

## ABSTRACT

*The large number of universities in the city of Bandung has resulted in more selective prospective students in choosing universities to continue their education to Bachelor, Master or Doctoral levels. There are several aspects that may influence a student's choice in choosing a college, including reputation, available study programs, popularity and others.*

*The purpose of this study was to determine which university attributes are the most important for students in the city of Bandung, to find out which university level is the most important for students in the city of Bandung and to find out which college stimuli are most important to students in the city of Bandung.*

*The technique of calculating respondents in this study uses purposive sampling which will then be distributed to as many as 18 stimulus cards with a target of 100 respondents. Then the collected data will be processed using SPSS using conjoint analysis techniques and then poured into descriptive analysis and conjoint analysis.*

*The results of this study indicate that the attribute with the highest value is reputation (28.550), then the level with the highest value is program specialization (0.098) and the stimulus card with the highest value is the stimulus card 1 (0.312).*

*So it can be concluded that the attribute that has the most importance is the reputation of the university in operating products and services, the level that is most useful for students in choosing a university in Bandung is the specialization of the program used to build reputation, and card 1 stimuli being the most important stimuli. preferred by consumers in the selection of Universities in Bandung City where the combination of attributes and levels contained in the 1st card consists of reputation in the form of program specialization, family support with recognized quality, work ability with recognized student quality, life and activities with complete accommodation, cost of living with cheap rent and an environment with friendly local students*

**Keywords:** *Preference, Student, Bandung, Conjoin*