

ABSTRACT

Business in the field of beauty clinics is one of the businesses that are popular in the present. One of the emerging beauty clinics is Calysta Skin Care Clinic. With so many competitors that appear Calysta Skin Care Clinic must be able to compete and gain market share. However, the number of Calysta Skin Care Clinic patients in the past year has never reached the target. The problem of the Calysta Skin Care Clinic service makes Calysta clinic need to identify the appropriate service needs for the patient.

This study aims to identify 27 attributes of patient needs based on interviews with Calysta Skin Care Clinic patients. SERVQUAL is used to measure patient satisfaction with existing services so that identifiable attributes can be identified. In addition, this study also can determine the influence of each attribute on the level of satisfaction based on the grouping of attributes into the Kano category. Then with the integration of Kano and SERVQUAL models produce recommended attribute needs that need to be prioritized in the improvement and development of Calysta Skin Care Clinic services.

Based on the results of Kano and SERVQUAL model integration, there are 12 attribute needs which is an attribute that needs to be improved and developed its performance by considering the level of satisfaction and influence of each attribute on patient satisfaction.

Keywords: *Beauty Clinic, Kano Model, SERVQUAL, True Customer Needs, Needs analysis*