

## **ABSTRACT**

*In the digital era, of course, the development of digital technology is increasing which has had a lot of impact on all elements including public transportation. The increasing problem of congestion becomes a serious problem in big cities, especially the city of Bandung, therefore the government is serious to overcome this congestion problem by socializing to switch from private vehicles to public transportation, one of which is Bus Rapid Transit. With the current phenomenon, the author is interested in researching the factors that make up consumers' preferences to use general transportation based on Bus Rapid Transit in Bandung.*

*This research is based on primary data obtained by survey method to 400 consumers who use public transportation services based on Damri bus and Trans Metro Bandung in Bandung. In this study there are 5 attributes used, namely fare attributes, service quality, terminal atmosphere, bus facilities and bus stop locations. The results of this study show that the combination of attributes of consumers who use Damri and Trans Metro Bandung bus transportation services is a low price, an organized terminal atmosphere, unsatisfactory service quality, improper bus facilities and a stop location far from home. The results of this study also showed that the cheap price attribute is the most important attribute with an interest value of 0.355. Companies engaged in public transportation based on Bus Rapid Transit need to pay attention to be able to increase the number of customers or passengers by providing fares or low prices in the city of Bandung.*

***Keywords: Conjoin Analysis, Preferences, Bus Rapid Transit.***