

ABSTRACT

In this modern era, all activities can be carried out easily because of the rapid technological progress. Technology really helps human needs and can't be separated from human lifestyles. The ease of technology and communication that developed lately has changed the consumption patterns of the people, especially about food. Now people tend to buy food through digital applications rather than cooking or going alone. The highest frequency of food orders is dominated by the use of delivery as much as 2.6 times a week. One of digital application that supports people's consumption patterns now is GoFood, which founded in 2015. This study aims to find out what combinations of attributes that make GoFood choose by consumers, and to find out what attributes are the most dominant. This research is a quantitative study with conjoint analysis techniques. This research is based on primary data obtained by survey method to 403 GoFood consumers in Indonesia. In this study there are attributes of price, promotion, security, time & delivery, and ease of payment that are used to find out why consumers choose GoFood. The results showed that the combination of attributes that made consumers choose GoFood is cheap prices, attractive promotions, safe security, fast time & delivery and ease of payment using cash. The results of the study also showed that the safety attribute was the most important attribute with an importance value of 26.58%.

Keywords : Conjoint Analysis, Consumer Preference, GoFood.