

## **ABSTRACT**

*The development of electronic payment nowadays is very rapid. Almost all developed and developing countries follow the development of electronic payment as a promising opportunity for the aim of less-cash society. Indonesia as a developing country also has a high potential for the innovation and improvement of their electronic payment industry. This can be seen from the use of electronic payment to shop online that vary with their own advantages and disadvantages.*

*The purpose of this research is to know which combination of electronic payment characteristics that has the highest customer value index and find out which attributes are the value driver of the electronic payment characteristics.*

*This research is a quantitative research using conjoint method with SPSS 24. The method of data collection through questionnaires online. Respondents studied in this study amounted to 392 people who are the user of electronic payment to shop online.*

*The results of this study indicate the highest customer value index is found in the combination of profile card. E-payment system with the specification of study variables "Discount", "Minimum Balance", "Payment Tools in the application", "Using Password", "Top up balance", and "Cash" are the most popular combinations of attributes by respondents. And it is known attributes that become value driver is minimum balance with usefulness of -2,413*

*The implication from this study are costs are the main preference of consumers in choosing an e-payment system. Followed by the level of privacy and security and payment methods are also value drivers that can drive an e-payment system to be superior to its competitors. Therefore, costs are one of the main concerns and are optimized by the e-payment system industry. e-payment system must ensure minimal and easy administration costs for e-payment system users by creating a similar program are similar to the most popular attributes. It is hoped that this research will be conducted periodically because the customer value index regarding e-payment systems can change along with the development of technology and science in the field of fintech that will be accepted by consumers.*

*Keywords: Conjoint, Customer Value Index, E-payment, Online shopping*