

ABSTRACT

Seaside Beach Resto & Lounge is a hotel with a Minimalist European concept located in Mulyoharjo Village RT 02 / RW 04, Mulyoharjo, Jepara. Seaside Beach Resto & Lounge was founded in 2014. This hotel is located on the beach. Seaside Beach Resto & Lounge at this time still has many shortcomings that consumers feel in the services and facilities provided by the hotel. At this time, hotel guests or consumers from Seaside Beach Resto & Lounge still feel dissatisfied with the quality of services and facilities available at Seaside Beach Resto & Lounge, it is necessary to develop facilities and services provided by Seaside Beach Resto & Lounge.

This study aims to provide product development recommendations based on true customer needs. The method that can be used in product improvement and development is one of them is Quality Function Deployment (QFD). This method was chosen because it is based on the needs and desires of consumers that function as a quality measurement tool to make improvements, resulting in a strategy that makes consumers satisfied.

From this study, 15 attributes of consumer needs related to facilities and services can be identified at Seaside Beach Resto & Lounge. In these needs attributes, there are identified 6 priority technical characteristics from 10 technical characteristics that need to be considered in the development of facilities and services. Whereas, for critical parts there are 8 priority critical parts from 10 critical parts with each target which are then translated into recommendations for developing quality and service quality at Seaside Beach Resto & Lounge.

Keywords: Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment