

Abstract

Development of internet technology in Indonesia is rapidly. The numbers of Indonesia internet user is 88.1 million peoples. The most internet users in Indonesia is located in West Java province with number of user is 16.4 million peoples. 85% Indonesia peoples accessing internet using mobile phone. Because of that internet service provider have a chance to get market share in mobile broadband internet. Consumer preference is the most important to create a harmony between internet service provider and consumer.

The purpose of this research is to know about consumer preference to mobile broadband internet in the point of view of attribute, price, network technology, and volume of internet quota. The result from this research hope can bring knowledge from application of conjoint models in consumer preference and hope this research can be determine of marketing strategy for the company of internet service provider based on mobile broadband internet.

This research is using conjoint model with SPSS tools. The population in this research is internet users in West Java Province. For determine sample this research is using slovin formula and get 400 respondent. Attribute in this research is price, network technology and volume of quota internet. The attribute designed using SPSS and generate 18 stimuli which be use for creating questionnaire and deployment using online media.

The importance value in this research is price attribute (54.700), volume of internet quota (35.587), network technology (9.713). while the most level wanted by consume is price Rp.50.000-Rp.100.000, volume of internet quota 6.1Gb-8GB, with the network technology is 4G.

The recommend from this research is internet service provider should be consider first is price, volume of quota, and network technology. For academics, this research should be held in periodical because consumer preference about mobile broadband internet can be changed fast. And then should to do research again to know about the influence of attribute price, volume of internet quota and network technology to internet package sales based mobile broadband internet.

Keyword : consumer preference, conjoint, mobile broadband internet.