

## **ABSTRACT**

*Yellow Truck is one of the business in the creative industry sector in Bandung, which is engaged in culinary, which stood since 2013. But over time until to date, more and more businesses engaged in the same field in the city of Bandung. Therefore, the management must provide good service for customers in order to feel the comfort and satisfaction while visiting.*

*This study aims to analyze the needs of Yellow Truck customers by using the Kano and SERVQUAL Model integration as an effort to improve the quality of Yellow Truck service. This study was conducted by identifying the 20 attributes of the needs of Yellow Truck customers.*

*Based on the results of data processing on the SERVQUAL questionnaire, there are 12 strong attributes where this attribute has met the expectations of the customer and 8 weak attributes where this attribute has not met expectations of the dormitories. Furthermore, based on the results of the Kano Model questionnaire processing, there are 8 attributes belonging to the must-be category, 6 attributes in the one-dimensional category, 2 attributes in the attractive category, and 4 attributes in the indifferent category. After that, the integration of SERVQUAL and Kano Model to obtain the needs category that must be maintained, improved, developed and ignored by the management of Yellow Truck. This improved and developed need will be true customer needs.*

*Keywords: Yellow Truck Cafe, Needs Analysis, Attribute Needs SERVQUAL, Kano Model, and true customer needs*