ABSTRACT

The development of internet-based technology and information causes the appearance of application-based selling and buying transaction. Various industries have been aware of the progress of these technologies. Such as ticket provider and hotel booking which is involved in online business in tickets' booking and selling. The aims of this research is to find out how consumer preferences in employing air-plane ticket provider & online booking hotel in 2018.

The method of this research was qualitative method which utilized non-probably and purposive technique. The samples of this research were 400 respondents. Conjoin analysis was administrated as the data analysis. The result showed that the highest level of primary preference is the easy application in ordering ticket with easy style, while the application full of services, quality in e-ticketing and interesting design become the last priority for the consumer.

The quality of product with easy to use is the highest preference for the costumer, while the speed of transactions is the lowest preference. Product features in ordering air-plane ticket and hotel booking are the highest preferences, while e-ticket is the lowest preference. Design with easy to use is the highest preference for the consumer and interesting visual design is the lowest preference for the consumer. It can be seen from the result of this research is all of the consumers preference in online airplane ticketing and booking hotel.

Keywords: Preference, application of airline ticket provider & online hotel booking, Conjoin Analysis.