

ABSTRACT

The development of smartphone users in the world continues to increase, besides that, Indonesia is one of the countries included in the category of countries with many smartphone users and smartphone penetration that continues to increase. Smartphone vendors in Indonesia are very diverse, but to compete, vendors must follow technological developments that are in accordance with the wants and needs of consumers.

The purpose of this study is to determine the combination of smartphone attributes that produce the highest customer value index and to find out the attributes that are the value drivers of smartphones.

This research is quantitative research with using conjoint analysis, sampling using non probability purposive sampling method. This study is based on primary data conducted through a survey of 387 smartphone consumers in Indonesia. Conjoined analysis is used to estimate the relative importance of smartphone attributes made in a combination of attribute and level cards. The results of the identification are there are os attributes, brands, rear cameras, front cameras, prices, and technology used to evaluate smartphones.

This study identifies smartphones through assessments of smartphone consumers in Indonesia. In this conjoined analysis, the results of the respondents identified that the OS (operating system) has the greatest importance because it has the highest customer value index, followed by price, rear camera, technology, front camera and brand. The most popular smartphone for consumers is a smartphone with an OS (operating system) Android, with the Samsung brand, has a dual camera rear camera of 16mpxl, a single camera 8mpxl front camera, at a price of Rp.1,000,000 <Rp.3,000,000, and 4G technology. The results of this study indicate that the Android OS (operating system) is a value driver for consumers in choosing a smartphone.

Suggestions from this study are smartphone companies with Android or Ios operating systems can produce smartphones that are developed in accordance with smartphone attributes that have a high level of importance and high utility value for smartphone consumers in competition with related competitors.

Keywords: Back Camera, Brand, Front Camera, OS, Price, Technology