

Analisis Preferensi Konsumen Terhadap Televisi Berbayar Di Kota Bandung Dengan Menggunakan Metode Conjoint Analysis Analysis Of Consumer Preferences Of Pay-TV In Bandung By Using Conjoint Analysis

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Abstract

Pay-TV business is a business that is growing rapidly in Indonesia. Based on data from Media Partners Asia, the number of Pay TV subscribers continues to grow from 2006 and predicted to reach a total of 7 million subscribers in 2023, the high prospects in this business makes the company must find out what the customer preferences in selecting a pay-TV in order to get better opportunities to compete in business. This study aimed to know consumer preferences in choosing the Pay-TV in Bandung, with study object are Indovision, Toptv, okevision, Firstmedia, and Transvision. Attributes used in this study were Price, Number of Channels, Image Quality, Technology, Subscription Offer, and Features. Total respondents in this study were 400 participants with analytical techniques used were conjoint analysis.

The results showed that the respondents preferred Subscription Offer in the form of full channels, Price was under Rp 200,000, the number of channels were more than 100 channels, could be accessed through gadget, Image Quality was in the form of HD (High Definition), used satellite technology, and interactive features.

Further research should conduct a focus group discussion to minimize the number of attributes so the stimuli generated is not too many, use different attributes and expand the scope and object of this study.

Keywords: consumer preferences; Consumer behavior; Pay TV; Conjoint analysis
