

## **ABSTRACT**

*Nowadays the competition in the media industry requires businesses to innovate the mass media that is different from the others. The transition of traditional media towards digital media resulted in the emergence of online media as a result of the growing digitization era, for example, is online mass media such as detik.com, liputan6.com, kompas.com, and okezone.com. Online media industry is now competing to attract and acquire customers on a large scale. Therefore, it is important to know actually what are the things needed by users on-line mass media so that the media industry is able to present content in accordance with the wishes of users, especially in terms of e-service quality of the website.*

*This study aims to determine the preferences of consumers in using the mass media online using conjoint analysis. The variables used in conjoint analysis called attributes and sub-attributes are called level. In this study, there were nine attributes used, each attribute has two different sub-attributes, the nine attributes are informational fit-to-task, tailored communication, visual appeal, innovativeness, ease of use, emotional appeal, trust, consistent image, and relative advantage.*

*Sampling was conducted by purposive sampling technique and has managed to capture the respondents of 400 people who came from all over Indonesia. Respondents are the people who know the online mass media which are detik.com, liputan6.com, kompas.com, and okezone.com and had visited four of the online mass media websites. Sampling was conducted by a purposive sampling technique and has managed to capture the respondents of 400 people who came from all over Indonesia. Respondents were successful in the research samples are respondents who knew detik.com online mass media, liputan6.com, kompas.com, and okezone.com and had visited all four the online mass media websites.*

*The conjoint analysis procedure using the Full-profile using the rating. The results obtained from this preference analysis shows that consistent image of the most important attributes (value = 11.92%). The best combinations for this research were a website that provides information as needed, allowing for interaction, website design satisfying visually, the website has the innovation, the*

*website is user friendly to make the user's mood brightened, a website very easy for users to search information, the website that has the reliability of information, the website that has an image in accordance with the views of users, and websites that have virtual agent to facilitate the user in search of information.*

*Based on these results detik.com, liputan6.com, kompas.com, and okezone.com may consider a combination of preferences that have been mentioned, and then focuses on three attributes that have the highest value which are Consistent Image, Relative Advantage, and Emotional Appeal for further enhanced to attract the attention of users of the website.*

**Keywords:** *Preferences, Online Mass Media, e-Service Quality, Conjoint Analysis*