

# Customer Preferences for Using the Gojek Application: A Conjoint Analysis Study

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## Abstrak

Tujuan dari penelitian ini untuk memahami dan menentukan preferensi pelanggan terhadap aplikasi ride-hailing yaitu Gojek. Atribut produk digunakan sebagai variabel independen yang dikategorikan menjadi tiga indikator: atribut kualitas produk, fitur produk, dan desain produk. Preferensi ditentukan dengan mengukur utilitas dan nilai penting menggunakan metode analisis konjoin. Populasi penelitian adalah pengguna aplikasi Gojek di Batam dengan ukuran sampel sebanyak 160 responden dengan menggunakan aturan praktis yang ditetapkan untuk analisis konjoin. Data dikumpulkan melalui kuesioner online dan diolah menggunakan SPSS 22. Hasil penelitian menyatakan bahwa di antara tiga indikator atribut produk, fitur produk mendominasi preferensi responden yang dibuktikan dengan memiliki nilai penting tertinggi, dengan tingkat atribut fitur pembayaran GoPay sebagai yang paling disukai. Selanjutnya, terdapat atribut kualitas produk dengan tingkat atribut keamanan data dan privasi sebagai yang paling disukai, dan akhirnya atribut desain produk dibiarkan sebagai yang terakhir dengan nilai penting terendah, dan tingkat atribut kemudahan penggunaan sebagai yang paling disukai.

**Kata kunci:** analisis konjoin, preferensi pelanggan, kualitas produk, fitur produk, desain produk

## Abstract

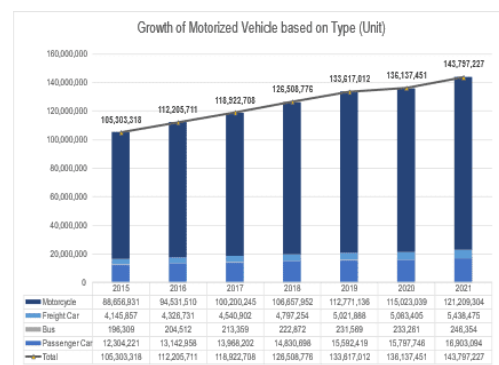
*This research aimed to understand and determine customers' preferences for the first ride-hailing application named Gojek. Product attributes were used as independent variables, and categorized into three indicators: product quality, product features, and product design attributes. Preferences were determined by measuring utilities and importance values using the conjoint analysis method. The population of this research comprised Gojek application users in Batam, with 160 respondents determined by using a rule of thumb specified for conjoint analysis. Data were collected through an online questionnaire and processed using SPSS 22. The research results indicated that among the three indicators of product attributes, product features dominated the respondents' preferences, as evidenced by having the highest importance value, with the GoPay payment feature level being the most preferred. In second place was product quality, with data security and privacy as the preferred attributes at that level. Product design was consequently ranked last with the lowest importance value, and ease of use was the most preferred attribute.*

**Keywords:** conjoint analysis, customer preference, product quality, product feature, product design

## 1. Introduction

Technological development may have a significant impact on the vehicle market. Advanced innovation including interior and exterior design, and futuristic features up to fuel usage.

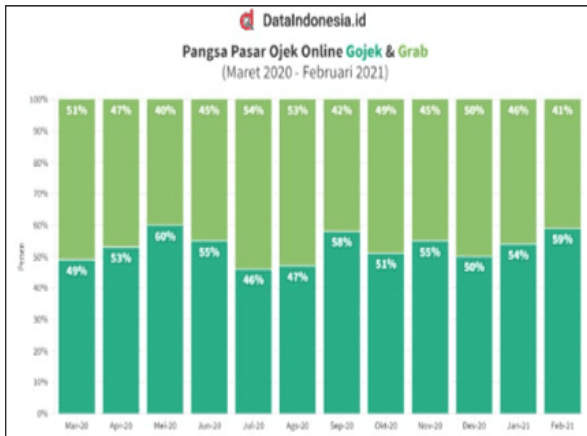
Supported fact, vehicle numbers in Indonesia keep increasing annually (Badan Pusat Statistik, 2022).



