

ABSTRACT

Bandung has a diverse tourism place that has tourist attractions. It requires the city of Bandung to have various places to stay, one of which is much-loved Hotel. Aston Braga Hotel & Residence Bandung is one of the four star hotels favored by tourists compared to its competitors. With so many requests not only customer satisfaction but there are also disappointments that are not in line with customer expectations. The purpose of this study to determine the performance, expectations of Aston Braga Hotel & Residence Bandung and service quality attributes that must be improved. This research was conducted using importance performance analysis method. Researcher using Aston Braga Hotel & Residence Bandung object with case study to visitor object Aston Braga Hotel & Residence Bandung. The population is the visitor of Aston Braga Hotel & Residence Bandung object, with a sample of 100 respondents. The method used is descriptive research with quantitative data types. Analysis of the discussion used is the importance of performance analysis. The results of this study is the average customer satisfaction Quality of Service, it is obtained that the expected level of 83.67% which means Very High. Reality level of 80.23% which means High. The attributes that must be improved are the A quadrant or the main priority ie the Staff is able to explain the product in a psesifik, the quality of the product in accordance with the specifications given, and Aston Braga Hotel & Residence Bandung able to store customer information well

Keywords: Service Quality, Importance Performance Analysis, Aston BragaHotel & Residence Bandung