

## ABSTRACT

*Recently, the tourism industry has a highly important role in the growth of Indonesian economic sector. One area that has high potential for tourism industry in Indonesia is Bandung in which in 2015, the number of tourist reached up to 28,679,423 tourists or equal to 29.27% of the total tourists in West Java Province. XYZ Hotel is one of the two star hotels in Bandung with tagline "Where Budget Meet Comfort" where the tagline itself represent that this hotel is still in the category of hotel with affordable price. However, XYZ Hotel has problems with revenue that does not meet the predefined target, especially in the "room" section. This is indicated because of poor service quality offered by XYZ Hotel based on comment given by the hotel guess and review score obtained from OTA (Online Travel Agent). Therefore, XYZ Hotel will conduct the development for quality improvement for its services.*

*The objective of this study is to provide recommendations to improve the services quality based on eleven true customer needs. The method used in this study is Quality Function Deployment (QFD). QFD is a method that has a function of translating customer needs in form of product characteristics in which this method considers the company's capability to implement it. Data processing on QFD done in three stages. The first stage (House of Quality) aims to determine the technical characteristics along with its priorities. The second stage is the concept development that includes making some new alternative concepts that will be scored and selected by XYZ Hotel which then will be developed. The third stage is second iteration of QFD (Part Deployment) which goal is to determine critical part and its priority.*

*The recommendations made are to add 8 units of access points, apply the engineering program menu, add types of food served which are Western and Japanese food, held a chef training program, determine the budget estimation for chef training program, decide the target duration of chef training program, make chef evaluation program every day, create a new division namely engineering division, determine the minimum education requirement for engineering division that is Vocational High School or Senior High School graduates, determine the working experience requirement for engineering division that is at least 2 years of working experience, determine the skill requirement for engineering division that is mastering microsoft office, basic computer and basic electronics, and do maintenance every day if they have already an engineering division.*

**Keywords:** *Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment, Hotel Research*