**Figure 1: Growth of Motorized Vehicles based on Type (Unit)**  
(Source: Badan Pusat Statistik, 2022)

The growth in the number of vehicles in Indonesia has led to several major issues, such as traffic jams, a lack of parking spaces, and environmental problems such as air and noise pollution. Amidst the demand for mobility that has not been fully accommodated by public transportation such as buses or trains, the idea of a new transportation mode based on applications emerged in 2010 and was officially launched in 2015 under the name Gojek. Gojek itself is a transportation service based on an online application and represents an innovation in mobile commerce. This online transportation service, known as ride-hailing, utilizes Location-Based Service (LBS) technology, allowing the application to assign the nearest driver to the customer.

Over the years, ride-hailing has become an inseparable aspect of societal life, and several companies have launched similar applications. Currently, in Indonesia, ride-hailing applications have several options identical to Gojek, such as Grab, Uber, Maxim, and others. Despite the existence of various ride-hailing applications, a survey by Data Indonesia (2022) showed that from March 2021 to February 2022, the most popular ride-hailing services in Indonesia were Gojek and Grab. Additionally, between these two applications, Gojek dominated the market share with 59%, while Grab held 41%.



**Figure 2: Market Share Comparison Gojek and Grab**  
(Source: Data Indonesia, 2022)

In 2019, a similar research was conducted by Wulandari & Sari to identify consumer preferences among citizens of Padang regarding the use of online motorcycle taxi services. The variables included price, payment method, driver service, and driver identity. The research found that the best combination of attribute levels consisted of special promo price (price attribute), cash payment (payment method attribute), friendly service by drivers (driver service attribute), and drivers wearing uniforms (driver identity attribute).

On the other hand, Ryantika & Hidayat conducted

research in 2021 to determine consumer preferences for using the Shopee application, using product attributes defined by Kotler & Armstrong (2018). This research found that the attributes ranked in highest importance value sequentially as follows: product feature attribute, product quality attribute, and product design attribute.

Based on the descriptions above, researchers were interested in exploring customer preferences for using the Gojek ride-hailing application based on product attribute theory as outlined by Kotler & Armstrong (2018). Product attributes themselves represent the benefits offered by the product, which are delivered through quality, features, and design.

Therefore, this research is titled "Conjoint Analysis: Customer Preference in Using the Gojek Application," using product attributes as variables to explore customer preferences for the Gojek Application.

Furthermore, this research was designed to discover differences in overall utilities among attribute levels, differences in overall importance values among attributes, differences in utilities and importance values based on respondent characteristics, and to identify the ideal profile based on the highest utilities for each attribute.

### 1.1. Literature Review

Preference related to consumption itself is defined as the knowledge, attitudes, and values that cause individuals to assign varying degrees of importance to products, brands, and retail outlets (Hawkins & Mothersbaugh, 2009). There are several roles within customer preferences, namely initiator, influencer, decider, purchaser, and user.

Consumer behavior, as explained by Kotler and Keller (2012), is the study of how individuals, groups, and organizations make choices, purchase and use products or services, and go through the disposal process, assessing how well these products, services, ideas, and experiences satisfy their needs and wants. Furthermore, consumer behavior is influenced by three factors: cultural factors (culture, subculture, and social class), social factors (reference groups, family, and social roles and statuses), and personal factors (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept).

Kotler & Keller (2012) explain that there are five main stages in the buying decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The buying process begins when buyers identify a need, either due to internal factors (such as hunger or thirst) or external factors (like television ads). The next stage is information search, during which individuals seek deeper information about products or services that suit their needs. When faced with multiple options, customers then proceed to evaluate these alternatives, a stage known as

evaluation of alternatives. With the primary objective of satisfying their needs or wants, customers seek specific benefits from available product or service solutions and view products as bundles of attributes with varying capabilities to deliver these benefits. Consumers pay the most attention to attributes that provide the desired benefits. The outcome of evaluating alternatives is a choice set, leading to the intention to make a purchase decision. After purchasing, customers or users then evaluate their experience using the product or enjoying the service.

Product attributes, as defined by Kotler & Armstrong (2018), are ways to communicate and deliver product benefits and value through quality, features, and design. Product quality is closely linked to customer satisfaction, as it directly affects the product or service. Product features serve to elevate the product or service to a higher level and differentiate it from competitors' offerings. Product design describes the overall appearance and adds value to the product. Good design enhances a product's usefulness and aesthetic appeal.

A level attribute is a subset of attributes used to describe indicators such as product quality, product features, and product design.

