

SUMMARY

Shanila Dwi Novitasari, Department of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, August 2016, *Tourist Preferences on Choosing Hotel in Malang City*, Academic Supervisor: Mustika Anggraeni, ST., Msi. and Dian Dinanti, ST., MT.

Malang is a city in East Java province which is the center for accommodation in Malang Raya. Malang has most amount of hotels compared to Malang Regency and Batu City, as much as 76 units, consisting of star hotels and budget hotels. Based on the Central Bureau of Statistics of Malang City and Batu City, the hotel occupancy rate in Malang is higher than Batu. The hotel occupancy rate of both star and budget hotels in Batu on 2013 reached 45,92% and 22,76% and in 2014 become 36,22% and 25,12%. This rates are different than Malang where the occupancy rate has increasing rapidly, which in 2013 reached 48,73% for the star hotels and 33,67% for budget hotels, then in 2014 become 50,04% for star hotels and 33,14% for budget hotels. Although the number of tourists visitors in Batu is higher than, ie as many as 2.041.177, which is ideally would choose an hotel that located near the tourist destination. Therefore this research needs to be done to determine what factors are caused the tourists to choose the hotel in Malang.

The research aim to determine the characteristics and preferences of the tourists that visits the tourist destination in Malang and Batu and spend overnight in Malang's hotel. The analysis technique that used in this reserach is the analysis of the frequency distribution, crosstab analysis, chi-square analysis and conjoint analysis. Frequency distribution analysis is used to determine the distribution of tourists and hotel in Malang City. Crosstab and chi-square analysis are used to determine the correlation between the tourists characteristics and the variables. While the conjoint analysis is used to determine the importance values and utility estimates that considered by the tourists in each attribute.

The results of this research is the division tourist characteristics by gender, work type, age, marital status, income, education level and tourist's origin also the attractions by nature, artificial, shopping, history, industry and special interests. Most of the tourists choose the hotels in Klojen, which in this district has most number of hotels compared to others. As for the correlation, which relates to variable products are gender, marital status and income. Whereas relates with supporting facilities variables are age and education level, then location has relates with marital status, and price and promotion variable are relates to marital status. Based on the results of conjoint analysis, the attributes that considered by most of the tourist is the location (ease of access and getting public transportation), product (hygiene and safety), price and promotion (media promotion) and additional facilities (employees service)

Keywords: tourists, hotels, crosstab analysis, conjoint analysis, preferences