ABSTRACT

The hospitality industry refers to direct economic activity coming from lodging accommodation. Competition that occurs in the business world that is oriented towards profit and non-profit, making the elements of quality service goods or services produced by the company became very influential in various areas especially services. Therefore, the service company especially the hospitality industry needs to know that every consumer has different views or preconception regarding the quality of services.

Hotel Grand Orri As one of the hotels in Bogor focuses on providing services and continue to improve from the lack of service, in order to provide quality and service according to customers ' wishes. This research aims to identify true customer needs so that it can be known needs that need to be prioritized to improve service quality. In this study acquired 22 attributes of the needs of Hotel Grand Orri customers.

Based on the results of data processing on the SERVQUAL questionnaire there are 10 strong attributes and already meet the expectations of the customer, then 12 weak attributes that have not fulfilled the expectation of the customer. Next, based on the results of the Model Kano questionnaire There are 16 attributes that go into the category Must be, 3 attributes in the Attractive category, and 3 attributes in the Indifferent category. After being done by SERVQUAL and Kano Model, obtained the category of needs that must be maintained, and upgraded by Hotel Grand Orri which is true customer needs.

Keywords: SERVQUAL, Kano Model, Hotel Services and true customer needs.