

ABSTRACT

The growing number of hotels in Bandung is increasing every year, and every hotel has its own unique and distinctive character. The 101Hotel Bandung Dago is one of the hotels in Bandung which has a unique theme that is with urban and chic concept, where The 101 Hotel Bandung Dago is designed with artdeco style. This research aims to analyze customer perception about hotel atmosphere at The Hotel 101 Bandung Dago. The method used is descriptive method using quantitative approach. The sample in this research is 100 customers with non-probability sampling method and purposive sampling technique. Based on the result of descriptive analysis, exterior get score 80,38%, general interior get score 84,90%, store layout get score 84,66%, interior displays get score 86,22% and overall hotel atmosphere at The 101 Hotel Bandung Dago Got a score of 83.51%. The conclusion of this research is customer perception about exterior, general interior, store layout, interior displays and hotel atmosphere The 101 Hotel Bandung Dago is in very good category, but there are some aspects that would be better if done repairs periodically.

Keywords: *Perception, Hotel Atmosphere, The 101 Hotel Bandung Dago*