

ABSTRACT

Coffee Colada is one of small and medium enterprises in the field of food and beverage in Bandung City. This café with Coffee Kitchen concept, stood since March 2019 and visited by consumers around the Bandung City ranging from among adolescents to adulthood people. But over time until now, more and more businesses engaged in the same field in Bandung. Visitors begin to decline over time. Therefore, Coffee Colada should provide services in accordance with customer expectations so that customers can feel satisfaction when visiting Coffee Colada. This research aims to analyze the needs of Coffee Colada by using the integration of Kano and SERVQUAL models, as well as the dimensions used are Tangibles, Reliability, Responsiveness, Assurance, and Emphaty. From this dimension, there are 20 attributes of service needs including 11 powerful attributes where this attribute already meet customer expectation and 9 weak attributes where this attribute has not fulfilled customer expectation. Furthermore, based on the results Kano questionnaire there are 14 attributes belonging to the category One dimensional, 5 attributes belonging to the category Must Be, and 1 attribute that belongs to the Attractive category. After that, the integration of Kano Method and Service Quality to obtain the needs category that must be maintained, improved, developed and ignored by the management. Improved and developed needs will be True Customer Needs.

Keywords : Coffee Colada, Servqual Method, Kano Method, True Customer Needs.