

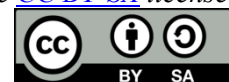
Understanding Tourist Preferences for Destination Attributes of Lombok Island Using a Conjoint Analysis Approach

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Article Info	ABSTRACT
Article history: Received, 02-07-2026 Accepted, 27-07-2026 Published, 18-08-2026	Understanding how tourists prioritize competing destination attributes is critical for strengthening destination competitiveness and informing sustainable tourism development. However, limited empirical research has examined how local tourists trade off and prioritize destination attributes in their destination choices, particularly in Lombok, Indonesia. This study examines local tourists' preferences and assesses the relative importance of destination attributes in their destination choice. A quantitative survey was conducted among local tourists visiting destinations across Lombok, and the data were analyzed using conjoint analysis. Five destination attributes were examined: accessibility, tourist attractions, amenities, ancillary services, and price. The findings indicate that accessibility is the most important destination attribute, followed by price, tourist attractions, amenities, and ancillary services. The conjoint model demonstrated statistically significant agreement between observed and estimated preferences, indicating satisfactory predictive validity. At the attribute level, tourists preferred good road conditions, affordable prices, and destinations offering natural scenery and cultural diversity. These findings highlight accessibility, affordability, and natural and cultural attractions as priority areas for strengthening Lombok's destination competitiveness and provide practical guidance for destination managers and tourism stakeholders in developing strategies aligned with local tourists' preferences.
Keywords: Tourist Preferences, Destination Attributes, Conjoint Analysis, Domestic Tourism, Lombok Island	

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1. Introduction

Tourism holds a strategic role in the economic development of various countries and is one of the fastest-growing sectors globally (Wibowo et al., 2017). The sector's contribution to the economy is reflected in increased income, job creation, and foreign exchange earnings, especially in developing nations (Alam & Paramati, 2016; Hasyimi & Azizalrahman, 2021). In Indonesia, tourism is a major contributor to national foreign exchange, generating over 10 billion USD and ranking as the fourth-largest foreign exchange earner (Adnan et al., 2023; Rainer, 2024). This condition underscores tourism as a strategic sector with a vital role in supporting national economic development.

As an archipelagic nation, Indonesia possesses a diversity of tourist attractions that serve as the primary capital for tourism development across its regions. One area with outstanding tourism potential is West Nusa Tenggara (NTB) Province, particularly Lombok Island. Lombok holds geographical advantages and a strategic position, situated within the national tourism golden triangle (Bali, Tana Toraja, and Komodo Island) and an international corridor (Surabaya, Makassar, and Darwin, Australia). It is also supported by a wealth of landscapes, culture, and diverse other tourist attractions (Adnan et al., 2023). This potential has driven the local government to establish a vision for developing Lombok as a sustainable, resilient, and inclusive tourism destination, as outlined in the Lombok Integrated Tourism Master Plan (RIPT) 2020–2045 (Dinas Pariwisata NTB, 2014). Despite its considerable potential, tourism development in Lombok still faces various challenges, such as competition among regional tourist destinations and the impacts of the COVID-19 pandemic.

The NTB Tourism Office report also identifies several strategic issues, including suboptimal management of tourism potential and the insignificant contribution of the tourism sector to the local community's economy, which hinder the performance of the tourism sector in the region (Dinas Pariwisata NTB, 2021). Data shows that tourist visits to

NTB have increased post-pandemic, but this trend does not yet fully reflect the sustainability of high-quality and competitive tourism growth (Dinas Pariwisata NTB, 2021; Kemenparekraf, 2023).

In this context, tourism development cannot focus solely on providing infrastructure and policies but also requires a deep understanding of tourist behavior and preferences as the primary users of destinations. From a marketing management perspective, tourist preferences are a key factor influencing visitation decisions, satisfaction levels, and revisit intentions (Faerber et al., 2021; Kotler & Keller, 2016; Yin et al., 2026). Preferences reflect the degree of liking and priority tourists assign to various offered destination attributes; thus, understanding these preferences is a crucial foundation for enhancing a destination's competitiveness (Adiguna et al., 2020; Wijaya et al., 2021). In national tourism development, local tourists play a strategic role in maintaining the sector's sustainability (Molinillo & Japutra, 2017). Local tourists are considered more resilient to various external shocks, such as global economic crises, international travel restrictions, and geopolitical changes (Bakalo et al., 2025; Li & Huynh Ngoc Phuong, 2025). Moreover, local tourists have significant potential to drive domestic economic circulation, strengthen local tourism value chains, and support policies to strengthen domestic tourism as an alternative to outbound travel. Therefore, understanding local tourist preferences becomes increasingly important in designing sustainable, domestic market-oriented tourism destination development strategies.

