

ABSTRACT

The entertainment industry, which provides the facility to enjoy a film of a certain duration and is equipped with a wide selection of food and beverage menus, is an industry that is currently growing. However, because there are so many choices of brands, it causes consumer choices to become more and more and competition is quite high, plus there is a popularity gap between each of the existing brands. So in order to increase cinema revenue so that it is maximum it is necessary to do this research as a basis for making marketing strategies for cinema business entities.

The purpose of this research is to find out the most important attributes, the most useful level, the most preferred stimuli and preferences which are the basis for consumer choices to make purchasing decisions or not..

The data collection technique in this study uses an online questionnaire which will be disseminated through social media and the number of respondents generated through Cochran's calculation is 400 respondents. After the respondent's data has been collected, an analysis will be carried out using conjoint analysis techniques.

The results show that the most important attribute is F&B with the most useful level being the level of the staff attribute, namely friendly and the combination of attributes and levels contained on the 9th card has the highest CVI value, consisting of the brand is XXI, the available facilities are Dolby Atmos, cinema staff experienced, aesthetically pleasing rooms and quality F&B. So, it can be said that the 9th card is a combination of attributes that influence consumer preferences in choosing cinemas in Indonesia.

So, it is suggested that with the high competition between each viewing service provider and F&B products in cinemas and environmental changes that must always be adapted to any changes that occur, cinemas in Indonesia must do marketing by implementing strategies based on and in accordance with the combination of attributes desired and needed by consumers. cinemas in Indonesia, namely the brand is XXI, the available facilities are Dolby Atmos, experienced cinema staff, rooms that have aesthetics and quality F&B

Keywords: *Indonesian Cinema, Preference, Attribute, Level, Stimuli.*