

ABSTRACT

Post-COVID-19 pandemic, the tourism sector and hotel industry in the city of Bandung have experienced a rapid recovery with an increase in tourist visits. With many people have been vaccinated, people are no longer worried about traveling. Generation Z has emerged as the most dominant market and has significant purchasing power in choosing hotels and vacation destinations. This study aims to analyze the influence of attitudes, subjective norms, and perceived control of behavior based on the Theory of Planned Behavior of Generation Z in choosing hotels in the city of Bandung. This research method is a descriptive quantitative method, using factor analysis techniques using SPSS 27 software. The number of samples used was 150 respondents. Distributed from the results of questionnaires distributed to Generation Z in Bandung City. The results of this study indicate that there are three factors : attitude, subjective norms, and perceived control of behavior. Attitude is the most dominant factor in the behavior of Generation Z choosing hotels in the city of Bandung. In this case, positive attitudes are formed by the hotel's reputation, cleanliness or hygiene, facilities provided, variety of food and drinks, and affordable prices. Recommendations for hotels include improving marketing strategies effectiveness and offering facilities that align with the needs of Generation Z.

Keywords : *Factor Analysis, Generation Z Behavior, Hotel, Bandung City, Preferences*