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The Preferences of Tourists in Choosing Transportation Modes for Traveling in Bandung City

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Abstract

This study aims to identify tourists' preferences in choosing transportation modes during their visit to Bandung City and to analyze the factors influencing their decisions. The method used is a quantitative approach with surveys and interviews. The study sample consists of 200 tourists, with 150 domestic tourists and 50 international tourists. Data were collected using questionnaires and interviews to gather information related to transportation mode choices, speed, comfort, price, and accessibility factors. The results show that the most commonly chosen transportation mode is Angkot (25%), followed by Trans Metro Pasundan (23%). Travel speed, comfort, and accessibility are the main factors influencing transportation mode choices. Furthermore, differences in preferences are observed between domestic tourists, who tend to prefer economical transportation modes like angkot and TMB, and international tourists, who prioritize comfort such as online taxis or Bandros. The study concludes that transportation mode choices are influenced by practical needs such as affordable prices, comfort, and ease of accessibility. Recommendations for destination managers and the government include improving the public transportation infrastructure to be more efficient and environmentally friendly, as well as utilizing technologies like ride-hailing apps to enhance comfort and accessibility for tourists.

Keywords: tourists' preferences, transportation modes, speed and comfort, and transportation accessibility

A. Introduction

Bandung City, as a major tourist destination in Indonesia, offers a variety of attractions such as nature, cuisine, and culture. With the increasing number of tourists, the need for efficient, safe, and comfortable transportation modes has become increasingly important. Various transportation options, such as private vehicles, taxis, public transportation, and ride-hailing services, affect the tourist experience. However, tourists' preferences in choosing transportation modes are still not well understood, despite the fact that these preferences significantly influence their travel comfort.

This research is crucial for understanding the factors that influence tourists' preferences in selecting transportation modes. Gaining this understanding can help relevant stakeholders, such as the government and transportation service providers, design appropriate policies and strategies. Furthermore, this study has the potential to support the development of the tourism sector and improve the quality of transportation services in Bandung, benefiting both tourists and the local community.

The research by Andari et al. (2023) identifies the existing transportation conditions in the Mandalika Special Economic Zone (KEK), tourists' preferences for transportation modes, and strategies for developing public transportation. The results indicated that private vehicles were the primary choice for tourists, especially those from NTB, because they are practical, safe, and affordable. The study recommended the development of public transportation that connects to tourist destinations. Additionally, Nugroho et al. (2019) studied the transportation preferences of domestic tourists in Solo City, revealing that the majority of tourists preferred motorcycles due to reasons such as avoiding traffic, being leisurely, inexpensive, and efficient, which highlights the importance of the transportation sector in supporting tourism accessibility.

Rochman et al. (2020) identified the factors affecting the choice of transportation modes for tourists in Batu City. These factors included traveler characteristics such as age, income, occupation, and the number of vehicles, movement factors such as the length of stay and expenditure during the trip, and transportation system characteristics such as affordability, comfort, and transportation policies, including the issuance of driving licenses, vehicle taxes, and free city transportation. These findings could serve as recommendations for improving city transportation to reduce traffic congestion and enhance the transportation experience for tourists. Roellyanti (2023) analyzed the relationship between transportation mode preferences, service innovation, visitor satisfaction, and the intention to revisit in the tourism industry. The findings indicated that service innovation significantly affected visitor satisfaction, and that visitor satisfaction mediated the relationship between service innovation and the intention to revisit, underscoring the importance of service innovation in creating satisfaction and encouraging repeat visits.

Aisah & Suseno (2021) analyzed the priority ranking of criteria and alternatives for transportation modes in tourist trips in Cilacap Regency, with AHP analysis showing that tourists prioritized security, comfort, time,

accessibility, and cost. The preferred modes of transportation were private vehicles, followed by trains, buses, airplanes, and ships. Yulianto et al. (2023) analyzed the effect of tourists' preferences on ticket prices, accessibility, scenery, facilities, information, and service quality on their decision to visit Sendang Sombomerti in Yogyakarta. The study found that beauty and customer service had a significant impact, while all six variables collectively influenced tourists' decisions to visit the location.

The issue that this research aims to address is the lack of understanding regarding the factors that influence tourists' transportation mode choices. What are the main considerations they take into account when selecting transportation, such as cost, comfort, or travel time? This study will fill this knowledge gap and provide valuable insights for stakeholders in the tourism and transportation sectors.

