

## ABSTRACT

*The Feli Hotel is a service company engaged in lodging services and is one of the one-star hotels in the city of Bandung. The Feli Hotel has a relatively strategic location, located on Buah Batu Street, No. 152, Bandung, 40287. In such circumstances, it is very important for every hotel to have several competitive advantages. The quality of service owned by The Feli Hotel until now is still not optimal due to several factors such as, the number of occupancy results that are not optimal, assessments from customers that have not been satisfactory, the provision of service facilities that are still not satisfactory. Also caused by employees who work at the hotel most do not have a background in hospitality science.*

*This study aims to provide recommendations, improve service performance, and services at The Feli Hotel. Quality Function Deployment (QFD) is one of the methods in the development and design process that is able to integrate Voice of Customer into a design. True Customer Needs are the basis and initial stages of the Quality Function Deployment (QFD) method. Then then technical characteristics obtained will be developed into several concepts, and the selected concepts will be processed to be developed in the Part Deployment.*

*At the final stage there were eleven recommendations designed to improve the performance of The Feli Hotel services. And three of them are adding schedules for cleaning the bathroom before check-in, replacing the hotel room table with an ergonomic table of 50cm x 32cm size, and doing recruitment for the hospitality graduates.*

**Kata Kunci:** *The Feli Hotel, QFD, HoQ, Part Deployment.*