

ABSTRACT

Industry of mice (meeting, incentive, convention and exhibition is one part of the tourism sector which is currently undergo development which is very fast. The development of business mice that is part of tourism industry the present and have give the best various against the type tourism are identical with provision of services (services), writer take mice as an object research especially mice held by traveland convex

Traveland convex is one of the company in the business of mice who are in bandung and companies that to them among the most popular of our companies and our organizations in the mice. A lot of factors affect consumers to follow mice activities by looking at consumer behavior analysis as factors influencing the consumers in conducting activities through registration of mice traveland convex in the city of bandung the year 2018

In this research the kind of research executed is quantitative. Population in this research is consumers and it has been in the mice held by traveland convex in the greater bandung where sampel used as many as 100 respondents. Factors products and factors the price of a factor the most dominant, shows that consumers still have needs apart from undertaking activities mice, it means consumers tended to regard that when the event organized interesting and price comparable with the benefit of if in the mice to customers would to registration activities.

Keywords: the dominant factor , cfa , consumer behavior

