

ABSTRACT

As one of the industrial sectors, the hotel industry has an important role in economic development in the city of Bandung, besides that the city of Bandung also has great potential in increasing its role in the economic sector because it has a great opportunity where Bandung is one of the favorite cities and is famous as a tourist destination and staycation. Therefore, based on the existing phenomena, it is necessary to conduct preference research to maximize the performance of the hotels in Bandung through marketing strategies.

The purpose of this study is to find out the preferences of productive age consumers in choosing hotels in Bandung and then compare the differences in the results of hotel selection preferences during the pandemic with the results of previous studies. Until the day when this article was written, there are still very few studies that discuss this preference in the existing literature.

The data collection technique that is used in this study is the distribution of questionnaires to 400 respondents who have been calculated using the slovin formula. Then after the data from the 400 respondents is collected, the data will be processed using conjoint analysis techniques in the SPSS 25 software and then will be analyzed descriptively and conjointly using the software.

The results of this study indicate the hotel attribute that has the highest importance value is the hotel location attribute with a value of 22,326, the location of the city center level which in this study is considered as the most useful level for consumers with the largest positive usability value of 0.117 and the first highest stimuli generated by the 1st card with a usability value of 0.224. It was concluded that the card 1 stimuli became the most preferred stimuli by consumers in the selection of hotels in Bandung. The combination of attributes and levels contained in the 1st card consists of a city center hotel location, hotel gym facilities, experienced hotel staff, spacious hotel rooms, and hotel food that can be customized to the will of the customers.

So it is highly recommended for hoteliers in the city of Bandung to be able to consider the combination of attributes desired and needed by consumers of productive age in Indonesia namely the location of the city center hotel, hotel gym facilities, experienced hotel staff, the space of the hotel rooms, and hotel food that can be adjusted. All these things are shown to develop a more appropriate marketing strategy for the hoteliers.

Keywords: *Preference, Hotel, Bandung, Konjoin*