INTISARI

Peningkatan jumlah *co-working space* terjadi di Yogyakarta, sebagai kota pelajar. Pertumbuhan angka tersebut sejalan dengan perubahan pola kerja mahasiswa dalam melaksanakan kegiatan akademis atau kerja di *co-working space*. Oleh karena itu, penelitian ini bertujuan untuk mengetahui preferensi mahasiswa terhadap pemilihan *co-working space* di Yogyakarta dengan menggunakan metode *conjoint analysis*. Penggunaan metode *conjoint analysis* sebagai upaya untuk mengetahui dan mengurutkan (*ranking*) faktor atau atribut penentu utama dalam pemilihan *co-working space* sesuai preferensi mahasiswa.

Tahapan penelitian diawali dengan studi literatur dan wawancara dengan pihak *co-working space* untuk menentukan atribut dan level atribut yang berpengaruh terhadap pemilihan *co-working space*. Kemudian, desain model *conjoint analysis* ditentukan serta instrumen penelitian disusun. Instrumen penelitian yang digunakan merupakan kuesioner yang dikembangkan dari penelitian sebelumnya. Kuesioner diberikan untuk menentukan preferensi responden terhadap atribut-atribut yang memiliki pengaruh dalam pemilihan *co-working space* dengan responden berupa mahasiswa/i S1 di Yogyakarta. Penyebaran kuesioner dilakukan dalam 2 tahap, yaitu pada 30 responden pertama dan dilanjutkan hingga data cukup. Uji validitas dan reliabilitas telah dilakukan terhadap data 30 responden sebelum penyebaran dilanjutkan hingga 239 responden. Kemudian, analisis *goodness of fit*, penentuan nilai utilitas, dan kepentingan relatif digunakan untuk pengolahan data sebagai rangkaian dari metode *conjoint analysis*.

Hasil penelitian menunjukkan bahwa *Wi-Fi*, tingkat kebisingan, ketersediaan menu, jarak lokasi, harga menu, dan keamanan merupakan atribut-atribut yang mempunyai pengaruh terhadap pemilihan *co-working space*. Kombinasi preferensi mahasiswa dalam pemilihan *co-working space* yang dihasilkan dari peninjauan nilai utilitas dan kepentingan relatif secara keseluruhan yaitu ketersediaan *Wi-Fi*, tingkat kebisingan yang sunyi, ketersediaan menu makanan berat, jarak lokasi 0–10 km, harga menu 18–35k, dan terdapat *security staff* untuk keamanan. Kemudian, *conjoint analysis* terhadap data responden berdasarkan pendapatan per bulan tidak menunjukkan perbedaan urutan atribut. Namun, penggunaan *conjoint analysis* terhadap data responden berdasarkan jenis kelamin menghasilkan perbedaan urutan atribut antara hasil preferensi laki-laki, perempuan, dan secara keseluruhan. Selanjutnya, terdapat perbedaan urutan atribut antara responden yang berasal dari luar Daerah Istimewa Yogyakarta dan secara keseluruhan.

Kata Kunci : *Co-working Space*, Preferensi Mahasiswa, *Conjoint Analysis,* Yogyakarta

ABSTRACT

The number of co-working spaces in Yogyakarta, namely a city of students, has increased. This growth is aligned with the transformation of student work patterns in carrying out academic or working activities in co-working spaces. Thus, the aim of this study is to analyze student preferences in choosing co-working space in Yogyakarta with the utilization of conjoint analysis method, which functions as a method to identify and rank main defining factors or attributes in choosing co-working space based on the student preferences.

This research began with literature study and interviews with co-working space parties to identify the attributes and attribute levels which influence co-working space choices. Then, conjoint analysis model design was determined and the research instrument was prepared. The instrument used in this research was a questionnaire which had been developed from previous studies. The questionnaire was given to discover respondents' preferences for attributes that have an influence in choosing a co-working space. Respondents are consisted of undergraduate students in Yogyakarta. The questionnaire was distributed in two stages, namely to the first 30 respondents and continued until there was sufficient data. Validity and reliability tests were carried out on data from 30 respondents before the second stage of questionnaire distribution was conducted to 239 respondents. Next, goodness of fit analysis, determination of utility, and relative importance value were used to process the data as a series of conjoint analysis methods.

The result shows that Wi-Fi, noise level, menu availability, location distance, menu price, and safety are attributes that possess an influence in selecting a co-working space. The combination of student preferences in choosing co-working spaces obtained from aggregate utility and relative importance scores consists of Wi-Fi availability, quiet noise level, heavy meal menu availability, location distance ranges from 0 to 10 km, menu prices range from 18 to 35k, and security staff availability in terms of safety. In addition, results from the application of conjoint analysis to respondents' data based on monthly income does not show differences in the order of attributes. Meanwhile, the use of conjoint analysis on respondents' data based on gender produces differences in the order of attributes between male, female, and overall preference results. Then, there is a difference in the attribute ranking of respondents from outside Daerah Istimewa Yogyakarta and overall result.

Keywords : Co-working Space, Student Preferences, Conjoint Analysis, Yogyakarta