

ABSTRACT

One of the stakeholders that has a big influence in supporting tourism sector is the provider of hosting service or hotel. Hotel as one of the accomodation has grown to be a global and mature industry. This will impact to the increasing number of competitor among hotels. Kuta Paradiso Hotel is a luxurious hotel in Kuta area which has several business units such as homestay, sport centre, spa, gymnastic centre and Laguna Pool Bar. The number of rooms in Kuta Paradiso Hotel which has been rent in 2012 mostly is under the target of 80% from the capacity. The leak of the target achievment in Kuta Paradiso Hotel is accompanied by the increasing number of complains from guests who come to the front office department in the same time.

SERVQUAL is a tool to measure the level satisfaction of guests. The objective is to know the attribute of weakness of the company. Kano Model is used to understand the relationship between the level of satisfaction from guests and also the effort to fulfill it. The improvement in attribute of weakness in company can be solved by Quality Function Deployment.

The interview session with guests of Kuta Paradiso Hotel is done to get the voice of customer, 31 attributes of needs was found from guests. The result of SERVQUAL are 25 attributes which have low satisfication level. Kano model identified the compliance of those 25 weakness attributes have impact to the satisfaction and unsatisfaction level of the guests. On the QFD first step iteration, there were found technical characteristics, and then 10 technical characteristics were selected from the highest priority and represent every dimension of services such as the knowledge of the employees to their job, teamwork among departments, the ability in presentation of the employees, the TOEIC score of the employees, the average times to respon the complains, the knowledge of employees to the hotel's enviroment, the readiness of emplyees to give the service and maintenance the equipments/furnitures of the hotel. On the second step of iteration in QFD, there were found nine critical parts which are being priority to the development of the hotel, such as team building training, duration of internship, duration of training, english course, the management of duty shift room section, work orientation, the system of performance evaluation, and excecutive development program. Future research could also assess hotel staffs' perceptions of service pernumber formance and compare them with guests' perceptions in order to identify the differences.

Keywords : SERVQUAL, Kano Model, QFD, Hotel Services