

ABSTRACT

Bandung is the largest city in West Java and become the capital of the province. Bandung city until now is still a tourist destination for the domestic tourists and foreign tourists. In addition to the ease of access to or out of the city of Bandung add to the opportunity of tourists coming to the city of Bandung. So that to increase the satisfaction of tourists who come to the city Bandung, then in need of facilities and infrastructure that can add comfort to the tourists when coming to the city of Bandung by providing facilitation to stay.

One of the places to stay in the city of Bandung is Hotel XYZ is engaged in the tourism industry as a service provider accommodation based budgeting Hotel. Hotel XYZ has a variety of antalain classes: standard A, standard B, superior, deluxe, executive deluxe with facilities and services such as: breakfast, welcome drink, coffee / tea maker hot and cold water. Cable TV, air conditioning, hot spot, mini lounge, room service. With the growth of the tourism industry, the more competitors in the same field therefore XYZ Hotel requires differentiation and evaluation of services to improve customer satisfaction.

In this study aims to improve the quality of service at XYZ Hotel by using Service Quality integration and canoe model. In this study has 5 dimensions of Tangible dimension, tmpathy, Responsiveness, reliability, Assurance by having 19 attribute of customer requirement. After processing datas there are 6 strong attributes and 13 weak attributes with 13 one-dimensional attributes, 3 attributes must be and 3 attractive attributes. The result for this study is 6 attributes that will be maintained.

Recommendations obtained are service Blue Print based on the results of data processing has been done and the design of services to be improved based on True Customer Need.

Keywords: Service Quality, Kano Model, Blue Print Service