

ABSTRACT

The increasing number of motor vehicles in Indonesia has led to a growing demand for fuel, particularly non-subsidized fuel. This study aims to analyze Indonesian consumers' preferences in selecting non-subsidized fuel using the Conjoint Analysis method. The research identifies six main attributes influencing consumer decisions: price, availability, quality, equipment, manpower, and accessibility. Data were collected through questionnaires distributed to 455 respondents who use motor vehicles and non-subsidized fuel. The results indicate that price is the most influential factor in consumer preferences, followed by quality and accessibility. Conjoint Analysis provided valuable insights into the most preferred attribute combinations and yielded utility scores (part-worths) for each attribute. These findings offer strategic guidance for fuel providers and policymakers in formulating effective marketing strategies and public policies to support the transition toward non-subsidized fuel usage in Indonesia.

Keywords: *consumer preference, non-subsidized fuel, conjoint analysis, product attributes, purchase decision*