Destination attributes constitute a set of characteristics used to evaluate a destination and shape the tourist experience during a visit. There is no universally accepted set of destination attributes (Beerli & Martín, 2004). Cooper et al. (1994) identified four main attributes: attractions, accessibility, amenities, and ancillary services. Buhalis (2000) proposed a framework of six, including attractions, accessibility, amenities, available packages, activities, and ancillary services. Crouch (2011) offered 36 elements that can be grouped into five main categories. In the context of Lombok as a tourist destination, this study summarizes five destination attributes: accessibility, tourist attractions, amenities,

ancillary services, and price (Muljadi, 2011; Ali & Howaidee, 2012; Chahal & Devi, 2015; Maria et al., 2018; Arici & Köseoglu, 2025). Understanding tourist preferences for these attributes is crucial in determining the appeal and competitiveness of a tourist destination (Lee & King, 2019; Liew et al., 2021; Rahmania & Abrian, 2023).

Although previous research has extensively examined destination attributes and tourist behavior, limited attention has been given specifically to local tourists as an internal tourism market within their own region. Local tourists may represent an important source of tourism demand that can help maintain tourism activity and strengthen destination resilience, particularly when external shocks constrain international tourist mobility. Particularly in Lombok, empirical research specifically analyzing local tourist preferences for destination attributes remains scarce, especially in the context of post-pandemic tourism recovery and strengthening.

Furthermore, few studies have identified the relative importance of each destination attribute based on local tourist preferences as a basis for formulating locally oriented destination management strategies. More importantly, limited research has examined how local tourists prioritize and trade off multiple destination attributes simultaneously when evaluating tourism destinations within their own region. Addressing this research gap, this study aims to explore local tourist preferences for the destination attributes of Lombok—namely accessibility, attractions, amenities, ancillary services, and price—and to identify the relative importance of these five attributes in their destination choices. By applying conjoint analysis to the context of local tourism in Lombok, this study provides a more nuanced understanding of how local tourists prioritize and trade off destination attributes when evaluating tourism destinations within their own region.

The findings are expected to provide strategic implications for destination managers and tourism stakeholders in formulating more effective and sustainable tourism development strategies oriented towards strengthening domestic tourism and enhancing destination resilience, ultimately contributing to the competitiveness of Lombok as a tourist destination.

2. Methods

This study is categorized as quantitative exploratory research, aiming to investigate and map the preference structure of local tourists for Lombok's destination attributes. The study population consisted of local tourists, defined as residents of West Nusa Tenggara (NTB) who had taken a trip to one or more destinations in Lombok within the previous six months. Data were collected using a survey method. The sampling technique employed was purposive sampling, where individuals conveniently met by the researchers and deemed suitable as data sources were included as samples. Respondents were required to be aged 18 years or older, as this age group is considered capable of providing clear and reliable information. A 5-point Likert scale questionnaire was used as the research instrument. A total of 189 questionnaires were distributed, of which 39 were rejected due to incomplete responses, resulting in 150 valid questionnaires for subsequent data analysis.

The data analysis tool employed was conjoint analysis. According to Idrus (2013), conjoint analysis is used to determine the relative importance of attributes in a product or service when evaluated by consumers prior to purchase. This approach is also considered superior to other methods for developing new products, services, or facilities, as it specifically identifies the preference considerations underlying respondents' choices (Crawford & Di Benedetto, 2011; Kim et al., 2018).

The stages of conducting conjoint analysis, according to Gudono (2012), are: (1) determining the attributes and their levels, (2) creating product combinations (stimuli), (3) having respondents rank these stimuli using a Likert scale, and (4) determining the preferred attributes and utility values to identify the most desired attribute levels.

