ABSTRACT

Decrease of listener becomes a major problem in the radio company that can lead to the decline in advertising revenue. To support the on-air activities, the Ardan Radio has other activities such as off-air by making event. It is expected the event which was held by Ardan Radio can increase listener. Ardan Radio had to compete with other radio companies and corporate event organizers to make the event successful and get the attention of visitors. Therefore, Ardan Radio need to measure consumer preference towards events organized.

This study aims to determine the preferences event of Ardan Radio by using Conjoint Analysis. The variables used in Conjoint Analysis are called attributes and sub-attributes are called level. In this study, there are five attributes used, each attribute has several different levels, there are: location = 2, weather = 2, competition = 2, cost = 2 and entertainment = 3. The number of combinations that can be submitted to the respondents in this study are 8 combinations.

Sampling was done by using quota sampling and generate 96 minimum respondents. Respondents were used as sample is respondent with characteristics that had visited the Ardan Radio's event and ever listened to Ardan Radio.

This Conjoint Analysis using Full-profile procedure and rating method. The results obtained from the preferences analysis of Ardan Radio's event is to show the most important attribute, that is entertainment (score = 43,148). The best combination desired by respondents is entertainment famous artist, free cost, indoor weather, the location has easy road access and different competitions.

Based on these results, for the next Ardan Radio's event production, could consider combination of entertainment famous artist, free cost, indoor weather, the location has easy road access and different competitions.

Keywords: Preferences, Event, Radio, Conjoint Analysis