ABSTRACT

The high growth of Umrah congregation figures in Bandung shows the greater the

need for Umrah service providers. PT XYZ is one of the travel bureau in Bandung

that focuses on travel services Umrah travel. The Company keeps improving from

the lack of Umrah services and non-achievement of revenue, in order to maintain

confidence and always strive to provide good quality and service according to the

needs of the congregation.

This study aims to identify true customer needs umrah service in PT XYZ so it can

be known needs of pilgrims who need to be prioritized to improve the quality of

umrah service in the company. In the study, 27 attributes of the needs of umrah PT

XYZ pilgrims were obtained.

Based on the results of data processing on the SERVQUAL questionnaire, there are

17 strong attributes where this attribute has met the expectations of the Umrah

congregation and 10 weak attributes where this attribute has not met the

expectations of the Umrah congregation. Furthermore, based on the results of the

Kano Model questionnaire processing there are 14 attributes belonging to the

must-be category, 8 attributes in the one dimensional category, 4 attributes in the

attractive category, and 1 attribute in the indifferent category. After that, the

integration of SERVQUAL and Kano Model was done to obtain the needs category

that must be maintained, upgraded, and ignored by PT XYZ. This enhanced need is

a true customer needs.

Keywords: Needs Analysis, Umrah Service, SERVQUAL, Kano Model, and true

customer needs

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