

## **ABSTRACT**

*Bandung, the capital city of West Java province was awarded as Southeast Asia Clean Tourism City in ASEAN Tourism Award (ASANTA) in 2018, which took place in Chiang Mai, Thailand. This award was successfully earned because of the cooperation between the Government with the community in doing environmental and hygiene management to support the leading tourist destinations in the city. No wonder the number of tourist destinations in the city of Bandung has increased. Therefore, the number of foreign and domestic tourists that come to this city had always increased from the year 2010 to 2016 and is predicted to keep increasing until 2018. Tourists who come to Bandung is divided into tourists who stay and don't stay overnight with the comparison of the number of tourists that stay is bigger than the tourists that do not stay overnight. It is considered the opportunities for business people.*

*The increasing number of businessmen who are interested in running business in the service sector by building the hotel as a place to stay is causing the increasing growth rate and competition between hotels. In order to survive this condition of intense competition, each hotel as service companies must be able to provide excellent quality of service to attract customers as much as possible and to prevent them to move out to other hotel.*

*This research was conducted in Noor Hotel Bandung, which is a three star hotel and is located in Madura Street Number 6 Bandung. This research aims to analyze the customer satisfaction based on the service quality of Noor Hotel Bandung so that the hotel can continue to survive in increasingly stringent market conditions and the service quality will keep increasing.*

*Primary data in this research were taken of questionnaires to 100 hotel guests with the purposive sampling technique and secondary data obtained from various literatures and documents that are relevant to this study. The data that has been collected then is processed by using Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA).*

*Based on the research results, the conclusion is that the visitor's expectations of the quality of service at Noor Hotel Bandung is included in high or very important value of percentage of 89.08%, issued by the range of values that is between 81,25% - 100% and the perception of visitors is included in the category of very good value percentage of 86.51% indicated by the range of values between 81.25%-100%. Meanwhile, for the satisfaction of visitors are included in the category of very satisfied with the number percentage of 86.60% indicated by the range of values between 81%-100%. The service quality that is still not fulfilling the expectations of the customers are good quality furniture that is available at the hotel, the comfort of the room, the facilities that are available in the hotel rooms, hotel room facilities, and hotel employees' knowledge in providing information about the services of the hotel still needs to be improved.*

**Keywords: Service Quality, Customer Satisfaction Index, Importance-Performance Analysis**