ABSTRACT

Lampung has many aspects that able to develop, especially those related to the human movement such as tourism. One of the tourist attractions owned is Tabek Indah Resort Tourism Village. With the concept one stop service and back to nature, the resort provides a variety of recreational rides offered to attract tourists. However, based on data from 2014-2018 the number of visitors has always been decreased. The most drastic change is in 2018 which is 35% than the previous year. Based on the reviews of the tourists who have been in the web Google Local Guide we able to see that there are complaints that show dissatisfaction of the tourists who have visited. This research aims to decide the tourist's preferences who have visited to Tabek Indah Resort Tourism Village. This research is descriptive research, the sampling technique used was purposive sampling, respondents who had visited Tabek Indah Resort Tourism Village, with a total sample of 100 respondents, and data analysis method used is the conjoint analysis. The results of this research show that ancillary service becomes the most preferred attribute, followed by accessibility attribute, attraction / fascination, and amenities (facilities). The results of the research are able to give improvement recommendations for Tabek Indah Resort Tourism Village by focusing on development of the attributes and sub-attribute of the tourist's preferences, so that it can increase the number of the visitors who visit to Tabek Indah Resort Tourism Village.

Keywords: Conjoint analysis, tourism, and preferences