

ABSTRACT

The city of Bandung is the choice of local and foreign tourists with various preferences that are taken into consideration by tourists, one of which is backpackers. Over time, the backpacker trend is increasingly widespread among tourists. This is because many transportation services have started offering rides at affordable prices and can increase tourists' interest in taking a vacation. This causes hostels that provide lodging with cheap room rates to become an option that is of interest to backpackers. Hostel is a type of place to stay that provides facilities that are used simultaneously by all guests by providing dormitory type rooms. So, this research was conducted to find out what factors determine the choice of a hostel as a place to stay for backpackers. The research method uses a factor analysis method with a survey approach using a questionnaire whose measurement uses a Likert scale. This study is intended to determine the characteristics and decision factors of backpacker tourists in choosing hostel accommodation in the city of Bandung. There are 95 respondents in the sample, namely backpacker tourists who save on staying in hostels in the city of Bandung. In addition, it also aims to identify the determinants of dormitory selection decisions in the city of Bandung. Factor analysis was measured using a questionnaire using a Likert scale of 5 and processed using SPSS 25.. The findings of this study indicate that the selection of hostels in the city of Bandung was inspired by the various promotions offered, ease of access, and facilities according to the wishes of the guests. The next factor that supports the decision to choose a hostel is the price match that is marketed according to guest preferences, and there are many reviews that make that another factor that supports the decision.

Keywords: *Guest Characteristics, Tourist Decisions, Backpacker Tourists, Dormitories*