

ABSTRACT

The tourism bus needs of the Bandung community are considered very promising, in Bandung there are several groups of people who need tourism buses such as carrying student groups, schoolchildren study tours, official trips, religious guardians 5 or guardians 9, and there are several places that require bus vehicles such as stadiums football, Bandung City tours, and so on. With the advancement of the bus technology era, there are various facilities such as the type of bus model with a high floor deck which is often called the SHD Bus, Toilet, Smoking area, adjustable Air Suspension, can be lowered and so on. choose the type of bus that is most preferred, to find out what tourism buses are needed by consumers the authors are interested in conducting research on "Analysis of Consumer Preferences in Choosing a Tourism Bus". The purpose of this study is to find out consumer preferences in choosing tourism buses in the Bandung community. The method used in this study is a quantitative and descriptive method, using nonprobability sampling and purposive sampling techniques, with a total sample of 103 respondents. Data analysis used This study aims to find out "consumer preferences in choosing Bandung city tourism bus". The method used is Conjoint Analysis. The results of this study indicate that the overall respondents make the toilet attribute as the main preference in choosing the Tourism Bus with the highest importance value of 44.020% and the highest level of preference for the toilet is not using the toilet with an interest value of 2.784% and attributes of Suspension as the lowest attribute with importance 17,183% and the highest level of preference is not using air suspension with an interest value of 0.205%.

Conclusion

Based on the results of the discussion of researchers on 103 consumers respondents prefer the HD (high deck) bus model without toilet and without using air suspension this can be seen from the results of the researchers' calculation of the score utility model bus, toilet, suspension with a Prerequisite score of 3.47%

basically This consumer choice is the cheapest price variant because the bus is still using the old model of the high deck, and without using the toilet which means the passenger seat is a bit large and without suspension water that is not too important in comfort.

Suggestion

Because the SHD model utility score bus with toilet and air suspension has the smallest score value The company must make a SHD bus model without a cap because this SHD bus model makes the passenger view obstructed by a cap seal that separates the upper and lower windshield. And prices are slightly lowered to invite consumers to use bus models like this.

Keywords: Preferences, Conjoint Analysis