

## **ABSTRACT**

*Men are synonymous with trend-setting haircuts. This makes business development in the field of barbershop increasingly competitive. This study aims to determine the priority of service improvement at Cut & Cut barbershop, the method used is the Integration of Servqual Concept and Kano Model into Quality Function Deployment (QFD). Data collection is done by distributing questionnaires containing 24 attributes in five Servqual dimensions. Then the questionnaire data is processed by determining the gap between customer expectations and perceptions and the Kano concept determines implicit and explicit interests to determine the category. Of the 24 attributes, there are 9 attributes that need to be prioritized for improvement because they only take attributes that have negative gaps value and Kano basic and performance 1 categories. From the integration into QFD, the sequence of technical response improvements is obtained as follows: 1. Conduct training to barbers (24.9%), 2. Procurement of facilities in the barbershop waiting room (7.5%), 3. Cleaning the waiting room (3.7%), 4. Implement a queue system (15.0%), 5. Guarantee the results of haircuts (25.9%), 6. Expansion of the parking area (14.2%), 7. Procurement of barbershop tools (8.6%).*

**Key Words:** *Service Quality (Servqual), Kano Model, Quality Function Deployment (QFD)*