ABSTRACT

Tourism is one of the biggest resources that Indonesia has since a long time ago. It continues to develop and innovate, as well as in Bandung. Tourists that come to Bandung also increase Tingkat Penghunian Kamar (TPK) of Hotels in Bandung. Lots of Hotels in Bandung also offer innovations every year. The increase of tourists who come to Bandung causes the hospitality companies want to provide the best customer experience for tourists visiting Bandung. One of the startup hospitality companies that are booming, Bobobox the owner said he wants to offer a different experience through a modern capsule hotel and integrated with IoT (Internet of Things) system.

The purpose of this study is to find out how Bobobox's customer experience in the city of Bandung and the dominant factor in customer experience in Bandung. This research was conducted using a quantitative method. This type of research is descriptive. The sampling technique is done by the method of non-probability sampling with incidental sampling because in this study the authors fit the research objectives of 100 respondent who have stayed at Bobobox Indonesia, Bandung City at least once. The analysis technique used is descriptive analysis

The results showed that respondents responses to the customer experience of Bobobox Indonesia, Bandung City is in the very good category. The results of the research for the eight indicators of customer experience are: 92.50% accessibility, 84.62% competence, 83.00% customer recognition, 90.00% helpfulness, 89.50% personalization, 83.37% problem solving, promise fulfillment. 89.87%, value of time 85.62%, and the average of all customer experience indicators resulted in 87.31%. The results showed that of the eight factors of customer experience, accessibility is the dimension that gets the highest average score.

Keywords: *Customer Experience, Accessibility, Competence, Customer Recognition, Helpfulness, Personalization, Problem Solving, Promise Fulfilment,* dan *Value for Time*