

ABSTRACT

Along with the development of technology and information, various buying and selling transactions are based online. These developments have an impact on the industry in Indonesia, one of which is the Tour & Travel industry or commonly referred to as Online Travel Agencies (OTAs). In ordering and buying online, consumer interest has increased considerably. Many Online Travel Agencies (OTAs) companies in Indonesia make travel industry players compete in marketing to attract consumers.

This study used conjoint analysis assisted by using the SPSS application. The method used in this study is descriptive method, using nonprobability sampling and purposive sampling techniques. The samples obtained in this study were 400 respondents.

The purpose of this study was to find out how the combination of attributes of Online Travel Agencies (OTAs) produced the highest customer value index, as well as knowing the attributes that were the value drivers of Online Travel Agencies (OTAs).

Then the results obtained from the highest customer value index conjoined analysis are found in the combination of number 12 cards with a number of 0.0488 namely Security with the presence of personal information security, Easy of use & Booking flexibility with the existence of Rescheduling services, Low fares with service There is a Travel Guide, Design & Speed of the website, attractive website design layout, ability to book all travel services in one transaction with hotel and airplane booking services, Sorting option selection based on rating. From the results of these studies indicate that Rechedule is a value driver with a utility value of 0.309%.

The suggestion from this research is the investigation of an Online Travel Agency (OTA) company that can focus on developing flexible use & booking services with the availability of reschedule services, because consumers prefer the ease of ordering, but also can choose the purchase schedule according to customer needs.

Keywords: *Conjoint Analysis, Online Travel Agencies, Preferences*