

ABSTRACT

As time goes by, Tour & Travel business in Indonesia is increasingly rife and tight. So it requires business people to continue to innovate. The development of technology has also become one of the factors to demand that business people to keep moving forward. One example of technological change is, the transition from traditional media to digital media. Similarly in this industry which is currently starting to use the internet media to run its business. Tour & Travel business people such as Traveloka.com, Tiket.com and Utiket.com see the gap to create an online flight booking airline application. If it is so, then the perpetrators business must race to attract people. Therefore, it is necessary to know what things are needed by online users booking airline tickets in accordance with the wishes of the community in terms of mobile service quality applications online booking aircraft. This study aims to determine consumer preferences in the use of online booking airline tickets by using the technique of conjoint analysis. The variables used in Conjoint Analysis are called attributes and their sub-attributes are called levels. In this research there are five attributes: Satisfaction, Availability, Perceived Risk, Easy to Use and Compatibility of Mobile Device. Each attribute contains two and more than two sub-attributes.

Samples were conducted using purposive sampling technique with respondents who have filled out questionnaires as many as 400 respondents from all over Indonesia. Respondents who fill in the questionnaire are respondents who know or have ever used the online booking application air ticket (Traveloka.com, Tiket.com and Utiket.com).

For Analysis Conjoint use full profile and rating method. Results from the analysis of consumer preferences result in the Availability attribute is an attribute that is considered important (value = 37.858%). And the best combination the respondent wants is I can easily recommend mobile services, I can use mobile

services anywhere, I am confident that my personal information will be maintained, the menu of the service is clearly classified, and the appearance and use of the device well.

Therefore, based on the results of this study, Traveloka.com, Tiket.com and Utiket.com may consider the combinations of preference described above and should also focus on the top three attributes of Availability, Easy to Use, and Compatibility of Mobile Devices in order to be considered And enhanced quality in order to attract more consumers.

Keywords: Preferences, Online Booking Aircraft Ticket, Mobile Service Quality, Conjoint Analysis