

## **ABSTRACT**

*Meuligo Meulaboh Hotel, Aceh is the only three star hotel in the South West Aceh. Because there are no starred hotel competitors in the area, Meuligo is the main alternative hotel for tourists to look for lodging. However, based on the results of the author's interview with the operational manager of Meuligo hotel, it turns out that the number of room occupancy each day is still not sufficient to meet the target, which is still around 35%. Therefore, the researcher finds out, and finds some factors that influence tourists in choosing Meuligo hotel Meulaboh, Aceh.*

*This study uses a quantitative method, with the factor analysis method. Using spss 26, involving 100 questionnaire respondents.. Respondents were taken by using a non-probability type of purposive sampling method with the characteristics of people who have stayed or are staying at Mueligo Hotel.*

*Based on the results of the study, there are eight factors that influence tourists in choosing Meuligo Hotel, these are the channeling choice factor with variance, and the variance value is 38.098%, external factors have a variance value of 10.221%. Product choice factor has a variance value 5.405%, Internal factor has a variance value of 4.867%, a price choice factor with a variance value of 3.313%, a location choice factor with a variance value of 3.018%, a time choice factor is the smallest variance value of 2.663%.*

*Among the eight factors, the most dominant factor influencing tourists in choosing Meuligo Hotel is the channel choice factor by 38.098%. If the total of the eight factors, the value of the variance is 74.721%. This means that eight factors can explain 74.721% of the variables.*

*Keywords : Factors Analysis, Tourists, channeling Choice Factors, External Factors, Internal Factors, Brand Choice Factors, Product Choice Factors, Price Choice Factors, Location Choice Factors, Time Choice Factors*