ABSTRAK

Pada akhir pekan maupun hari libur nasional, Pantai di Anyer selalu dipenuhi oleh wisatawan, baik lokal maupun mancanegara. Kemajuan pariwisata di Anyer perlu didukung dengan ketersediaan sarana dan prasarana yang sesuai kebutuhan pelanggan, salah satunya adalah tersedianya hotel yang memiliki kualitas layanan memadai. Terdapat beberapa hotel di Anyer yang dikelompokkan berdasarkan kelasnya, mulai dari bintang 1 sampai bintang 5. Berdasarkan hasil kajian terhadap ulasan pelayanan hotel dari beberapa pelanggan pada berbagai aplikasi *booking* hotel, ditemukan banyak ulasan yang kurang baik terhadap layanan hotel bintang 2 di Anyer. Oleh karena itu, penelitian ini dilakukan untuk menganalisis kebutuhan pelanggan terhadap kualitas layanan hotel dan memberikan usulan perbaikan terhadap hasil analisis tersebut. Penelitian ini dilakukan dengan mengintegrasikan metode *Service Quality* dan *Refined Kano* untuk mengetahui atribut yang harus diprioritaskan dan dikembangkan, sedangkan usulan perbaikan diberikan dengan menggunakan metode TRIZ. Penelitian ini menggunakan 110 responden untuk mewakili persepsi pelanggan terhadap layanan yang diberikan oleh hotel bintang 2 ini. Teknik metode pengambilan sampel menggunakan *non-probability sampling*, yaitu *purposive sampling*. Metode *Service Quality* menghasil kategori atribut kuat dan lemah dalam layanan kualitas. Analisis selanjutnya dengan metode Model Kano menghasilkan 3 atribut kategori *Attractive*, 8 atribut kategori *Must-be*, 6 atribut kategori *One-dimensional*, dan 6 atribut kategori *Indifferent*. Integrasi *Service Quality* dan *Refined Kano* untuk menentukan *True Customer Needs* menghasilkan 8 atribut yang harus diprioritaskan dan menghasilkan atribut lingkungan yang nyaman dan tempat parkir yang luas memiliki nilai tertinggi yaitu 6,50. Kemudian 8 atribut tersebut dianalisis menggunakan metode TRIZ untuk mengetahui usulan perbaikan dari tiap atribut.

Kata Kunci: *Service Quality, Refined Kano*, TRIZ

ABSTRACT

On weekends and national holidays, the beach in Anyer is always filled with local and foreign tourists. The progress of tourism in Anyer needs to be supported by the availability of facilities and infrastructure that suit customer needs, one of which is the availability of hotels with adequate service quality. Several hotels in Anyer are grouped by class, ranging from 1 to 5 stars. Based on the results of a study of hotel service reviews from several customers on various hotel booking applications, it was found that there were many unfavorable reviews of 2-star hotel services in Anyer. Therefore, this study was conducted to analyze customer needs for the quality of hotel services and provide suggestions for improvements to the analysis results. This research was conducted by integrating the Service Quality and Refined Kano methods to determine the attributes that should be prioritized and developed. At the same time, the proposed improvements were given using the TRIZ method. This study uses 110 respondents to represent customer perceptions of the services provided by this 2-star hotel. The sampling method used was non-probability sampling, namely purposive sampling. The Service Quality method produces strong and weak attribute categories in service quality. Subsequent analysis using the Kano Model method resulted in 3 attributes in the Attractive class, 8 in the Must-be category, 6 in the One-dimensional category, and 6 in the Indifferent category. Integrating Service Quality and Refined Kano to determine True Customer Needs has resulted in 8 attributes that must be prioritized and resulted in a comfortable environment and a large parking area with the highest score of 6.50. Then the eight attributes were analyzed using the TRIZ method to determine the proposed improvements for each attribute.

Keywords: *Service Quality, Refined Kano*, TRIZ