## 1.2. Conceptual Framework

Since preferences are related to the buyer decision process during the evaluation of alternatives stage, it is important to understand how customers prefer using certain products or services.

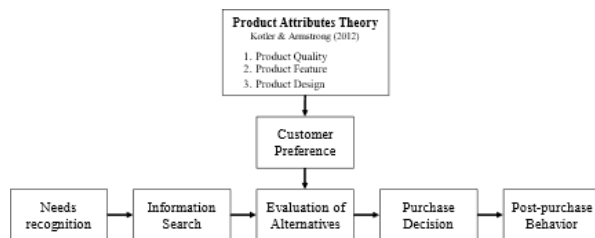


Figure 3: Conceptual Framework

(Source: Processed data, 2022)

## 2. Methods

This is descriptive quantitative research focused on product attributes as variables related to understanding customer preferences. The common method used to explore customer preferences is conjoint analysis. Conjoint analysis is a market research tool for developing effective product designs. This technique is specifically used to understand consumer preferences for certain products or services based on different attributes. Conjoint analysis measures customer preferences using utility levels from each attribute level and the importance value of each indicator.

### 2.1 Operationalization of Variable

The operationalization of variables within this research defined as follow:

TABLE 1  
OPERATIONALIZATION OF VARIABLE

Variable	Indicator		Level of Attributes
Product Attribute (X)	Product Quality		Data Security and Privacy
			Speed and Ease of Transaction
			Affordable Service Cost
			Availability of other Service
	Product Feature		Discount on Delivery Fee
			GoPay Payment Method
			GoPay Later Feature
			GoClub Feature
	Product Design		Ease of Use
			Attractive User Interface
			Interactive Design
			Application

(Source: Processed data, 2022)

The levels of attributes for each indicator will be paired into a set called stimuli. To limit the number of combinations, this research used a full profile approach and fractional factorial design to create an orthogonal array. The result is a set of 16 stimuli, as shown in the table below.

TABLE 2

STIMULI COMBINATION

No. Stimuli	Product Quality	Product Feature	Product Desain
1	Speed and Ease of Transaction	GoPay payment method	Ease of Use
2	Speed and Ease of Transaction	Discount on Delivery Fee	Attractive user interface
3	Availability of other service	Discount on Delivery Fee	Ease of Use
4	Affordable Service Cost	GoPay payment	Ease of Use

No. Stimuli	Product Quality	Atribut Product Feature	Product Design
		method	
5	Affordable Service Cost	Discount on Delivery Fee	Interactive design application
6	Data security and privacy	GoPay Later Feature	Ease of Use
7	Data security and privacy	Discount on Delivery Fee	Ease of Use
8	Data security and privacy	GoClub Feature	Attractive user interface
9	Affordable Service Cost	GoClub Feature	Ease of Use
10	Data security and privacy	GoPay payment method	Interactive design application
11	Availability of other service	GoPay payment method	Attractive user interface
12	Availability of other service	GoClub Feature	Interactive design application
13	Speed and Ease of Transaction	GoClub Feature	Ease of Use
14	Affordable Service Cost	GoPay Later Feature	Attractive user interface
15	Availability of other service	GoPay Later Feature	Ease of Use
16	Speed and Ease of Transaction	GoPay Later Feature	Interactive design application

(Source: Processed data, 2022)

## 2.2 Research Instrument

Primary data was collected through an online questionnaire in the form of Google Form. The questionnaire consisted of 16 stimuli, each representing a set of attribute levels from each indicator. A Likert scale ranging from 1 to 4 was used to quantify respondents' preferences toward each stimulus. A value of 1 indicated the least preferred, while a value of 4 indicated the most preferred.

## 2.3 Population and Sample

In general, the population of this research consists of Gojek application users, categorized as an infinite population. Since it is impossible to survey all individuals and to increase response accuracy, sampling was conducted using a non-probability sampling method and purposive sampling technique, filtering samples to meet specific established criteria. Regarding sample size, it was determined using a rule of thumb for conjoint analysis, where the minimum sample required is five times the total number of questions, and preferably ten times (Hair, Black, Babin, & Anderson, 2014). With a questionnaire comprising 16 questions, the sample size would ideally be 16 multiplied by 10, resulting in a sample size of 160 respondents.

