

## ABSTRACT

*Technology and the internet has been developing over time and become one of the tools / media that is always used for various purposes. The development of the world economy is increasing by rapid technological developments. Communication and information technology creates e-commerce and online retail as a new way of trading. The global e-commerce market helps to implement the right marketing strategy. Transactions via e-commerce are so flexible that they have developed dramatically over the last few rounds. This phenomenon shows that e-commerce competition will get tougher and make e-commerce business people will compete to attract consumers.*

*This study aims to determine the combination of e-commerce attributes that produce the highest customer value index and value drivers of e-commerce in Indonesia. The attributes used in this study are payment methods, shipping costs, delivery speed, product guarantees, privacy protection.*

*This research uses quantitative methods with the aim of descriptive methods. Data collection methods used in this study were carried out by distributing online questionnaires and then processing the data was done by using SPSS 25.0 for windows. There were 407 respondents who had used e-commerce in Indonesia.*

*The results from this study indicate that the customer value index of each card is a combination of e-commerce attributes. The level of customer value index that has the highest value is card number 4 of 0.927. Obtained customer value index payment method cash on delivery, fixed shipping costs, express delivery speed that is in a day, product guarantees by exchanging the same product or products at the same price, securing company privacy has a privacy policy with consumers. Value driver in this study is the attribute of delivery speed that gets the highest utility value.*

*This research produces several suggestions that are expected to help the development of e-commerce in Indonesia. Knowing that in the process of developing an e-commerce in Indonesia it is necessary to know the customer value index and value drivers of consumers in order to expedite the future development.*

**Keyword:** *Conjoint Analysis, E-commerce, Preferences*