

### ***ABSTRACT***

*Current technological developments followed by internet connectivity are driving the emergence of food delivery. This has made a change in consumer shopping behavior from offline to online. Many companies offer online food delivery services with various services such as food delivery. This shows that consumers are increasingly faced with various services provided by each food delivery service, so that consumers will be more selective in choosing according to their preferences. The purpose of this research is to find out the factors that are most preferred by consumers in choosing food delivery services. This research is a quantitative study using online questionnaires on 385 respondents. Data were analyzed by conjoint analysis. The results show that the consumer preference factor is in choosing fast food delivery services.*

***Keywords:*** *conjoint analysis, food delivery, consumer preferences*