

ABSTRACT

This study aims to determine Lady Reptile's consumer preferences of leopard gecko combination attributes that include motive, gender, and age of leopard gecko as well as to determine the most important attribute for Lady Reptile's consumers in the buying decision process of leopard gecko.

The population of the study includes all of Lady Reptile's consumers who have made purchases during the period between 2010 to 2012. Based on the formula of Slovin and purposive sampling technique, the number of samples in this study amounts to 68 respondents following the criteria of the respondents that have made a purchase of leopard gecko in Lady Reptile's during the period between 2010 to 2012 and based in Surabaya.

This study uses conjoint analysis consisting three attributes of the leopard gecko as variables. The three attributes are motive, gender, and age of leopard gecko. The results of this study indicate that the attributes that become Lady Reptile's consumer preferences in the buying decision process are sequentially the age of leopard gecko with the level of baby, the motive of leopard gecko with the level of pattern, and the gender of leopard gecko with the level of female.

Key words: *leopard gecko, motive, gender, age, consumer preferences, buying decision*

