

## **ABSTRACT**

*As a fast food business that has been running for decades and continues to experience growth even though it is not a product originating from within the country, of course McDonalds and KFC have their own value in the eyes of consumers in Indonesia. Until now, McDonald's and KFC continue to grow and are always included as the top fast food brands, even though there is the Covid-19 phenomenon, McDonald's and KFC are still planning to add their outlets according to the targets they have set.*

*Seeing these developments, this research was carried out with the aim of examining the attributes of the Indonesian people in choosing fast food, the level of Indonesian people in choosing fast food and the stimuli of the Indonesian people in choosing fast food. In this study, the research data collection technique used questionnaires. As well as for data analysis techniques using conjoint analysis methods, descriptive analysis and sampling non probability sampling techniques with Cochran calculations.*

*After successfully collecting data, the results of this study indicate that the attribute "food menu" is the most preferred attribute for consumers in the selection, the most beneficial level for consumers is "a food menu with a combination that suits the Indonesian people's tongue" and card 11 is the most important stimulus. Most preferred by consumers, namely the combination of "clear nutritious food menu", "food prices reflect the quality of food and the appropriate atmosphere", "easy and timely food delivery" and "impressive food brochures" in the selection of fast food McDonald's and KFC in Indonesia. So that at this time Indonesian people choose fast food McDonald's and KFC because the food menu is very suitable with the taste of the Indonesian tongue.*

*Keywords: Fast Food, Conjoin analysis, attributes, Stimuli, Level*