

ABSTRACT

Padma Hotel Bandung is a 5 star hotel located in Bandung city. Its vision is to be the best hotel among the five star hotels in Bandung by the end of 2020 and the mission provides an extraordinary experience through the differences to exceed the expectations of guests. In fulfilling the vision and mission, Padma Hotel Bandung still gets negative comments from the guests. Many negative comments are on the housekeeping department.

This research aims to give suggestion of service quality improvement at Padma Hotel Bandung using servqual method and Kano model to be able to improve service quality from housekeeping department at Padma Hotel Bandung. Servqual is used to measure customer satisfaction and the Kano model is used to identify follow up of customer needs.

In this study there are 22 attributes of the needs of the results of voice of customers with customers Padma Hotel Bandung. Based on the result of integration of servqual questionnaire processing and Kano model, there are recommendation of attribute requirement, that is, there are 9 priority attribute needs, 5 attribute needs are improved, and 8 attribute needs are maintained. Attributes that will be True Customer Needs are attributes of increased needs and prioritized.

Keywords: Housekeeping Department, Padma Hotel Bandung, Servqual, Kano Model, True Customer Needs, Attribute