ABSTRACT

The lifestyle in the era resulted in people's behavior, one of which is a changing society through e-commerce. This study aims to look at consumer preferences in Bandung in choosing e-commerce. Respondents in this study were 100 people who live in Bandung who have used e-commerce, especially Shopee, Tokopedia, Bukalapak, Lazada, Blibli. With the sampling method non-probability sampling technique. The method used in this research is a quantitative type using technical descriptive analysis and conjoint analysis. With 18 stimuli questions using a Likert scale.

The results showed that there was a utility value at the attribute level cash on delivery of 0.208, an important attribute was in the payment method of 23,882, and the highest consumer value index was stimulation with the combination of attribute payment method (cash on delivery), shipping costs (fixed) cost. delivery), delivery speed (order now and sent now), product warranty (can be exchanged for the same product), security (the website uses a data security system), product (product according to the description provided), website display (product advertisements on website view).

Keywords: *Attribute, Conjoint Analysis, Consumer preference, E-commerce*