## 3. Results and Discussion

### 3.1 Validity and Reliability Test

Validity and reliability tests are used to measure the research instrument to determine whether it will generate valid and reliable results. The validity test in this research is based on the Pearson Product Moment, where each item within the questionnaire is considered valid if the R-value is higher than the r-table value ( $r\text{-table} = 0.154$ ). The R-values for all 16 items in the questionnaire are higher than the R-table value; therefore, all items are considered valid.

TABLE 3

VALIDITY TEST RESULT

No	Item	r tabel	r value	Result
1	Stimuli 1	0,154	0,482	Valid
2	Stimuli 2	0,154	0,549	Valid
3	Stimuli 3	0,154	0,423	Valid
4	Stimuli 4	0,154	0,571	Valid
5	Stimuli 5	0,154	0,461	Valid
6	Stimuli 6	0,154	0,46	Valid
7	Stimuli 7	0,154	0,594	Valid
8	Stimuli 8	0,154	0,573	Valid
9	Stimuli 9	0,154	0,599	Valid
10	Stimuli 10	0,154	0,548	Valid
11	Stimuli 11	0,154	0,532	Valid
12	Stimuli 12	0,154	0,544	Valid
13	Stimuli 13	0,154	0,527	Valid
14	Stimuli 14	0,154	0,574	Valid
15	Stimuli 15	0,154	0,577	Valid
16	Stimuli 16	0,154	0,557	Valid

(Source: Processed data, 2023)

As for the reliability test, it is based on Cronbach's

Alpha, where the instrument is considered reliable if the value is greater than 0.60. The Cronbach's Alpha value obtained is 0.834, indicating that the instrument is reliable.

TABLE 4  
RELIABILITY TEST RESULT

Item	Cronbach's Alpha	Standard Cronbach's Alpha	Result
Product Attribute	0,834	0,600	Reliable

(Source: Processed data, 2023)

### 3.2 Model Description

The model description shows discrete on every indicator which means no assumption made. Furthermore, all indicators are categorical, and no relation between the indicator and the ranking or score.

TABLE 5  
MODEL DESCRIPTION

	N of Levels	Relation to Ranks of Score
Product_Quality	4	Discrete
Product_Feature	4	Discrete
Product_Design	3	Discrete

All factors are orthogonal

(Source: Processed data, 2023)

### 3.3. Overall Utility of All Level Attributes

The utility is a subjective judgment of preference unique to each individual. The positive value of utility express the most preferred levels of attributes meanwhile the negative value of utility express the least preferred levels of attributes.

TABLE 6  
OVERALL UTILITY OF ALL LEVEL ATTRIBUTES

Level	Utility Estimate	
Product Quality	Data Security and Privacy	0,029
	Speed and Ease of Transaction	0,015
	Affordable Service Cost	-0,015
	Availability of Other Service	-0,029
Product Feature	Discount on Delivery Fee	0,168
	GoPay Payment Method	0,224
	GoPay Later Feature	-0,271

	GoClub Feature	-0,121
Product Design	Ease of Use	0,028
	Attractive User Interface	0,002
	Interactive Design Application	-0,03

(Source: Processed data, 2023)

As shown in Table 6, the level attributes within each attribute earn different utility values. For product quality attributes, the highest utility estimate is 0.029 for the level attribute of data security and privacy. In product features, the GoPay payment method has the highest utility estimate of 0.224, making it the most preferred level attribute within its category. Lastly, for product design, the level attribute of ease of use has the highest utility value at 0.028.

Based on these utility estimates, the ranking of level attributes across all attributes is as follows: GoPay payment method, discount on the delivery fee, data security and privacy, ease of use, speed and ease of transaction, attractive user interface, affordable service cost, availability of other services, interactive design application, GoClub feature, and lastly, GoPayLater feature.

TABLE 7  
RANKING OF OVERALL LEVEL ATTRIBUTES

Rank	Level Attributes	Utility Estimate
1	GoPay Payment Method	0,224
2	Discount on Delivery Fee	0,168
3	Data Security and Privacy	0,029
4	Ease of Use	0,028
5	Speed and Ease of Transaction	0,015
6	Attractive User Interface	0,020
7	Affordable Service Cost	-0,015
8	Availability of Other Service	-0,290
9	Interactive Design Application	-0,030
10	GoClub Feature	-0,121
11	GoPay Latter Feature	-0,271

(Source: Processed data, 2023)

### 3.4. Overall Importance Value of All Attributes

The importance value is directly proportional to the utility estimates of its level attributes. The product feature is ranked first as its importance value is the highest at 51.038, followed by product quality in second place at 30.012, and product design in last place at 18.950.

