

ABSTRACT

The existence of smartphones and the internet that facilitates telecommunications, makes many companies make mobile messaging applications, which have the ability to provide short messages in a fast time. The existence of rapid exchanges, and the existence of a social media environment that increasingly became the main media used, became a concern for researchers. This makes researchers interested in conducting research with the title "Consumer Preferences in the Use of Social Messenger in Bandung City in 2019".

This study aims to explore information about consumer preferences for the use of social messenger in the city of Bandung. The research instrument used in the form of a questionnaire. The attributes used in this preference study on social messenger are taken from product attribute theory from Kotler and Armstrong (2016). In this study, the population used was social messenger users in the city of Bandung. the number of samples taken is a minimum of 384 samples. Sampling in this study used the nonprobability sampling method, with Purposive Sampling technique.

Consumer preferences for the selection of attributes the main thing to do is determine the conjoint analysis technique. In Conjoint analysis, a combination of attributes can use full-profile using the Aggregate technique. Based on Aggregate Utility calculations, it is found that from the overall social messenger attributes, the highest attributes are design, style and reliability, therefore respondents will have a tendency to pay attention to design, style and reliability attributes as the main attributes in social messenger applications. respondents use.

Consumers' preference of social messenger preferred is Line because Line has the highest attribute value compared to whatsapp, instagram and facebook messenger, while consumer preference of social messenger not preferred is Facebook messenger. Therefore, researchers advise companies to pay attention to design attributes, the style and reliability of social messenger products, thus, the company is expected to continue to maintain and enhance these attributes from time to time..

Keywords: Product Attributes, Preferences, Social messenger, Applications