

Abstract

Bandung is a city in Indonesia with significant tourism and business potential, attracting both international and domestic tourists. Known for its creativity and innovation, Bandung excels in various sectors, including the creative industry, technology, and tourism. As the capital of West Java Province, Bandung is a center of economic, political, and cultural activities. Based on data from the Central Statistics Agency (BPS) of Bandung City, the city's economic growth reached 5.07% in 2023 but decreased to 4.99% in 2024 due to a decrease in the number of tourists that affected the revenue of the hotel and tourism sector. Hotel Atlantic City Bandung, a 3-star business hotel at Pasir Kaliki No. 126, faced the challenge of maintaining and increasing its attractiveness. The hotel needed to improve its services, especially facilities and attractions, to maintain guest satisfaction and loyalty. The redesign aimed to create an interior design that reflected the hotel's values, vision, and mission, implemented acoustic solutions, and provided complete facilities according to 3-star standards.

Keywords: *Bandung; tourism; business hotel; brand image; customer satisfaction*