The authors of the CTAN team listed ten good reasons for using TeX. Among them are:

TeX has the best output. What you end with, the symbols on the page, is as useable, and beautiful, as a non-professional can produce.

TeX knows typesetting, As those plain text samples show,

TeX's has more sophisticated typographical algorithms such as those for making paragraphs and for hyphenating.

TeX is fast. On today's machines TeX is very fast. It is easy on memory and disk space, too.

TeX is stable. It is in wide use, with a long history. It has been tested by millions of users, on demanding input. It will never eat your document, Never.

The original text can be found on `http://www.ctan.org/what_is_tex.html`.