The objective of this study is to identify tourists' preferences in selecting transportation modes while traveling in Bandung. This study also aims to explore the factors that influence those decisions and provide recommendations for destination managers and transportation service providers to enhance tourists' experiences.

This research will focus on domestic tourists visiting Bandung City, with a specific focus on public transportation modes, such as private vehicles, public transportation, and ride-hailing services. Other in-depth aspects, such as government policies or the development of transportation infrastructure, will not be discussed in detail in this study.

B. Literature Review

Tourists' Preferences in Choosing Transportation Modes

Various factors such as cost, comfort, travel time, and accessibility influence tourists' decisions when selecting transportation modes during their travels (Dewi & Dewi, 2017). One of the primary factors is cost, where tourists tend to choose transportation modes that offer more value at a reasonable price (Sugiyanto et al., 2021). Research by Firdaus et al. (2018) also shows that transportation costs are often an important consideration, especially for tourists with limited budgets. However, aside from cost, comfort also plays a significant role. Transportation modes that provide higher comfort, such as taxis or ride-hailing services, are often chosen by tourists seeking a more relaxed and stress-free experience (Wiweka et al., 2020).

Travel Time and Accessibility

In addition to cost and comfort, travel time is another important factor in transportation mode selection (Alfin et al., 2022). A study by Aisah & Suseno (2021) states that tourists prefer transportation that is efficient in terms of time, such as modes that directly connect major tourist attractions. Accessibility also plays a big role, with tourists more likely to choose transportation that is easily accessible and available at multiple points in the city (Ahmad et al., 2018). In tourism destinations, this means that accessibility from hotels or

accommodations to tourist attractions should be considered to enhance the tourist experience (Abdulhaji & Yusuf, 2016).

The Role of Technology in Transportation Mode Selection

Technological advancements, particularly ride-hailing applications, have changed the way tourists choose transportation modes (Musu et al., 2024). The use of ride-hailing apps has become increasingly popular among tourists due to the ease of booking and price transparency (Anhar et al., 2024). These apps provide convenience and efficiency for tourists who are unfamiliar with local transportation systems or wish to avoid uncertainties during their trips. Thus, technology plays a significant role in transportation mode selection, especially in major cities that are tourist destinations (Komalasari et al., 2020).

The Influence of Social and Cultural Environment

Apart from individual factors, social and cultural influences also play a role in transportation mode selection. Research by Ristianti (2016) indicates that social norms and cultural habits can influence tourists' decisions. For instance, tourists from countries or regions with specific transportation cultures may prefer modes they are familiar with, even if they are not always the most efficient or affordable. Local and international tourists may have different preferences, with domestic tourists tending to use private vehicles or public transport, while international tourists may be more inclined to use ride-hailing services (Junaid, 2019).

C. Research Methods

This research is designed to understand tourists' preferences in choosing transportation modes in Bandung City. The study uses a quantitative approach with surveys and interviews as the primary data collection instruments. This approach allows the researcher to explore in-depth information about the decision-making process of tourists when selecting transportation modes. The study aims to provide clearer insights into the factors influencing transportation mode choices, both for domestic and international tourists.

The research design employed is descriptive quantitative, which aims to describe tourists' preferences regarding the transportation modes used during their visit to Bandung City. This study will also analyze the various factors that influence the transportation mode selection decision. Additionally, the differences in preferences between domestic and international tourists will be a central focus, with the goal of providing a more holistic view of tourists' transportation habits in Bandung.

The population of this study consists of tourists visiting Bandung City, including both domestic and international tourists. A purposive sampling method is used to select the sample, with specific criteria, including tourists who visit during the study period (January-March 2025) and use public transportation or private vehicles. A total of 200 respondents participate in the study, consisting of 150 domestic tourists (75%) and 50 international tourists (25%).

Respondents are grouped according to demographic characteristics such as age, gender, and their travel purposes.

The data collection techniques in this research employ two main methods. First, interviews are conducted with 30 randomly selected tourists to gain deeper insights into the factors influencing their transportation mode choices. Second, a questionnaire is used to gather quantitative data from 200 respondents. The questionnaire contains closed-ended questions regarding transportation mode preferences and the factors influencing their decisions, such as price, comfort, speed, and accessibility.

