

ABSTRACT

The purpose of this study was to determine consumer preferences in choosing E-Commerce in Indonesia. The research method used is quantitative methods and data collection with questionnaires. The number of samples in this study was 451 people using a non-probability sampling method. The questionnaire items were 18 statements and the measuring instrument used was Likert scale. The analysis technique in this study is conjoint analysis. The results of this study indicate that the highest utility value is at the transfer level with a utility value is 0,170, the attribute that has the highest importance value is the speed of delivery attribute with an importance value is 20,253, and consumers like E-Commerce using transfer payment method, shipping costs based on the total weight of the product, delivery speed 2-4 days, has a product warranty can be exchanged for the same product or products with the same price, website privacy security using a data security system, products sold according to the description provided, and a website appearance with an attractive website design.

Keywords: *E-Commerce, Attribute, Conjoint Analysis.*