The first step involved identifying the determining attributes of a product or service and their respective levels. Following a literature review (Chahal & Devi, 2015; Lee & King, 2019; Liew et al., 2021), this study utilized five attributes, each comprising two to four levels.

Table 1. Attributes and Attribute Levels of Tourist Destinations in Lombok

Attribute	Attribute Levels
Accessibility	Poor Road Condition
	Average Road Condition
	Good Road Condition
Tourist Attractions	Man-Made/Recreational Venues
	Natural Scenery
	Cultural Diversity
	Special Events (concerts, competitions)
Amenities	Basic Facilities (toilet, place of worship, parking)
	Standard Facilities (toilet, place of worship, parking)
	Luxurious Facilities (toilet, place of worship, parking)
Ancillary Services	Available (ATM, clinic/health center, police post)
	Not Available (ATM, clinic/health center, police post)
Price	Cheap
	Affordable
	Expensive

The second step was to create stimulus combinations based on the predetermined attributes and levels. SPSS software was used to generate 16 orthogonal design stimuli. These stimuli formed the basis for the questionnaire. Following stimulus identification, the questionnaire was developed based on the 16 stimuli. Respondents were asked to rate each stimulus using a 5-point Likert scale (very important, important, moderately important, slightly important, not important). The questionnaire consisted of two parts: the first section collected respondents' demographic profiles, and the main section contained the statements derived from the 16 stimuli. A preliminary pilot test of the questionnaire was conducted with 25 local tourists encountered around Mataram city center to ensure that the determining attributes and stimulus combinations were comprehensible to potential respondents. The final step—determining the preferred attributes and utility values to identify the most desired attribute levels—was performed only after all target respondents had completed the questionnaires.

3. Results

Respondent Characteristics

Table 2. Demographic Profile of Respondents

Variable	Description	Percentage (%)
Gender	Male	49.3
	Female	50.7
Age	18-25 Years	46
	26-33 Years	22.7
	34-41 Years	17.3
	41 Years and above	14
	IDR 500,000 and below	24.7
Income	IDR 500,001 - IDR 1,500,000	19.3
	IDR 1,500,001 - IDR 2,500,000	18.7
	IDR 2,500,001 - IDR 5,000,000	28
	IDR 5,000,001 and above	9.3
Travel Frequency (Last 6 Months)	2-4 times	40
	5-7 times	36
	8-10 times	17.3
	More than 10 times	6.7

Source: Primary data, 2025

Table 2 presents the demographic profile of the respondents. The majority were female (50.7%), followed by male respondents (49.3%). In terms of age, the 18-25 year group dominated visits to Lombok (46%), followed by the 26-33 year group (22.7%), 34-41 years (17.3%), and 41 years and above (14%). Regarding income, no single group dominated significantly; distribution across income levels was relatively even. This indicates that Lombok is visited by tourists from nearly all income levels, ranging from those with minimum income to relatively high earners: IDR 2,500,001 - IDR 5,000,000 (28%), IDR 500,000 and below (24.7%), IDR 500,001 - IDR 1,500,000 (19.3%), and IDR 1,500,001 -

IDR 2,500,000 (18.7%). Most respondents reported a travel frequency of 2-4 times (40%) and 5-7 times (36%) within the last six months.

Relative Importance of Attributes, Rankings, and Utility Estimates for Lombok's Destination Attributes

Table 3. Relative Importance of Destination Attributes and Utility Estimates

Attribute	Level	Utility Estimate	Importance Value
Accessibility	Poor road condition	-0.688	1.21
	Average road condition	0.12	
	Good road condition	0.358	
	Man-made/recreational venues	-0.201	
Tourist Attractions	Natural scenery	0.135	0.906
	Cultural diversity	0.079	
	Special events	-0.071	
	Basic facilities	-0.001	
Amenities	Standard facilities	-0.016	0.631
	Luxurious facilities	0.017	
	Ancillary Services	0.153	
Price	Not available	-0.22	0.53
	Cheap	0.134	
	Affordable	0.138	
	Expensive	-0.391	