The variables studied in this research include the type of transportation mode, factors of speed or travel time, comfort, price or cost, and accessibility. The study also examines the differences in preferences between domestic and international tourists in choosing transportation modes. The data collected through interviews and questionnaires will be analyzed using a descriptive statistical approach. This analysis includes frequency analysis to calculate the percentage of transportation mode usage, as well as descriptive analysis to understand the factors influencing transportation mode selection decisions.

D. Result and Discussion

The use of efficient transportation is one of the important factors in saving time during holidays. The city of Bandung offers a variety of transportation options that can support travelers in reaching their intended destinations at affordable rates. Therefore, selecting the right and suitable transportation according to the travelers' needs is crucial to improving the efficiency of their trips. Below are the types of transportation for sightseeing in Bandung: (1) Trans Metro Bandung (TMB) with affordable fares (Rp 2,000 to Rp 4,900) that connects various tourist destinations in the city. It operates from 06:30 to 16:30 WIB; (2) Trans Metro Pasundan (TMP) is an electric bus with a fare of Rp 4,900 that serves several main routes in Bandung. It operates from 04:30 to 20:30 WIB; (3) DAMRI is a state-owned bus that serves a wider route, with a fare of Rp 7,000 and cash payment. It operates from 06:00 to 17:00 WIB; (4) Angkot is a public minibus with many routes and fares starting at Rp 3,000, easily found throughout the city. Its schedule is flexible; (5) Bandros is a tour bus with a guide, fare of Rp 20,000, offering city tours and explaining tourist spots. It operates from 08:00 to 16:00 WIB; (6) KA Lokal Bandung Raya is a train with fares ranging from Rp 5,000 to Rp 7,000, connecting various routes in Bandung, making the trip faster and more efficient.

Table 1. Interview Results

No.	Transportation Element	Interview and Observation Results
1.	Mode of Transport	The most used mode of transport by tourists in Bandung is Angkot, chosen by 25% of respondents due to its accessibility, affordable

No.	Transportation Element	Interview and Observation Results
		fares, and route flexibility. Additionally, Trans Metro Pasundan (TMP), an eco-friendly electric bus, is also chosen by 23% of respondents, especially by those concerned with sustainability. Bandros, which offers a city tour experience, was chosen by 10%, while other modes like DAMRI and KA Lokal Bandung Raya were chosen by 18% and 15%, respectively.
2.	Speed/Travel Time	The factor of speed or travel time significantly influences the choice of transportation, with 55% of respondents stating that the speed of the journey greatly impacts their decision. Tourists choosing online taxis or KA Lokal Bandung Raya prioritize efficient travel time to avoid traffic congestion. This mode of transport is also favored by tourists seeking a fast and efficient journey to main tourist destinations.
3.	Comfort	60% of respondents stated that comfort greatly affects their choice of transport. Facilities such as comfortable seating, appropriate air temperature, and good vehicle condition are important for tourists. Those who choose modes like online taxis or ride-hailing services prioritize personal comfort, while those opting for angkot and public buses focus more on price and ease of access.
4.	Price/Transport Costs	42.5% of respondents believe that affordable transport costs greatly influence their decision. Most domestic tourists prefer angkot or Trans Metro Bandung (TMB) due to their low fares. However, some respondents prefer modes that offer more comfort even at a slightly higher price, such as Trans Metro Pasundan and KA Lokal Bandung Raya.
5.	Accessibility	Accessibility is a key factor in choosing a mode of transport, with 50% of respondents stating that accessibility greatly influences their decision. Tourists tend to choose transport that is easily reachable from their hotel or accommodation and can directly connect to main tourist destinations. This makes modes like angkot and Trans Metro Bandung popular choices for tourists who seek

No.	Transportation Element	Interview and Observation Results
		easy access to various attractions.
6.	Differences in Domestic and International Tourist Preferences	Domestic tourists tend to prefer more economical and easily accessible modes of transport, such as angkot and TMB. They prioritize affordable prices and ease of reaching tourist spots. In contrast, international tourists value comfort, security, and familiarity with modes of transport. They are more likely to choose online taxis or modes that offer a more personal and informative travel experience, like Bandros with a tour guide.

