

ABSTRACT

Hotel industry in Indonesia is currently rapidly developing. Moreover, Yogyakarta is one of the cities with tourist destinations that are visited by many domestic and foreign tourists. This makes the hotel is needed to be a temporary residence for tourists. This phenomenon shows that the competition between the hotel industry will be increased and make hotel owners will compete to attract their consumers. The purpose of this study is to determine the combination of two-star hotel attributes that produce the highest customer value index and value drivers of two-star hotels in Yogyakarta. This research was conducted using conjoint analysis method with SPSS 23 application. Data collection method was carried out by distributing online questionnaires. There are 401 respondents who have stayed in two star hotels in the city of Yogyakarta. The customer value index is obtained with a combination of IDR 100,000 - IDR 250,000, convenient location, excellent facilities, excellent restaurant food, very comfortable and pleasant room furnishings, efficient front desk, and enthusiastic staff attitudes respondents who have stayed in a two-star hotel in the city of Yogyakarta. Value driver in this study is the attitude of staff with the highest usability value for respondents who have stayed in two star hotels in Yogyakarta. Advice that can be given is to conduct periodic research and also conduct research at other five-star hotels.

Keyword: *Product Attributes, Hotels, Marketing*

