

ABSTRACT

Bandung city is one of that has a wide range of tourism potential one of the shopping tour, as a tourist attraction visited by travelers i.e. Pasar Baru, Factory outlets, and the Skywalk or teras Cihampelas. As a shopping tour always crowded visited by tourists from abroad and domestic who do shopping tour, and then lots of tourists who walk may lead to congestion in the area of tourism shopping The aim of this research is knowing Shopping experience in the tourist attraction using 5 dimensions of price, characteristics of destinations, merchandising, authenticity, and staff service quality. This research method using quantitative descriptive technique of collecting data through questionnaires and observations by means of random sampling 100 to tourists who do the shopping tour in new markets, Factory outlets, and the Skywalk. The results of research show that the results of shopping experience value in shopping attractiveness of Bandung city is good enough or the value obtained is less than the maximum of the five dimensions of shopping experience ie price, merchandising, authenticity, and service quality staff. Factors that become dominant in a shopping experience that is characteristic of destination.

Keywords: Shopping Experience, Shopping Tourism, Tourism Attraction