

ABSTRACT

This study discusses how the characteristics of backpacker tourists in the selection of budget hotels in the city of Bandung. This study aims to determine the characteristics of backpacker tourists, determine backpacker behavior in the selection of budget hotels in the city of Bandung and to determine the factors that influence backpacker tourists in the selection of budget hotels. This research uses marketing mix elements, 7p (product, price, place, promotion, people, process, and physical evidence) which will be turned into indicators and developed into questions for the questionnaire. This research uses a descriptive quantitative method using a questionnaire whose measurement uses a Likert scale. This Likert scale is a scale that can be applied in a questionnaire and is most often used for research in the form of surveys in descriptive quantitative research. This study intends to find out the characteristics and behavior of backpacker tourists as research objects and uses quantitative research methods by collecting questionnaires and calculated using simple random sampling with a Likert scale technique. The final results of the study got a score of 12,447 and were in the agreed category in the continuum line. Then the factors that influence backpacker tourists in the selection of budget hotels. In the city of Bandung, it can be said that respondents who are backpacker tourists recognize that budget hotels have offered products, price, location, promotion, people, process, physical evidence is good.

Keywords : Product, Price, Place, Promotion, People, Process, Physical Evidence, Budget Hotels, Backpacker