

ABSTRACT

Hotels are companies that provide lodging services, food, and beverage providers and other service facilities. The number of foreign tourists visiting Indonesia increased from 2017 to 2018, which showed an increase, this increase needs to be balanced with an increase in the provision of hotel rooms. From this, the business actor must know what the consumer desires.

The purpose of this study is to determine the combination of attributes that most influence consumer preferences in choosing two-star hotels in Indonesia and to determine the attributes that most influence consumers in choosing two-star hotels in Indonesia.

The method used in this research is quantitative method which is done by using conjoint analysis. Using a sample of 418 respondents who have stayed at two star hotels in Indonesia. The attributes used are room price, internet network, breakfast, coffee and tea availability and pick-up service.

The results of this study indicate that the most important attribute according to respondents in choosing to stay in a two-star hotel in Indonesia is the attribute of the room price.

To develop further science and research with similar methods, the advice given is to use ranking methods for assessment of stimuli or a combination of research attribute cards.

Keywords: Conjoin Analysis, Hotels, Preferences