

ABSTRACT

Along with the times, innovation was born that combines internet access service facilities, interactive TV, and different additional products for each triple-play service. Every year triple-play products or services continue to experience customer growth as indicated by the number of target customers and the revenue achieved in the past few years. Of course, these customers cannot be separated from the public's preference for triple-play services in Indonesia.

The purpose of this study is to determine consumer preferences in choosing triple-play services in Indonesia. Consumer preferences studied in this study are brand attributes, internet speed, interactive tv, additional products, and service prices.

This study uses a quantitative method, with a descriptive type of investigation with an explanatory purpose. The analysis technique used in this study is conjoint analysis. The sampling technique used is convenience sampling with a sample of 385 people who are triple pay service users in Indonesia. Data collection techniques using questionnaires are distributed online through social media.

The material of this research is related to the learning of consumer behavior and management. This study uses the theory of consumer behavior as a grand theory and focuses on discussing preferences. The results of this study found that the most important attribute in triple-play services in this study is brand, the last level that is most in demand by consumers of triple-play services is IndiHome on brand attributes. The best combination or characteristic for the best service provider based on consumer preferences is the provider brand triple-play service, namely IndiHome, internet speed of wifi products in triple-play service up to 30 Mbps, interactive tv service which has 124 channels with a total of HD (high definition) quality channels, additional triple play service products in the form of local and long-distance landlines, and has service price of Rp. 375,000-Rp. 425,000.

The results of this study are expected to be used as input for triple-play service providers in combining their service features to maintain quality and develop their services for the future, especially for service provider brands IndiHome, First Media, and BizNet. In addition, this research is expected to be a reference material for further research related to triple play consumer service preferences.

Keywords: *Consumer Preference, Triple Pay Service, Conjoint Analysis.*