

ABSTRACT

Lately, some people use their free time to travel, especially among students. Various kinds of tourist attractions that are exposed through social media or the internet foster aspirations for travel. Various factors and backgrounds of each student on tour are certainly different. This phenomenon is very interesting to study, considering that more and more students are making traveling as a lifestyle in their spare time. Looking at the millennial tourist's segment, there is a character that characterizes them: they like to look for new experiences, tend to act spontaneously, do not use much time for planning, and they believe in reviews of tourist destinations on the internet by travel bloggers, especially on social media. In this study, the data obtained through the distribution of questionnaires to one hundred students from several favorite universities in Bandung City as a data research sample. This research uses descriptive quantitative research methods and multiple linear regression analysis methods that involve more than one independent variable. This study uses independent variables (tour packages) with its attributes, namely: price, quality, facilities, accessibility, and submission of information. Meanwhile, the dependent variable is Vacation Interest. In this study, data were obtained by distributing questionnaires to students from several favorite universities in the city of Bandung, as a research sample. This research uses descriptive quantitative research methods, and data analysis methods used are multiple linear regression analysis methods involving more than one independent variable. From the hypothesis testing, the results obtained that the attributes of a tour package that significantly influence vacation interests are price, accessibility, and delivery of information. While the attributes of quality and facilities have no significant effect on vacation interest. Based on the results of correlation Analysis data obtained that there is a significant correlation between the variable tour packages with vacation interests and vice versa so that it can be said that the tour package has a positive effect on purchasing decisions by students on vacation.

Keywords: Attribute, Interest, Millennial, Tour Package and Traveling.