

REDESIGN OF THE FOH AND ROOMS OF THE FOUR STAR GRAND CANE BUSINESS HOTEL IN BANDUNG WITH A USER BEHAVIOR APPROACH

Abstract: *Hotel Grand Tebu is a 4 star business hotel in the business district of Bandung City, located on Jalan LLRE Martadinata which is under the auspices of PT. Willson Global International collaborates with Willson Hotels to have several issues that may affect business activities and guest comfort. This hotel, which was built in 2015, has several problems, such as the arrangement of furniture layout, completeness of facilities, lighting and noise levels that are not in accordance with standardization. Based on the results of observations, it shows that rejuvenation of facilities and interior elements is needed so that they can support business activities and guest comfort. This redesign refers to existing standards in order to create comfort and meet MICE needs. With this redesign, it is hoped that the Grand Tebu Hotel can improve the hotel's vision, mission and goals as well as increase the hotel's productivity and image.*

Keywords: *Business hotel, 4 Star Hotel, Heritage, Bandung City, User behavior, Re-design.*