ABSTRACT

The amount of management in minimarket or other forms of modern retailing is still wrong in assuming about factor that can affect customer satisfaction or dissatisfaction that make consumers less interested in buying or shopping at the minimarket or other forms of modern retailing. This is what makes researchers want to do this research where the purpose of this study is to find out the services or activities that are necessary and not needed that express satisfaction and dissatisfaction for telkom university students at the minimarket student cooperative. The study uses the Kano Model as a method to map the attributes of the telkom university student cooperative minimarket services into several categories on the kano model and calculate CS-Coefficient to determaine how much influence satisfaction and dissatisfaction of students.

The result of this study found that there were 32 attributes that were declared valid to affect the satistfaction of 32 attribute students. 14 attributes included in category Must Be, seven attributes included in the category Attractive, three attributes included in category One Dimensional, and eight attributes included in category Indifferent. As for the results of the CS-Coefficient found the attribute that gives the most influence on student satisfaction, namely the price discount given for several type of products of 0,7 and the attrbutes that have the greatest influence on student dissatisfaction, namely a clean room of -0,86.

Keywords : CS-Coefficient, Students Satisfaction, Kano Model, Minimarket