The results indicate that among the three attributes, the product feature affects customer preference the most, followed by product quality, with product design having the least effect on determining

customer preference.

TABLE 8

OVERALL ATTRIBUTES IMPORTANCE VALUE

Attribute	Importance Value
Product Quality	30,012
Product Feature	51,038
Product Design	18,950

(Source: Processed data, 2023)

### 3.5. Utility and Importance Value based on Respondent's Characteristic

The utility and importance value results differ for each category of respondent characteristics. Table 9 shows that each category obtains a unique utility value for each level of attributes, reflecting the needs, desires, or preferences in using the Gojek application.

TABLE 9

UTILITY OF LEVEL ATTRIBUTES BASED ON RESPONDENTS' CHARACTERISTICS

Attribute	Level	Sex		Age			Occupation			Transaction Frequency (from last 1 month)			Most Use Service		
		Male	Female	< 20 Years Old	20 - 30 Years Old	> 30 Years Old	Student	Employee	Other Occupation	< 3 times	3 - 5 times	> 5 times	GoFood	GoCar/GoRide	GoSend
Product Quality	Data Security and Privacy	-0,011	<b>0,043</b>	-0,028	<b>0,033</b>	0,030	<b>0,034</b>	0,022	0,039	<b>0,046</b>	-0,043	<b>0,118</b>	<b>0,050</b>	-0,015	<b>0,125</b>
	Speed and Ease of Transaction	<b>0,038</b>	0,007	-0,111	0,009	<b>0,064</b>	0,016	<b>0,034</b>	-0,029	0,019	<b>0,027</b>	-0,007	0,045	-0,024	-0,125
	Affordable Service Cost	0,020	-0,027	<b>0,250</b>	-0,034	-0,019	0,009	-0,056	<b>0,052</b>	-0,019	<b>0,027</b>	-0,072	-0,032	0,002	<b>0,125</b>
	Availability of Other Service	-0,047	-0,023	-0,111	-0,008	-0,075	-0,059	0,001	-0,062	-0,046	-0,010	-0,029	-0,063	<b>0,037</b>	-0,125
Product Feature	Discount on Delivery Fee	0,148	0,175	<b>0,417</b>	0,138	<b>0,203</b>	0,122	0,154	<b>0,248</b>	0,046	<b>0,302</b>	0,091	0,115	<b>0,209</b>	0,725
	GoPay Payment Method	<b>0,160</b>	<b>0,246</b>	0,250	<b>0,240</b>	0,168	<b>0,197</b>	<b>0,239</b>	0,221	<b>0,149</b>	0,255	<b>0,254</b>	<b>0,228</b>	<b>0,209</b>	0,325
	GoPay Later Feature	-0,273	-0,270	-0,556	-0,284	-0,158	-0,303	-0,216	-0,360	-0,133	-0,381	-0,246	-0,228	-0,308	-0,675
	GoClub Feature	-0,035	-0,151	-0,111	-0,930	-0,214	-0,016	-0,177	-0,110	-0,063	-0,176	-0,099	-0,015	-0,110	-0,375
Product Design	Ease of Use	<b>0,051</b>	<b>0,020</b>	0,037	<b>0,270</b>	0,030	<b>0,017</b>	<b>0,039</b>	0,016	<b>0,025</b>	<b>0,036</b>	0,020	<b>0,041</b>	-0,003	<b>0,133</b>
	Attractive User Interface	0,002	0,001	<b>0,065</b>	-0,017	<b>0,044</b>	-0,030	0,005	<b>0,029</b>	-0,013	-0,012	<b>0,036</b>	-0,017	<b>0,032</b>	0,008
	Interactive Design Application		-0,022	-0,102	-0,010	-0,074	0,014	-0,044	-0,045	-0,013	-0,023	-0,056	-0,024	-0,029	-0,142

(Source: Processed data, 2023)

For the importance value of attributes as shown in Table 10, although each category has a different value, it can also be seen that based on segment or ranking, there is no difference when compared to the overall importance value. The attribute of product feature holds the highest importance value, followed by the attribute of product quality, with the attribute of product design holding the lowest importance value.

