ABSTRACT

The modern retail industry in Indonesia is developing rapidly that many different types of retail are scattered across the region, this makes the economy in Indonesia continue to increase. Along with these developments, there are also many business people in the retail sector who are competing to create new innovations and services to attract consumers' attention.

Currently, the modern retail industry in Indonesia is enlarging. This is indicated by various types and names of retailers that continue to make invasions to several regions, even to some other countries, by adding retail store outlets. This phenomenon attracts researcher to examine possible factors that form consumers' preferences in shopping at modern retail stores.

This research was based on data acquired from survey on 400 modern retail consumers in Indonesia. Five attributes that were used in this research are store location, store atmosphere, service quality, promotion, and price.

The result showed that the attribute combination which can lead consumers to shop at modern retails are store location that is close to home, neat store atmosphere, 24-hour store service, long-time promotion, and low price. The result also showed that store location is the most important attribute with 33,010 importance value. Companies that work in modern retail industry need to consider to increase their quality with invansion or adding stores almost everywhere around Indonesia.

Keywords: Conjoint Analysis, Preferences, Modern Retails.