Source: Processed primary data, 2025

Table 3 displays the utility estimates for each attribute level and the importance value of each destination attribute based on the conjoint analysis. The utility estimates indicate the direction of tourist preferences toward each attribute level, where positive utility values indicate relatively preferred levels, whereas negative utility values indicate relatively less preferred levels. Based on the conjoint analysis of 150 respondents, the estimated utilities and importance values for each attribute are as follows:

Accessibility

For accessibility, good road conditions have the highest positive utility (0.358), followed by average road conditions (0.120), while poor road conditions have a negative utility (-0.688). This pattern indicates that tourists tend to prefer destinations that can be reached through good road conditions and tend to avoid destinations characterized by poor road conditions.

Tourist Attractions

For tourist attractions, natural scenery has the highest utility (0.135), followed by cultural diversity (0.079). In contrast, special events (-0.071) and man-made/recreational venues (-0.201) have negative utility values. This indicates a stronger preference for nature- and culture-based attractions than for man-made or event-based attractions.

Amenities

For amenities, luxurious facilities have the highest utility (0.017), while standard facilities (-0.016) have the lowest utility among the three levels. Basic facilities have a utility value close to zero (-0.001). The relatively small differences among the utility estimates indicate that the three amenity levels generate relatively similar preference values.

Ancillary Services

For ancillary services, destinations where ancillary services are available have a positive utility (0.153), whereas destinations without such services have a negative utility (-0.220). This indicates that tourists tend to prefer destinations where supporting services are available.

Price

For price, affordable prices have the highest positive utility (0.138), followed by cheap prices (0.134), whereas expensive prices have a negative utility (-0.391). This indicates a preference for destinations offering affordable or inexpensive prices and a relatively strong negative preference toward expensive destinations.

Overall, the utility estimates in Table 3 demonstrate that tourist preferences vary across attribute levels, with positive utilities generally associated with good accessibility, nature- and culture-based attractions, the availability of ancillary services, and affordable or cheap prices. The importance values reported in the final column further indicate that the five attributes differ in their relative contribution to tourist preferences.

Table 4. Summary of Utility Estimates and Importance Values of Tourist Preferences

Importance Value	Percentage (%)	Rank
1.21	28.84	1
0.919	21.9	2
0.906	21.59	3
0.631	15.04	4
0.53	12.63	5
4.196	100	

Source: Processed primary data, 2025

Table 4 summarizes the relative importance and ranking of the five destination attributes based on the conjoint analysis. The results show that accessibility ranks first, followed by price, tourist attractions, amenities, and ancillary services.

Accessibility has the highest importance value, indicating that it contributes the greatest relative weight to tourists' destination preferences. Price occupies the second position, followed closely by tourist attractions. The relatively close importance values of

price and tourist attractions indicate that both factors represent important considerations in tourists' destination choices.

Amenities rank fourth, while ancillary services have the lowest relative importance among the five attributes. Although these two attributes contribute less to overall preference formation than accessibility, price, and tourist attractions, their inclusion in the conjoint model indicates that they remain part of the combination of destination characteristics considered by tourists. Taken together, the ranking demonstrates that tourist preferences for destinations in Lombok are primarily structured around accessibility, affordability, and the attractiveness of the destination, while amenities and ancillary services play comparatively less prominent roles.

Table 5. Conjoint Analysis Model Fit

Statistics	Value	Sig.
Pearson's R	0.690	0.000
Kendall's tau	0.683	0.000

Source: Processed primary data, 2025

Furthermore, the goodness-of-fit indicators of the conjoint analysis model (Table 5) demonstrates a good fit, with significant Pearson's R and Kendall's tau values (Pearson's R = 0.690; $p < 0.001$; Kendall's tau = 0.683; $p < 0.001$). Both coefficients are statistically significant, indicating a significant association between the observed rankings and the rankings estimated by the conjoint model. The relatively positive values of Pearson's R and Kendall's tau indicate that the estimated preferences generated by the model correspond reasonably well with the observed preferences of respondents. Therefore, the results provide evidence of satisfactory predictive validity of the conjoint model in representing the preference structure of the local tourists included in this study. The model can consequently be used as an empirical basis for identifying the relative importance of destination attributes and the preferred levels of those attributes.

