

ABSTRACT

The purpose of this paper is to determine the combination attributes of hotel that produced the highest customer value indeks and to know the attributes that are the value driver of hotel customers.

This research is quantitative reaseach with using conjoint analysis method, sampling using nonprobability purposive sampling. This Study is based on primary data collected through a survey from 433 hotel consumer in Bandung city. After that, conjoint analysis was used to estimate the relative importance of hotel attributes that ware identified made within this attribute set (combination attributes card). Finding participants identified room rate, wireless internet, breakfast, quality coffee/tea, airport/local area shuttles (ALAS)

In this conjoint analysis respondents identified room rate as having the bigesht relative importance because have a higher consumer value index, followed by wireless internet, breakfast, quality coffee/tea, airport/local area shuttles (ALAS). Hotels favored by consumers. The value driver results from this study can show that room rate is a value driver for consumers in choosing hotel attribute.

Suggestion from this study are that the hotel industry can make room rate as the main focus to attract consumers. Where consumers always according to hotel facilities that are comfortably proportional to with the price.

Keywords: Hotels, Room Rate, Hotel Facilities, Conjoin Analysis, Preferences