

ABSTRACT

In the current era tourism is a promising industry because of the ever increasing number of tourists. The increase in tourists in Indonesia reached 12.92%. Increased tourists affect the number of tourist needs to stay especially in the city of Bandung. XYZ Hotel is one of the four star hotels in the city of Bandung. Hotel XYZ has an occupancy value that tends to be positive with the decline in the largest occupancy value of 6.47% with the smallest occupancy value of 50.36% at the beginning of the year. This positive trend is supported by the results of a good OTA which is at number 2 but this value indicates that the XYZ Hotel is still a challenger makret. XYZ Hotels have the purpose of becoming the market leader based on the results of discussions with the HR Hotel XYZ. Hotel XYZ has poor guest comment results. Therefore, XYZ Hotels need to develop service quality in order to maintain a positive trend and become a market leader.

This study aims to provide recommendations to XYZ Hotels in improving service quality based on 10 true customer needs that have been obtained from previous research on Service Quality Design at XYZ Hotels Based on Analysis of Visitor Needs Using Service Quality Integration and Kano Models. This study uses the Quality Function Deployment (QFD) method as a method that aims to satisfy visitors and then translate visitor requests as development targets tailored to the company's ability to fulfill them. The QFD method has two stages of data processing. In the first stage, the one of iteration QFD (House of Quality) determines the priority of technical characteristics based on true customer needs. In the second stage, the two iteration QFD (Part Deployment) determines the critical part priority based on the concept development attribute.

The final recommendation is 7 priority technical characteristics and 12 priority critical parts. The following are recommendations for development, number of balconies, number of minibars, type of swimming pool facilities, type of cooperation in hotel sports facilities, number of bus parking facilities, types of visitor market targets, types of restaurant concepts, types of diners, frequency of food and beverages menu management , training costs for chef development, frequency of chef development training and types of collaboration with third-party parking services. The development is carried out according to the targets that have been determined through brainstorming and benchmarking approved by the XYZ Hotel.

Key Word: Quality Function Deployment (QFD), Hotel XYZ, House of Quality, Part Deployment