ABSTRACT

Resto Kita is a restaurant in Karawang Regency that was established in 2010 and is quite well known by the people of Karawang and its surroundings. However, the benefits obtained by Resto Kita do not always go well, as shown by Resto Kita's revenue data from January 2022 to March 2023 which experienced fluctuating income and tended to decline. After conducting in-depth interviews, customer complaints were obtained regarding complaints about the services available at Resto Kita.

Based on these complaints, a need attribute design was carried out to improve service quality at Resto Kita Karawang by combining the concepts of Service Quality and the Kano Model. The identification of service quality attributes through in-depth interviews resulted in six categories in the Service Quality dimension, namely: Tangibility, Empathy, Responsiveness, Reliability, Assurance, and Food Quality. From these six dimensions, 21 attributes of Resto Kita's service needs were found. The results of the Service Quality questionnaire showed 10 strong attributes and 11 weak attributes and from the results of the Kano model questionnaire, there are 13 attributes in the one dimensional category, five must-be categories, one attractive category and two indifferent categories. By combining Service Quality and the Kano model, the results obtained in the form of 10 attributes that become True Customer Needs.

Based on the results of True Customer Needs, several service improvements at Resto Kita are recommended, such as creating a cleanliness protocol with guidelines, schedules and routine checks, organising cleanliness training for staff, creating protocols for the tidiness of staff appearance, creating protocols for regulating and managing parking lots, collaborate with other parties on parking lots, creating protocols for developing staff attitudes, skills, and knowledge, organising job skills training, and and establish a system for monitoring and evaluating staff performance.

Keywords: Service, Restaurant, Service Quality, Kano Model, True Customer Needs.