

## MODEL PENGUKURAN PREFERENSI KONSUMEN MENGGUNAKAN ANALISIS KONJOIN

<b>Title</b>	MODEL PENGUKURAN PREFERENSI KONSUMEN MENGGUNAKAN ANALISIS KONJOIN
<b>Author Order</b>	1 of 3
<b>Accreditation</b>	
<b>Abstract</b>	In the point of view of marketing, problem that frequently happens in designing the product is a conflict of interest between producer and consumer. To overcome that problem, conjoint analysis can be used. Conjoint analysis is a method that is used to measure customer preference of a product. By this method, the characteristic of products which consumer like the most can be known. Then can be used by producer to make a new product or modify the product. There are two methods of conjoint analysis, they are metric and nonmetric conjoint analysis.
<b>Publisher Name</b>	Universitas Amikom Purwokerto
<b>Publish Date</b>	2011-02-01
<b>Publish Year</b>	2011
<b>Doi</b>	DOI: 10.35671/probisnis.v4i1.304
<b>Citation</b>	
<b>Source</b>	Pro Bisnis
<b>Source Issue</b>	Vol 4, No 1: Februari (2011)
<b>Source Page</b>	
<b>Url</b>	<a href="https://ejournal.amikompurwokerto.ac.id/index.php/probisnis/article/view/304/278">https://ejournal.amikompurwokerto.ac.id/index.php/probisnis/article/view/304/278</a>
<b>Author</b>	SUPRIYANTO, S.Si, M.Si