ABSTRACK

The purpose of this study was to determine the combination of attributes of two-star hotels in the city of Jakarta which produced the highest customer value index and to find out the attributes that are the value drivers of two-star hotels in the city of Jakarta. This research is a quantitative research carried out using the conjoining method, sampling using a non probapility purposive sampling method. This study is based on primary data conducted through a survey of 394 consumers who have stayed in two-star hotels in the city of Jakarta.

This study identified two-star hotels through ratings from consumers who had stayed in two-star hotels in the city of Jakarta. In this conjoint analysis, it was identified that the internet network has the greatest importance because it has the highest customer value index, followed by room prices, breakfast, airport pick-up service, and the availability of coffee and tea. The most popular two star hotels for consumers if they have free internet network facilities in the rooms and in the lobby, free breakfast, free access to coffee and tea services, airport pick-up services are available at an additional cost, and room rates are more than Rp. 500,000. The results of this study indicate that an airport pick-up service at an additional cost is a value driver for consumers in choosing two-star hotels in the city of Jakarta.

The suggestion from this research is that the hotel industry in the city of Jakarta can make a two-star hotel by providing airport pick-up services with additional costs in developing hotels to face competition. Where two-star hotel consumers in the city of Jakarta like the service when making a purchase decision.

Keywords: Airport Pickup Service, Availability of Coffee and Tea, Breakfast, Internet Network, Room Prices