.*

*The method used in this research is descriptive method, using nonprobability sampling and purposive sampling technique, with the number of sample 309 respondents Generation Y and Z in Bandung. The data analysis used is Konjoin Analysis.*

*The research indicate that the most important attribute according to respondent preferences in choosing a smartphone is the price attribute with the highest kepetingan value of 30.855% and the highest level in the price preference is Rp 4,000,000 - Rp 6,000,000 with a usability value of 2,229.*

*And the highest level of smartphone preference is the most desired consumer is a smartphone with a specification that has the ability of processor for Octa-core, RAM with 4GB capacity, 18MP camera, 64GB of internal memory, additional features owned smartphone that is fast charging, the screen size of 5 inch to 5.5 inches, body material made of glass, dah price of around Rp 4,000,000 to Rp 6,000,000. The research can provide a comprehensive picture of consumer preferences of smartphones and can help manufacturers understand the design features to improve the design of their smartphone products.*

**Keywords: Preferences, Smartphone, Conjoint Analysis**