

## ABSTRACT

*Mischief Denim is one of the local Bandung companies that do business in the fashion sector, the product offered by Mischief is jeans for men. Established since 2006 in Bandung. Mischief expanded the sales range by opening store branches in the Jakarta and Yogyakarta regions. The number of competitors that have sprung up in the field of fashion, especially in the field of denim, has caused Mischief to evaluate store services to maximize customer satisfaction. Therefore, this study was conducted to obtain "True Customer Needs" from the Mischief Bandung store service by integrating between the dimensions of Servqual and the Kano model to increase customer satisfaction.*

*This study obtained service needs attributes based on Voice of Customer (VoC) from the results of interviews with Mischief Bandung store customers. This study uses the Servqual method and the Kano model. Servqual is used to measure the level of customer satisfaction with services at the Mischief Bandung store so that weak attributes are known to be improved. The Canoe model was used to obtain the effect of attributes with each level of satisfaction categorized in the Canoe category. With the Servqual method and the Kano Model it is integrated to produce recommendations for attributes that need to be improved by the Mischief Bandung store.*

*Based on the results of the integration of Servqual and the Kano Model, 20 service needs attributes were found in the Mischief Bandung store. This study produced 13 needs attributes that need to be improved by taking into account the level of satisfaction and the effect of these attributes according to the results of the integration of the Servqual and Kano models, 13 enhanced needs attributes called True Customer Needs to be identified and recommendations for improvement. From the results of this study, Mischief is expected to use it as a reference for evaluating services to improve store services to optimize customer satisfaction.*

*Keywords: Kano Model, Mischief, Requirement Attribute, Servqual, Store Service*