TABLE 10

IMPORTANT VALUE OF ATTRIBUTES BASED ON RESPONDENTS CHARACTERISTIC

Respondents Characteristics		Attribute		
		Product Quality	Product Feature	Product Design
Sex	Male	30,012	<b>51,038</b>	18,950

Age	Female	28,547	<b>51,757</b>	19,695
	< 20 Years Old	30,868	<b>56,853</b>	12,279
	20 - 30 Years Old	29,286	<b>52,559</b>	18,155
Occupation	> 30 Years Old	32,118	<b>44,725</b>	23,157
	Student	31,775	<b>47,575</b>	20,650
	Employee	28,004	<b>53,639</b>	18,357
Transaction Frequency (from last 1 mont)	Other Occupation	32,611	<b>48,946</b>	18,442
	< 3 times	33,067	<b>47,233</b>	19,700
	3 - 5 times	28,016	<b>53,272</b>	18,712
Most Use Service	> 5 times	29,908	<b>51,540</b>	18,552
	GoFood	29,074	<b>51,587</b>	19,339
	GoCar/GoRide	31,739	<b>49,991</b>	18,270
	GoSend	28,188	<b>52,530</b>	19,282

(Source: Processed data, 2023)

### 3.6. Ideal Profile

The ideal profile is a combination of level attributes from each indicator/attribute, based on the highest importance value and utility estimates. From the attributes and level attributes in this research, the ideal profile consists of a product feature with an importance value of 51.038 and GoPay as the most preferred payment method with a utility value of 0.224. In the second position is the product quality attribute with an importance value of 30.012 and data security and privacy as the most preferred level attributes with a utility value of 0.029. The product design attribute occupies the last position with an importance value of 18.950, and ease of use as the most preferred level attribute with a utility value of 0.028.

TABLE 11  
IDEAL PROFILE

Importance Value	Attribute	Level	Utility Estimate
51,038	Product Feature	GoPay Payment Method	0,224
		Discount on Delivery Fee	0,168
		GoPay Later Feature	-0,271
		GoClub Feature	-0,121
30,012	Product Quality	Data Security and Privacy	0,029
		Affordable Service Cost	0,015
		Speed and Ease of Transaction	-0,015
		Availability of Other Service	-0,029
18,95	Product Design	Ease of Use	0,028
		Attractive User Interface	0,002
		Interactive Design Application	-0,030

(Source: Processed data, 2023)

### 3.7. Prediction Accuracy Test

The aim of the prediction accuracy test is to determine the relationship or correlation between the estimates of conjoint analysis and the actual data. The prediction accuracy test is conducted by measuring the correlation using Pearson's R and Kendall's Tau. The value of the correlation coefficient describes how strong the correlation is; a value greater than 0.5 indicates a strong correlation, and a value greater than 0.75 indicates a very strong correlation (Sarwono, 2006).

TABLE 12  
PREDICTION ACCURACY TEST RESULT

	Value	Sig.
Pearson's R	0,991	0,000

Kendall's tau	0,895	0,000
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(Source: Processed data, 2023)

The correlation coefficient for Pearson's R is 0.991 and for Kendall's Tau is 0.895. Both values are greater than 0.75, indicating that the level of correlation is very strong. Thus, it can be concluded that the results of the conjoint analysis are acceptable for describing customer preferences in using the Gojek application in Batam City.

## 4. Conclusion

Based on the overall results of the conjoint analysis within this research regarding customer preferences for using the Gojek application, it can be concluded that:

- Based on utility value, the levels of attributes with the highest values are GoPay payment method, followed by discount on delivery fee, data security and privacy, ease of use, speed and ease of transaction, attractive user interface, affordable service cost, availability of other services, interactive design application, GoClub feature, and finally, the GoPayLater feature with the lowest utility value.
- Based on importance value, the attribute of product feature has the highest importance value and the greatest impact on forming customer preferences, followed by the attribute of product quality in the second position. The attribute of product design has the lowest importance value and the smallest impact on forming customer preferences.
- Based on respondent characteristics, in general, there is no difference in the structure of attributes based on their importance value. The product feature attribute occupies the first position, followed by product quality in the second position, and product design in the last position. However, in terms of utility, each category of respondent characteristics shows different utility values.
- The ideal profile formed from the levels of attributes with the highest utility value of each attribute is as follows: GoPay payment method (attribute of product feature), data security and privacy (attribute of product quality), and ease of use (attribute of product design).

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