

## ABSTRACT

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*This research is motivated by the behavior and decision-making of Generation X in the city of Bandung regarding spa and massage therapy, in an effort to achieve ideal outcomes in the fields of health and tourism. This will help them understand the general concept of tourism, which can be combined with various industries as a source of income. The research aims to identify the relationship between behavior and the decision to choose a spa among Generation X in Bandung. This research employs a quantitative methodology, utilizing both primary and secondary data sources. Probability sampling techniques are used due to the very narrow population scope. Data collection involves questionnaires administered to a sample of 100 respondents who have previously visited spas. The collected data is then analyzed using descriptive statistics, correlation coefficients, simple linear regression, and T-tests, all conducted with the SPSS software. The research findings reveal a correlation between behavior and the decision to choose a spa among Generation X. In this context, a positive attitude is shaped by factors such as the spa's reputation, quality of service, cleanliness and hygiene, available facilities, variety of treatments, and affordability. These findings indicate that a positive attitude towards these factors contributes to a more enjoyable experience.*

*Keywords: Behavior, Generation X, Decision Making, Spa*