

ABSTRACT

The globalization era in 2019 has created very rapid technological developments, including information and communication technology. One example of information technology is the smartphone that is developing so rapidly, the rapid development of smartphone telecommunications technology has an impact on the use of smartphones in the community, not only business people who use it but even though students also use smartphone technology for daily needs .

The purpose of this study was to determine consumer preferences for smartphone selection and smartphone attributes that produce the highest customer value index and to determine the attributes that are value drivers of smartphone consumers.

This research was conducted with quantitative research conducted by the conjoint method, sampling using the non probability purposive sampling method. This study is based on primary data conducted through a survey of 406 smartphone users in Indonesia. Conjoin analysis is used to estimate the relative importance of smartphone attributes made on a combination of attribute and level cards. The smartphone attributes are RAM, Memory, Camera Quality, Battery Resistance, color, and size of the smartphone

In this conjoint analysis, the results of the respondents identified that memory has the greatest importance because it has the highest customer value index, followed by camera quality of 0.693, battery life of 0.203, RAM of 0.098, size of - 0.103, and color being ranked the lowest of - 0.032. The results of this study indicate that memory is a value driver for consumers in choosing smartphone attributes.

The suggestion from this research is that smartphone vendors can produce smartphones that develop in accordance with smartphone attributes that have the highest importance level, "memory" with high specifications for smartphone consumers in facing competition with similar smartphone industry players.

Keywords: Preference Analysis, Smartphone, Memory