ABSTRACT

Eat Sans is UMKM that provides Rice Bowl type food which began operating in 2019. Based on product sales, Eat Sans sells through online and offline stores. Online sales, Eat Sans collaborates with online sales platforms such as Shopee food and Go food, and offline, Eat Sans sells products on Jl. Evacuation No. 52, Harjamukti District, Cirebon, West Java, Indonesia. Currently Eat Sans has 9 types of menus offered to customers. In the Eat Sans service there are several shortcomings that need to be evaluated. Based on the results of preliminary surveys and observations, it proves that there are still shortcomings in service quality that need to be improved in terms of waiters and facilities available at Eat Sans, the results of interviews and online customer reviews, waiters do not understand customer needs and waiters are also less thorough in preparing orders and have not been able to fulfill customer requests to customers still, there are 64 service complaints based on online customer reviews and customer interviews. The first step towards this research is to design attributes according to Eat Sans service needs using the results of the integration of two methods, namely service quality and the Kano model. The attributes used came from the results of conducting interviews with Eat Sans Cirebon customers. There are 6 dimensions of service quality used in this study, namely tangibles, empathy, responsiveness, reliability, assurance and food quality. This research uses quantitative methods by distributing service quality questionnaires and the Kano model to 127 Eat Sans customer respondents. There are 28 attributes in 6 dimensions of service quality to improve the quality of service Eat Sans Cirebon. Based on the integration results of the service quality method and the Kano model get 20 true customer needs. In true customer needs obtained 6 attributes that must be increased, 9 attributes improved, and 5 attributes developed.

Keywords **: Eat Sans,** *Service Quality, Kano, True Customer Needs, Voice of* **Customer**