4. Discussion

This study aimed to explore the destination attributes that are primary considerations for local tourists visiting Lombok and to identify the relative importance of each attribute in shaping their preferences. Based on the conjoint analysis of empirical data, this study demonstrates that tourist preferences for Lombok as a destination are influenced by a combination of attributes related to ease of access, cost affordability, and the destination's core attractions.

The findings reveal that accessibility is the most determining attribute in tourist preferences, with an importance value of 28.84%. Among the accessibility levels analyzed, good road conditions were the most preferred by tourists, having the highest utility (0.358). This result underscores the crucial role of transportation infrastructure quality in enhancing a destination's appeal and competitiveness. Adequate road infrastructure not only improves travel comfort but also strengthens perceptions of safety and ease of mobility towards the destination. This aligns with previous studies affirming that transport access quality is a key determinant of tourist satisfaction (Mercier et al., 2025) and the success of tourism destination development (Bergantino et al., 2021, 2023; Buongiorno & Intini, 2021). Furthermore, improving destination accessibility depends not only on road infrastructure quality but also on the availability of integrated and multimodal transport systems. The presence of alternative transport modes, such as public transport, cycling paths, or other mobility systems, can expand tourist access while supporting more sustainable tourism development (Bergantino et al., 2023).

Besides accessibility, price was the second most influential attribute, with an importance value of 21.90%. The analysis shows that tourists tend to choose destinations with cheap to affordable prices, reflected in the positive utilities for both price categories. This finding indicates that domestic tourists still exhibit considerable sensitivity to travel

costs. Price is a significant consideration in the decision-making process, especially for domestic tourist segments typically having limited travel budgets. This result is consistent with Pham et al. (2017), who stated that competitive pricing strategies are crucial for maintaining destination appeal and sustaining tourist visitation numbers. Moreover, travel cost components including transport, accommodation, and consumption also influence tourist behavior in choosing destinations, particularly for family tourists or those with relatively short visit durations (Pérez-Ricardo & García-Mestanza, 2025). Therefore, managing a competitive price structure is a vital strategy for enhancing the competitiveness of Lombok as a tourist destination.

Furthermore, the tourist attraction attribute also significantly influenced preferences, with an importance value of 21.59%, relatively comparable to price. The findings show that tourists have a higher preference for attractions based on natural scenery and cultural diversity compared to man-made attractions and special events. This suggests that Lombok's primary strength as a destination lies in its rich natural and cultural resources. Several of Indonesia's best beaches are located in Lombok (Kuta Beach, Senggigi Beach, and the Gili Islands), having received awards in the Indonesian Travel and Tourism Award for their beauty (Tempo, 2023). Additionally, Lombok was voted one of the best islands in Asia for its stunning beaches and nature in a poll by a leading global travel magazine (Bazlina, 2025). For water sports enthusiasts, Tanjung Aan Beach is known as a surfer's paradise in Indonesia (Kompas, 2020). Lombok is also home to Mount Rinjani, recognized globally not only for its natural beauty but also as a UNESCO Global Geopark (UNESCO, 2018; Viki, 2025). Culturally, Lombok possesses various fascinating cultural, traditional, historical, and religious sites, such as Bayan Village and Sade Village, renowned for their well-preserved traditional houses and customs. Other sites include Narmada Park, a remnant of Lombok's kings used for worship and rest; Suranadi Temple, with its five holy springs; and Mayura Park, a historical site for royal meetings and gatherings (Kuu, 2024). Attractions like beaches, mountains, waterfalls, and rich local culture are key factors shaping Lombok's

image as a nature and culture-based destination. This aligns with previous research stating that nature and culture-based tourism are the primary attractions in Lombok, preferred over other man-made attractions (Adnan et al., 2023).

Conversely, man-made attractions like recreational venues and special events showed relatively lower preference levels. This finding is interesting to consider in the context of developing the Mandalika Special Economic Zone (SEZ), a national super-priority tourism destination known for hosting international sporting events like MotoGP. Conceptually, the presence of large-scale special events is expected to enhance destination appeal and attract various tourist segments. However, the low preference among local tourists for such attractions can be understood, as most respondents came from middle-to-lower income groups; thus, price affordability influences their interest in man-made attractions which typically have higher access costs. Therefore, destination managers in the Mandalika area should consider developing more inclusive attraction strategies, for instance, by organizing community events, cultural festivals, or recreational activities accessible to wider community segments. Such an approach could not only increase local tourist participation but also strengthen community involvement in destination development.