Source: Research Analysis (2025)

Table 1 presents the results of interviews and observations on the transportation elements that affect tourists' transportation choices in Bandung. The most frequently chosen mode of transport is Angkot (25%) due to its ease of access, affordable fares, and route flexibility, followed by Trans Metro Pasundan (TMP) (23%), an eco-friendly electric bus. Travel speed is an important factor for 55% of respondents, while comfort influences 60% of respondents, particularly those who choose online taxis or ride-hailing services. Affordable transport costs (42.5%) and accessibility (50%) also influence choices, with domestic tourists more likely to choose angkot and TMB, while international tourists tend to opt for modes that offer comfort and a more personal experience, such as online taxis or Bandros.

Table 2. Respondent Characteristics

Respondent Characteristics	Number	Percentage (%)
Gender	Male	126
	Female	74
Age	18-30 years	120
	31-45 years	50
	46-60 years	20
	60 years and above	10
Type of Tourist	Domestic	150
	International	50
Frequency of Visit to Bandung	First time	90
	2-3 times	70
	More than 3 times	40
Purpose of Visit	Nature tourism	80

Respondent Characteristics	Number	Percentage (%)
	Cultural / Historical tourism	60
	Shopping tourism	40
	Culinary tourism	20
Education / Profession	Students / College students	90
	Employees / Professionals	80
	Others (business owners, etc.)	30
Monthly Income	< Rp 3,000,000	60
	Rp 3,000,000 - Rp 6,000,000	80
	> Rp 6,000,000	60

Source: Processed Data (2025)

The distribution of respondent characteristics in Table 2 reflects the demographics and preferences of tourists in Bandung. The majority of respondents are male (63%) and aged 18-30 years (60%), likely more active in travel. Domestic tourists dominate (75%), as Bandung is a popular destination in Indonesia, and most respondents are visiting the city for the first time (45%). Nature tourism is the most popular type of tourism chosen (40%), followed by cultural/historical tourism (30%), as Bandung is known for its natural beauty and cultural sites. A large proportion of respondents are students (45%) and employees/professionals (40%), indicating that Bandung is often visited for educational and professional purposes. In terms of income, most respondents have an income between Rp 3,000,000 - Rp 6,000,000 (40%), reflecting a middle class that can afford moderate travel expenses, while 30% with either lower or higher incomes tend to select transportation modes and accommodation that align with their financial capacity.

Table 3. Tourist Preferences

No	Variable	Mode of Transport Choice	Frequency	Percentage	Choice Factors
1	Mode of Transport	Trans Metro Bandung (TMB)	20	10%	Affordable fare, connects many tourist destinations
		Trans Metro Pasundan (TMP)	45	23%	Electric bus, eco-friendly, main routes
		DAMRI	35	18%	Wider route, reliable, higher fare
		Angkot	50	25%	Easy access, affordable fare, flexible routes

No	Variable	Mode of Transport Choice	Frequency	Percentage	Choice Factors
		Bandros	20	10%	Tour guide, city tour, travel experience
		KA Lokal Bandung Raya	30	15%	Fast and efficient travel, affordable price
2	Comfort Factor	Strongly Affects	120	60%	Comfortable seating, temperature, vehicle condition
		Affects	70	35%	Availability of supporting facilities (AC, WiFi)
		Does Not Affect	10	5%	-
3	Price Factor	Strongly Affects	85	42.5%	Affordable transport costs
		Affects	90	45%	Lower cost for group travel
		Does Not Affect	25	12.5%	-
4	Speed / Travel Time Factor	Strongly Affects	110	55%	Distance, congestion, use of alternative routes
		Affects	75	37.5%	Travel speed using online taxis/private
		Does Not Affect	15	7.5%	-
5	Accessibility Factor	Strongly Affects	100	50%	Reachability of transport at tourist locations
		Affects	70	35%	Ease of access to tourist locations
		Does Not Affect	30	15%	-
6	Type of Tourist	Domestic	150	75%	Price, ease of access, complete facilities
		International	50	25%	Comfort, security, familiarity

Source: Processed Data (2025)

Table 3 shows the preferences of tourists for modes of transport based on various factors influencing their choices. The most chosen mode of transport is Angkot (25%) due to easy access, affordable fares, and route flexibility, followed by Trans Metro Pasundan (TMP) (23%), which is an eco-friendly electric bus on main routes. Comfort influences 60% of respondents, who

prefer vehicles with comfortable seating, appropriate temperature, and good vehicle condition. Price is also an important consideration, with 42.5% of respondents stating that affordable transport costs strongly affect their choice. Travel speed and time significantly influence 55% of respondents who prioritize fast and efficient travel. Accessibility is crucial for 50% of respondents, who prefer modes that are easily reachable from tourist locations. Domestic tourists (75%) prioritize price, ease of access, and complete facilities, while international tourists (25%) value comfort, security, and familiarity with the transport modes.

