

ABSTRACT

This study aims to determine which product attributes influence consumer preferences for packaged cooking oil in Batu Bara Regency and to identify the combination of packaged cooking oil product attributes that is most preferred by consumers in Batu Bara Regency. The method used is conjoint analysis with 100 respondents selected using accidental sampling technique. The results of the study indicate that the combination of attributes most preferred by consumers is the Bimoli brand, clear quality, and a price of Rp 18,000. The attributes that most influence purchasing decisions are quality, followed by brand and price. The analysis model is declared valid based on the correlation test results. The validity test shows a high correlation value.

Keywords: *Conjoint Analysis, Consumer Preferences, Packaged Cooking Oil, Product Attributes*