Meanwhile, the amenities and ancillary services attributes had relatively lower importance compared to others, at 15.04% and 12.63%, respectively. Nevertheless, both attributes still play an important role in shaping a quality tourism experience. The availability of basic facilities like toilets, parking, places of worship, and supporting services like tourist information centers, security, and health facilities are essential components supporting tourist comfort while at the destination. In the context of modern tourism development, destination competitiveness is no longer determined solely by the presence of tourist attractions, but also by the destination's ability to provide a balanced combination of attractions, facilities, and adequate supporting services. This aligns with Reitsamer and Brunner-Sperdin (2017), who state that tourists increasingly demand holistic tourism experiences capable of providing more psychologically meaningful experiential value.

Furthermore, the completeness of facilities and supporting services also enhances tourist comfort and encourages them to extend their length of stay at the destination (Rafiei Darani et al., 2025).

Overall, the results suggest that developing Lombok as a tourist destination should focus on a strategy that balances improving destination accessibility, managing competitive prices, and preserving and strengthening nature and culture-based attractions as the destination's core advantages. Simultaneously, the continuous development of amenities and supporting services remains necessary to create a more comfortable, higher-quality, and sustainable tourism experience for visitors.

5. Conclusion

Using a conjoint analysis approach, this study successfully revealed the structure of tourist preferences for five key destination attributes: accessibility, tourist attractions, price, amenities, and ancillary services. The results show that accessibility is the most important attribute shaping local tourist preferences. Good road conditions emerged as the most preferred factor, confirming that ease and comfort of travel to the destination are primary considerations in visitation decisions. Price and tourist attractions also represent important factors influencing tourist preferences. Tourists tend to choose destinations with relatively cheap or affordable prices, indicating price sensitivity among the domestic tourist segment. Regarding attractions, tourist preferences lean more towards natural scenery and cultural diversity than man-made attractions such as recreational venues or special events. Meanwhile, amenities and ancillary services have relatively lower importance, although both remain essential for enhancing the overall quality of the tourism experience.

Theoretically, this study provides additional empirical evidence in the fields of tourism marketing management and destination competitiveness, particularly in

understanding how domestic tourists evaluate destination attributes through conjoint analysis. The findings reinforce the argument that tourist preferences are determined not only by destination appeal alone but also by functional factors such as accessibility and price affordability. Furthermore, this study enriches the tourism literature by highlighting the importance of the local tourist perspective as an internal market for tourism development, an area that has received relatively less attention in tourist preference studies, especially in the context of developing destinations such as Lombok.

Managerially, these findings offer several strategic recommendations for destination managers and tourism stakeholders in Lombok. First, improving infrastructure quality and the availability of integrated, multimodal transport systems to tourist destinations should be a top priority, given the importance of accessibility in shaping tourist preferences. Second, destination managers should maintain a competitive and affordable price structure to remain attractive to price-sensitive domestic tourists. Third, destination development strategies should focus more on preserving and strengthening nature and culture-based attractions, which are Lombok's primary advantages in the eyes of tourists. Concurrently, continuous improvement in the quality of basic facilities and supporting services remains necessary to create a more comfortable and sustainable tourism experience.

This study has several limitations that should be considered when interpreting its findings. First, the relatively small sample size may limit the generalizability of the findings to the broader population of local tourists in Lombok. Although the sample provides valuable insights into local tourist preferences, a larger and more diverse sample would allow for greater representation of different demographic and socioeconomic characteristics and potentially provide more robust estimates of preference patterns. Future research should therefore consider expanding the sample size and employing broader sampling strategies to enhance the representativeness and generalizability of the findings. In addition, future studies could examine potential differences in preferences across tourist segments based on demographic characteristics, travel behavior, or geographic origin within Lombok, thereby

providing a more comprehensive understanding of local tourist preferences and supporting more targeted destination management strategies.

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