

ABSTRACT

The growth of air transport was increasing compared to other modes of transport in Indonesia. It can be due to the geographical condition of Indonesia as an archipelago and the existence of deregulation in the airline industry in 2000. Of the airline that operates, Low Cost Airline still dominates from domestic flights in Indonesia. Low Cost Airlines is an airline that provides low fares by applying the business model of efficiency. Consumers only need to pay if they need facilities such as dining, luggage, or seats with a specific number. In the middle of the LCC's growth, the airlines need to understand what the most important attribute for passengers by understanding their preferences. The type of research is descriptive with quantitative research methods. The object in this research is the LCC which operated in 2014, while the subject are passengers with previous experience use LCC in Indonesia. Samples taken as much as 405 respondents by using purposive sampling technique. Analytical techniques used in this research is conjoint analysis techniques. The results of this research provide a useful information for the airline in order to survive in the LCC competition by improving the quality of services that are more in line with consumer preferences.

Keywords : Low Cost Airline, Preferences, Conjoint Analysis