

## **ABSTRACT**

*Along with the increasing human population in the world, especially in Indonesia is triggering business actors to open a business that can attract tourists who visit the city of Bandung one of which is opening a business service provider accommodation such as hotels. Along with the rising of tourists make entrepreneurs continue to build hotels in the city of Bandung to meet the desires of tourists, thus making the existing hotels since long as the hotel The Papandayan Bandung that has existed since 1989 this should be able to survive in this tight business competition hotel. The Papandayan is now opening a wider opportunity by providing MICE facilities to agencies or companies that want to do MICE activities. Proven with The Papandayan won 3 awards in the last 2 years in the field of MICE proves that The Papandayan maintain its existence. The purpose of this study to find out how consumers choose the hotel as a place of its MICE activities. This research was conducted using descriptive method with quantitative approach. Respondents from this study are majority of men aged 25-35 years with the last education S1 and private employment with monthly income of Rp.10.000.000 - Rp.15.000.000 and have been to The Papandayan more than twice. The result of this research is the factor that dominates in influencing guest in hotel selection for MICE activity is Accommodation Facility factor with value equal to 0,770. And the low factor influencing the guest in hotel selection for MICE activity is Accessibility factor with value 0,474.*

*Keywords: marketing management, mice, factor analysis*