

ABSTRACT

Bandung is one of the tourist cities in Indonesia which is a popular destination for both local and foreign tourists. Generally, tourists have various preferences in choosing a budget hotel in Bandung. Therefore, research is needed to identify the factors that influence tourists in choosing budget hotels in Bandung. This study aims to analyze the factors that influence tourists' decision making in choosing a budget hotel in Bandung. This study used quantitative methods with a survey approach and data analysis using factor analysis. Data collection was carried out through questionnaires which were distributed to tourists who had stayed at budget hotels in Bandung. The analysis was carried out on the dependent variable, namely the decision to choose a budget hotel, and the independent variables, namely price, location, facilities, service, and promotion. The results of the study show that all independent variables have a significant effect on the decision to choose a budget hotel in Bandung. Price is the most dominant factor in the decision to choose a budget hotel, followed by location, facilities, service and promotion. This research has implications for budget hotel managers in Bandung to consider the factors that influence tourist decision making in choosing a budget hotel to increase tourist satisfaction and loyalty.

Keywords: factor analysis, hotel budget, decision making factors, tourist satisfaction, Bandung city.