Table 4. Average Tourist Perception Answer Results

No	Statement Item	Answer
1.	Quality of transport mode	87% agree
2.	Transport network connectivity	82% agree
3.	Travel cost or affordability	89% agree
4.	Comfort of seating and other facilities	79% agree
5.	Travel speed or time	76% agree
6.	Accessibility of transport modes at tourist locations	81% agree
7.	Influence of technology use (ride-hailing apps)	84% agree
8.	Ease of access to public transport	82% agree
9.	Tourist preference for certain transport modes	89% agree
10.	Benefits or added value of transport modes	91% agree

Source: Processed Data (2025)

Table 4 shows the average responses from tourists regarding various aspects of transportation in Bandung. Most respondents strongly agreed with the quality of the transport mode (87%), affordability of travel costs (89%), and the benefits or added value of transport modes (91%), highlighting that these factors are crucial in choosing transport. Connectivity in the transport network also received positive feedback (82%), while comfort of seating and other facilities was agreed upon by 79%. Travel speed (76%) and accessibility of transport modes at tourist locations (81%) were considered important by most respondents. The use of technology, such as ride-hailing apps, received positive feedback from 84% of respondents, reflecting the significant impact of technology on their transport experience.

Shaikh et al. (2020) conducted a study discussing various factors that influence tourists' decisions when choosing transportation modes, such as cost, comfort, travel time, and accessibility, where comfort and cost are the two dominant factors in transportation mode selection for tourists. Fariz et al. (2024) emphasized the importance of cost in transportation choices by tourists, especially for those with limited budgets. Bursa et al. (2022) examined how travel time becomes a key factor in tourists' transportation choices, particularly in areas with heavy traffic congestion.

Tang et al. (2019) analyzed the role of ride-hailing apps in tourists' transportation preferences. Technologies like ride-hailing have become an important factor in facilitating booking and price transparency. Li et al. (2024) discussed the cultural influence on transportation mode selection by domestic and international tourists, showing differences in preferences, with domestic tourists tending to choose more economical public transport, while international tourists prioritize comfort and security in their transportation choices.

D. Conclusion

This study shows that factors such as price, comfort, speed, and accessibility play a crucial role in the selection of transportation modes by tourists in Bandung. The most commonly chosen modes of transportation by tourists are Angkot and Trans Metro Pasundan, which offer affordable fares and easy access. Meanwhile, international tourists tend to prefer modes that provide comfort and a personalized experience, such as online taxis and Bandros. These findings highlight the importance of considering tourists' preferences when designing an efficient and environmentally friendly transportation system to enhance the quality of tourists' experiences in Bandung.

For tourists, it is recommended to consider comfort and travel time when selecting transportation, especially for those seeking a more efficient and stress-free journey. Destination managers need to collaborate with transportation service providers to ensure the availability of accessible transportation options that match tourists' preferences. The local government of the City and Regency of Bandung should continue to develop and improve the public transportation network, taking into account the diverse needs of tourists, including expanding environmentally friendly transportation services and introducing technologies such as ride-hailing apps to enhance accessibility and the efficiency of tourists' travels.

E. Conflict of Interest

No author has a financial, professional, or personal relationship that constitutes a competing interest in this research on tourists' transportation preferences in Bandung.

F. Declaration of AI Use

At the initial conceptualization stage, the authors used ChatGPT by OpenAI to explore research ideas and develop a preliminary conceptual framework concerning tourists' transportation choices. The authors critically assessed the suggestions against relevant original literature and the research objectives, then refined the concepts incorporated into the manuscript. They retain full responsibility for the final framework and for the accuracy, originality, references, and integrity of the article.

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