

ABSTRACT

Business competition in today's service industry is competitive, especially in the field of tourism. The tourism industry is one of the largest service industry in Indonesia because it concerns the scope of the various economic sectors. Semarang City is one of cities in Central Java that is often visited by tourist. But the number of tourist in the Semarang City is lower than other cities in Central Java. The desire of tourist to visit a city to become a tourism destination of course influenced by tourist preference.

This study aims to determine the preference of tourist when they want to visit Semarang City and make these preference as recommendations for tourism service provide. In this study, the method used is conjoint analysis. Conjoint analysis is an analysis to find out customers preference about a product or service. In this study tourist preference attributes offered to respondents are attribute of tourism attraction with natural attraction and culture as sub attributes, attributes of tourism activities with tourism culinary and historical as sub attributes, and attributes of transportation with personal transportation and rental transportation as sub attributes.

The result of this study showed that respondents made attributes of tourism activities as the main preference, followed by transportation attributes and attribute of tourism attraction. The results of this study can provide a recommendation for the Semarang City Tourism Office to plan tourism programs or improve infrastructure and facilities at tourist sites.

Keywords : Conjoint Analysis, tourism, and preference