(kategori *one dimensional*), fasilitas hiburan di pesawat yang menarik (kategori *attractive*), fasilitas penyimpanan bagasi yang efisien (kategori *one dimensional*), makanan di pesawat yang enak dan berkualitas (kategori *one dimensional*) dan staf terampil dalam melayani konsumen (kategori *one dimensional*). Rekomendasi yang diusulkan dengan mengadakan program-program pelatihan, diskusi, dan implementasi di lapangan yang diharapkan dapat memperbaiki kualitas pelayanan yang diberikan.

Kata kunci: *QFD*, Kano, *Servqual,* penerbangan.

ABSTRACT

Facing a fierce competition among airline companies, Batavia Airlines have some complaint about their service by customers. There were complaints related to facilities (physical) and some are associated with the service. Batavia Airlines wants to provide services that suits the needs and desires of customers. Realizing this paradigm then Batavia Airlines deems necessary to conduct a research on the quality of its services to determine how is the gap between expectations and perceptions of customers. Knowing the level of customer satisfaction alone is not enough, because a new phenomenon indicates that the level of customer satisfaction can be divided again into categories must be, one-dimensional, attractive, indifferent, questionable and reverse. To understand the expectations of customers it is necessary to design an improvement about the quality of service by using the method of Quality Function Deployment (QFD) and Kano Model.

The information needed is obtained through the deployment of questionnaires with respondents who are customers that have used the services of Batavia Airlines. First, the data that have been collected are processed using SERVQUAL dimensions consisting of tangible dimensions, reliability, responsiveness, assurance and empathy. Second, the results of data that processed using Servqual will be grouped into the category of Kano. Then using the integration of QFD to design the improvement priorities.

The results showed that customers' expectations in all service quality attributes are still not being met primarily on the service's attribute that has the expected value above the average. The attributes of these services as well as the Kano categories of the attribute is