

ABSTRACT

The one that has a big role in supporting tourism sector is provider of hosting service or hotel. The high potential of tourism sector in Bandung describe of large provider of hosting service or hotel needs.

Hotel XYZ as one of industry provider of hosting service based on hotel budgeting continues to improvements based on the lack and non fulfilled of revenues Hotel, so that it can maintain the existence and always to provide quality and good service according the customer needs.

This study has a purpose to improve the quality of XYZ Hotel's services through customer needs analysis using the integration of Service Quality and Kano as well as designing a good service process using Service Blue Print. Based on the study has a result 22 atributes of customer needs to process and produces 8 atributes are weak and 14 atributes are strong atributes, with 2 category of attractive, 6 category of must-be, 12 category of one-dimensional dan 2 category of indifferent. The final results of study was produces 7 True Customer Needs atributes mapped in the Service Blue Print to determine the processes and potential services service failure in the form of Service Blue Print.

Recomendation are formulated by data processing and design of good services that need to be improved as True Customer Needs in Service Blue Print.

Keywords : Needs Analysis, Service Quality, Kano, Service Blue Print