

## **ABSTRACT**

*CV. DEF is one laundry service shoe in Bandung and has 7 branches. In addition to laundry shoes, CV. DEF also has a selection of other services such as leather care, unyellowing and repaint. One type of laundry offered by CV. DEF is a service of deep cleaning. The main profit CV. DEF coming from deep cleaning service, then the CV. DEF need to maximize service deep cleaning and increase the number of incoming shoes to be washed so that later will increase the profit of the company. For that party CV. DEF plan on doing development services in accordance with the desires and needs of consumers*

*This research aims to analyze the needs of the consumers of CV. DEF using the integration of service quality and Model KANO. The aim is to improve the quality of the services of CV. DEF overall. This research get 25 consumer needs attributes that will be used to define an attribute needs that need to be prioritized and upgraded in service development.*

*The result of the processing of the questionnaires shows that there is a quality of service 11 attributes needs strong and 14 attributes needs weak. Furthermore there are 8 attributes needs included in the category of must-be, 4 attributes that are included in the category of indifferent, 6 attributes that are included in the one dimensional attributes/performance needs and Lastly there are 7 categories include attributes with attractive touch. Other results from the KANO Model questionnaire processing integration and service quality is obtained 7 attribute needs that need to be prioritized and 8 for the attribute needs to be improved.*

*Recommendations are formulated from the results of the data processing that contains attribute needs as the True Customer Needs. True Customer Needs gleaned from attributes that are included in category a prioritized and scaled up.*

***Keyword: Shoe Laundry, Laundry, Need analysis, Service Quality, KANO, Integrtion of Service Quality and KANO***