

## **ABSTRACT**

*This research aims to determine consumer preferences for premium automatic scooter type motorbikes in Cirebon City in 2024. The object of this research is automatic scooter type motorbikes which consist of multiple attributes, namely: Price, design, fuel, durability, safety. This research examines the attributes most considered by consumers when choosing an automatic scooter type motorbike and can also provide recommendations for related companies to offer premium automatic scooter type motorbike products that consumers want. The data analysis technique used in this research is conjoint analysis. Conjoint analysis is the most commonly used analysis which is then applied to market research and product development studies with the aim of obtaining a usability score (usability) and an importance score (importance). So from these scores conclusions can be drawn about what consumers consider most when choosing a product. Data collection was carried out by distributing questionnaires to 385 respondents who owned automatic scooters and lived in Cirebon City. The results of this research are the importance and usefulness scores that influence consumer preferences for automatic scooter motorbikes in Cirebon City in 2024. The highest attribute, namely price, has the highest level of importance in choosing an automatic scooter type motorbike, namely 28.488%. The second attribute, namely the fuel attribute, has a percentage of 21.614%. The third attribute is the motorbike color factor which has a percentage of 18.038%. The fourth attribute is the endurance attribute which has a percentage of 15.983%. The fifth attribute, namely motorbike design attributes, has a percentage of 9.429%. The sixth attribute is the motorbike safety attribute which has a percentage of 6.468%. . If consumer desires are difficult to fulfill due to actual market conditions, producers can also provide product innovation based on attributes prioritized by consumers based on utility value, namely the price of Rp. 16 million- Rp. 20 million with a dominant modern color design, as well as fuel efficient with a durable engine equipped with a security alarm.*

*Keywords: Motorcycles, Consumer Preferences and Conjoint Analysis*