Abstract

Nowadays, consumer has higher awareness for environmental and health issues. According to the Indonesian Hotel and Restaurant Association (IHRA) (www.phrionline.com/2014), in 2014 there were 380 licensed hotels in Bandung, with a total of about 18,000 rooms. Assuming only 1% of 18,000 number of hotel rooms that need Ozora services within 1 week, we can calculate approximately 180 hotel rooms per week or 30 rooms per day (6 days of work per week) as a potential Ozora users.

This study aims to determine the factors that encourage potential consumers (3/4/5 star hotels) of Ozora to make purchases and to determine the most dominant item that impact the consumers purchasing decision.

Type of research used in this study is descriptive research with quantitative methods and factor analysis as the tools to analyze data obtained from primary questionnaires. The object of this study is 3/4/5 star hotel located in Bandung.

Based on the analysis of the factors that has been performed, we obtained four dominant factors from 22 items asked, namely "eliminating cigarette odors and smoke" (Q1), "tools purchased and operated by trained personnel" (Q22), "eliminating the smell of smoke attached to the walls "(Q18), "products services available in the country "(Q20).

From these results, we can conclude that of the 22 indicators studied, the factoring process can be reduced to four factors mentioned before. Additionally, all the loading factor value is positive, from which we can deduct that the higher the respondent assessment score for each indicator in each factor, the higher the likelihood of respondents to use Ozora.

Keywords: *Value Proposition, Confirmatory Factor Analysis, Hotelier, Consumer Preferenc,B2B*