

ABSTRACT

Communities have known the existence of social messenger where chat became one of the ways to communicate. The means of communication depends not only on telephone and SMS only. Currently has been present social messenger application that allows people to send messages instantly to other users. Social messenger has advantages compared to SMS. SMS can only send text messages only. However, the messenger can send text messages, videos, pictures, voice messages, and stickers. This study aims to determine consumer preferences in the use of social messenger among Generation Z in Bandung in 2017.

The method used in this study descriptive method, by using the technique of sampling and nonprobability sampling purposive sampling, with a sample of 403 respondents. Analysis of the data used is Conjoint analysis.

The results indicates that all respondents making facilities feature attributes as the main preferences in choosing social messenger with the highest importance value of 37.748 interest and became the highest-level feature preference facility is secret chat with a value of importance of 0.604.

The result of this research, social messenger that demand by consumers is to have a level of product quality is not much use of memory capacity, have the facility features secret chat, has additional features official account and have a design according to customer needs that theme can be changed as desired.

Keyword : Preference, Social Messenger, Conjoint Analysis.