

## ABSTRACT

Internet has become a necessity for society in Indonesia, is seen with the internet impact for the development of information technology in the environment of the community, one of which is *E-commerce* (electronic commerce) or commonly referred to as the shopping activity is done online, *e-commerce* is one of the utilization of internet technology is done by the community. With e-commerce, community may make purchases or sales in accordance with his wishes. Bukalapak one of the companies in Indonesia who stand as an e-commerce company that offers a community to be able to make purchases or sales on his website for free. Bukalapak has competitors to continue to compete in the world of e-commerce in Indonesia. This research aims to know the preferences of consumers in using the services of the site Bukalapak. This research includes the types of descriptive and exploratory research, using the technique of purposive sampling that are specific to the community of Bandung city ever doing online shopping at Bukalapak as a criterion of the respondents in this study, with the number of samples as many as 100 respondents in Bandung. The analysis of the data used is *conjoint* analysis. The results of this study showed that overall the respondents made the attribute payment method as the main preference in using the services of the site Bukalapak, and then followed by the attribute display websites, products and features. The results of this research can provide a useful source of information for the Bukalapak company to be able to survive in the middle of a competitive rivalry in the field of e-commerce in Indonesia by increasing the quality of services that are customized based on consumer preference.

Keywords: *Conjoint* Analysis, E-commerce, Servicest, and preferences.