

## **ABSTRACT**

*Smartphone users in Indonesia are expected to continue to increase every year. This makes the competition even tighter in the smartphone market with many brands entering such as Samsung, Xiomi, Oppo, iPhone, etc. In the smartphone market share, Samsung was ranked first throughout 2020, but the graph is fluctuating down. Based on the survey conducted, it is concluded that Samsung's loyalty is still inferior to Apple and Huawei smartphone brands. This means that Samsung has decreased consumer loyalty.*

*This study aims to determine the most important Samsung smartphone attributes for consumers to be loyal to Samsung, to find out which level of Samsung smartphones are most beneficial to consumers, and to find out which stimuli or combinations of attributes and levels are most preferred by Samsung consumers.*

*This study uses quantitative methods with conjoint analysis techniques with the type of sample used, namely non-probability sampling with purposive sampling. Then data collection was carried out by distributing online questionnaires which resulted in 399 respondents. There are 4 attributes with several levels of each attribute that will be analyzed the value of importance and utility value for consumers in this study.*

*Then the research results show that the most important Samsung smartphone attribute for consumers is the product quality attribute and the smartphone level that is most beneficial to consumers is the price level that matches the quality. The combination of attributes and levels that consumers like the most is a combination consisting of a price that matches the quality, the quality of the edge display screen, the size design that is easy to grip, and responsive service.*

*It is hoped that this research can be a reference for Samsung, especially in developing its products and services, following the attributes and attribute levels with the highest value in this study, where Samsung can make prices on its products according to quality, prices can be adjusted according to the specifications of Samsung smartphones. Then product quality, Samsung can take the quality of the EDGE Display screen and large battery capacity into consideration. Product design for the size of a smartphone can create a design that is easy to hold in your hand. Furthermore, Samsung can prioritize responsive service by ensuring that the number of employees is sufficient to be able to divide tasks evenly.*

**Keywords: Preference, Loyalty, Conjoint Analysis.**