

ABSTRACT

One of the sectors that contribute to the largest growth in the creative economy in Indonesia is film and video. The policy of closing cinemas to avoid the spread of Covid-19 has forced film industry players to make changes by utilizing Video on Demand services, so that the number of users who utilize Video on Demand services in 2020 will reach 14.7 million subscribers and in 2021 it will increase to 17.8 million subscribers. The increasing number of users of Video on Demand services in Indonesia has created very tight business competition in the Video on Demand service industry. The tight competition in the Video on Demand service industry makes players in this industry vying to optimize the available features.

Therefore, this study aims to determine what attributes are most preferred by consumers, what levels are most important by consumers and what stimuli are most in demand by consumers in order to become a reference for companies engaged in the Video on Demand service industry to increase consumers.

This study uses quantitative methods with descriptive purposes. The type of sample used is non-probability sampling and uses conjoint analysis techniques. The data source of this study uses primary data that is the result of a questionnaire. Secondary data obtained from this study is from national articles, books, and journals and international journals from previous researchers.

The results showed that the most important attributes according to consumers are payment method attributes with the greatest interest value of 34,889, the level of attributes most that consumers are interested in is the bank transfer attribute level with a positive usability value of 0.268, and the combination of attributes and attribute levels that consumers most prefer is image quality attribute with HD attribute level, Subscription Offer attribute with monthly cost attribute level, Content Type attribute with Drama attribute level, and Payment Method attribute with Bank Transfer attribute level

Keywords: *Attributes, Conjoint Analysis, Levels, and Video on Demand*