

## **ABSTRACT**

*Cigarettes have become routine consumption for the majority of Indonesian people. Cigarette consumers have penetrated various circles from parents to children both men and women. But in recent years there has been a new phenomenon in Indonesian society, namely the use of e-cigarettes (vape) that have been consumed by various groups in Indonesia, both men and women.*

*This study aims to find out how consumer preferences for electrification in consumers Vape Hitz Store in Bandung. This research method uses Process Hierarchy Analysis method with a sample of 34 people.*

*Based on the results of the study using the Hierarchy Analysis Method which consists of 5 criteria (price, taste, physical shape of electric cigarettes, nicotine levels, net packaging) and consists of 3 alternatives (vape strom puma, wismec predator, wismec predator, pusaka prabu kit) then consumers electric cigarettes on Vape Hitz will choose Strom Puma Vape as an electric cigarette that consumers want with the highest priority weight 0.4978 then the second priority is Wismec Predator which has a priority weight of 0.2499 and the third priority is Prabu Kit Heritage with a weight of 0.2496. From the eigenvector it can be seen that the price criterion is the reason consumers buy e-cigarettes (vape) with the highest priority weight of 0.27.*

*Keywords: Consumer Preference, Electric Cigarette, Process Hierarchy Analysis*