# ABSTRACT

The research results of the English Language Proficiency Index (EPI) or the English Language Proficiency Index conducted by First Education, they rank countries based on English language proficiency of the 100 countries that provide them, and Indonesia falls into the "Low" category in English. English can be fulfilled with the existence of an educational process, one of them is non-formal education by choosing tutoring to support English material.

The large choice of places for English courses in Indonesia and the variety of different facilities and services that make consumers have alternative choices that make them more selective in choosing. This study aims to determine consumer preferences in choosing an English language course.

The quantitative method was used in this study with a survey of 405 respondents, namely Indonesian people who needed an English language course they wanted, then who had course experience or who were conducting courses. This research uses purposive sampling method. The analysis technique used in this study is conjoint analysis.

The results showed that of the 15 cards, the combination of attributes of the 13 cards was the most preferred by the community consisting of a combination of teaching methods with presentation and game learning, the number of students as many as <15 students, the type of regular program, the price of <Rp. 1,000,000 and teaching staff, 100% native speakers. Then the attribute that is the most dominant attribute preferred by consumers is the number of students with the attribute level is <15 students with a usability value of 0.218 and the most important attribute considered is the teaching method with a value of 21.904%.

Keywords: consumer preferences, conjoint analysis, English courses.