

ABSTRACT

This research is motivated by the growth of Online Travel Agencies (OTAs) in Indonesia which continue to grow rapidly. Online Travel Agencies (OTAs) are companies that are specialized in selling online travel organizer services. More and more internet users. The growth of the digital economy in Indonesia is very rapid, in 2015 its value reached 8 billion USD.

This research is intended to look at the segmentation of users of Online Travel Agents (OTA) based on preference for Online Travel Agents (OTA). This research produces profiles that are formed against Online Travel Agents. Based on the attributes of the Ability to Order All Travel Services in One Transaction, Website Design and Speed, Ease of Use and Ordering Flexibility, Sorting Options, Useful and Relevant Content, Finding Low Rates and Security so that they can be provided.

The study used descriptive studies. The sampling technique used is non probability taken by purpose sampling. The number of samples is 392 respondents. Data collection is done by distributing questionnaires through online with social media. Demographic and behavioral research variables on categorical variables, and preferences on continuous variables are seen from importance and utility values from conjoined results. The method of data analysis in this study uses two-step cluster analysis and conjoint analysis.

The results of this segmentation analysis, based on 2 groups of users of Online Travel Agencies (OTAs), namely the Student User, Worker User. Of the 24 continuous variables there are elements of promotion and membership that contribute significantly to existing cluster setups.

Online Travel Agent Company (OTA) can provide the option for users to be able to order all services in one transaction to facilitate the order, seeing the value of the two clusters is the Ability to Order All Travel Services in One Transaction.

Keyword : *Online Travel Agencies (OTA), Analisis Klaster, Profiling, Two Step Klaster, Preferensi, Conjoint.*