

## **ABSTRACT**

*The growth of global smartphone users are increasing continuesly and Apple received positive sales of its smartphone product, iPhone, around the world. But it doesn't seem run smoothly in Indonesia especially at Bandung, because iPhone still unable to compete with its competitor. Then, there should be research on young consumer preferences toward iPhone's attribute to get information about attributes that are considered important and preferred by consumers.*

*This research will measure attributes that exist on iPhone, such as durability, operating system, screen size, camera, and RAM. This study also analyze utility estimates, importance values, and correlations between utility estimates and actual responses.*

*Methods of data collection was conducted through questionnaires with help of Google Form to 387 smartphone users who are interested using iPhone and live in Bandung. Data processing was performed using SPSS 20.*

*It can be seen that respondents' assessment of durability, operating systems, screen size, RAM, and camera attributes indicate a sequence high score of importance values. Result of utility estimates stated that respondents generally like durability of iPhone which reached more than five years, using iOS 8 for operating system, 5.5 inches screen size, two gigabytes of RAM capacity, and 12 megapixel camera resolution. There is a significant correlation between estimates and actual results.*

*Responding tight competition of smartphones, Apple should consider attributes that are considered most important and preferred by consumers with giving durability information on packaging iPhone, focus on speed performance in operating system, put 5,5 inches screen size, two gigabytes RAM, and 12 megapixels camera resolution. It is also expected that there should be further research because young consumer preferences toward iPhone's attribute may change over time.*

*Keywords: Preference, iPhone, Conjoint Analysis*