ABSCTRACT

Technology has a big influence on a business. The development of technology is rapidly changing the way business by each individual. One of them is the emergence of e-commerce business. The growth of e-commerce is now very fast. This happens because e-commerce is used as a lifestyle by the people. The development of e-commerce business is very fast influencing other businesses. This business that is highly influenced by e-commerce is a freight forwarding business. One of the large freight forwarding services companies, PT. XYZ, was established in 1990. The consistent and responsible speed and reliability of services make PT. XYZ credibility even higher in the eyes of customers and business partners. The name of the company that is already large is certainly a challenge for PT. XYZ in maintaining the stability of the company. The increasing number of expedition service companies that just made PT. XYZ start rivaled. It is undeniable that the quality of PT. XYZ services has declined. The decline in the quality of PT. XYZ services is evidenced by the many complaints from customers. So it is necessary to identify the quality of services provided by PT. XYZ.

This study aims to identify 17 service attributes that exist in PT. XYZ based on the results of interviews with customers that aim to measure customer satisfaction with existing services so that which attributes can be weak using the Service Quality method. In addition, this study also sought to determine the effect of each attribute on the level of satisfaction by grouping it into the canoe category. So that from the integration of Kano and Service Quality can produce recommendations that need to be improved in the repair and development of PT. XYZ services.

Based on the results of the integration of Service Quality and Kano Model, there were 7 service attributes that needed to be improved. From the results of the integration, a map is designed using the Service Blueprint to describe the PT. XYZ service process based on True Customer Needs.

Keywords: PT. XYZ, *Service Quality*, Kano Model, *Service Blueprint*