

## **ABSTRACT**

Bubble Tea is a famous drink from Taiwan that combines tea, milk, with boba / bubble topping. Boba are tapioca balls that have a chewy texture that is processed with brown sugar to give a sweet taste and black color. The development of Bubble Tea Shop in Indonesia can also be seen from the growth of Bubble Tea sales which is felt by Grab, an online transportation company that also provides online food purchase services through GrabFood. Grab released data on the increase in bubble tea sales growth in 2018. In Bandung, there are at least three Bubble Tea brands that are very popular those are Chatime, Koi The and Kokumi. In today's era, the effect of the development of business has brought the business into a very tight competition to gain the attention of customers. To compete Bubble Tea Shop need to considering several factors that influence customer preference in choosing the Bubble Tea Shop customers want.

In this research the technique analysis is using Conjoint method. The main findings of this research are: 1) Based on the overall result that developed using Conjoint analysis, Among all the criteria, flavour became the major influence or the key consideration for consumers in selecting Bubble Tea Shop. 2) the most preferred Bubble Tea Shop is Chatime