

ABSTRACT

The existence of potential of Bandung as the city's services have made the city of Bandung, the award winning "tourism award 2011 as the most favorite city and the best service quality city". Bandung try to become city services in the fields of fashion, food, and the arts. Even the fashion industry became one of the leading industrial sectors developed by the city of Bandung as the originator of the establishment of the factory outlet.

This research aims to know the motivation of local tourists in conducting the activities of the factory outlet shopping tour in the city of Bandung, so it can still develop a shopping tour of Bandung as the city services.

This research to preserve local tourist ever do factory outlet shopping tourism in the city of Bandung, with a population of as many as 400 samples of respondents. The quantitative research methods with data analysis using cross tabulation and significance using chi-square.

The result showed that the demographic segmentation based on the tourist shopper is dominated by women, age 18-25 years, income less than IDR 2.000.000 and work as a student, while the tourist shopping is dominated by women, 26-35 years, income more than IDR 5.000.000 and work as an employee. Based on the motivation of shopping tourism, the tourist shopper has the motivation of hedonic and utilitarian shopping, while the shopping tourist just as well as hedonic shopping motivations and need shopping group or people who are equally fond of shopping tourism activity to perform the factory outlet shopping tourism in the city of Bandung.

The conclusions of this research are there is a different between the shopping tourist and the tourist shopper, while the shopping tourist have hedonic shopping motivation higher.

Keywords: *Bandung, Factory Outlet, Shopping motives, Shopping tourism*