

ABSTRACT

Hotels have an important role for tourists and for the tourist area itself. The growth in the level of tourist visits has made the hotel and tourism business experience a significant increase. This development triggered many hoteliers to compete in building hotels by offering diverse facilities.

The purpose of this study is to find out the combination of hotel attributes that produce the highest customer value index and find out which attributes are the driver values of the hotel.

This research was conducted with quantitative research carried out using the conjointing method, sampling using the nonprobability purposive sampling method. This study is based on primary data carried out through surveys. The hotel attributes but, price, green practice, brand awareness, value for money, location, food and beverage quality.

In this conjoined analysis, the results of the respondents identified that food and beverage quality had the greatest importance because they had the highest customer value index, followed by green practice, brand awareness, value for money, location. The results of this study indicate that food and beverage quality is a value driver for consumers in choosing hotel attributes.

Suggestions from this research are that one star hotel industry players can make food and beverage quality as the main focus to attract consumers. Where consumers in addition want comfortable hotel facilities, accompanied by high food and beverage quality.

Keywords: Brand Awareness, Food and Beverage Quality, Green Practice, Location Price, Value for Money.