

ABSTRACT

Tuan Sua Coffee Shop is one of the MSMEs in Cikarang that has been operating in the coffee shop industry since 2021. The growth of the coffee shop industry in Indonesia has experienced significant increases, marked by rising coffee consumption and changes in people's lifestyles. However, amid fierce competition in the coffee shop business, Tuan Sua Coffee Shop has struggled to achieve its revenue targets. This is due to low service quality and the potential for service failures that impact customer satisfaction. This study aims to design service quality improvements for Tuan Sua Coffee Shop using Service Bluepring, Serviced Quality and Kano Model methods. The use of these methods complements each other's shortcomings when used separately. This study involves revenue data analysis, field observations, interviews with business owners and customers, preliminary surveys and mapping of potential failures. Based on the result of the integration of Servqual and the Kano Model, 21 need attributes were identified, 14 of which need to be maintained and 7 of which fall under true customer needs that require improvement. Among the 7 true customer needs, there are two Must-Be categories that is Staff willingness to meet needs (RB2), Order consistency with menu images (AS4), five One-Dimensional categories that is Adequate parking availability (TA1), Toilet cleanliness (TA5), Order consistency (RB1), Staff speed in serving customers (RE1) and Staff availability when needed (RE3). Based on the result of the Service Blueprint mapping, 4 activities with potential failed (F) and excessive waiting time (W) were identified that is Looking for a seat, Looking at the menu, Paying for the order and Waiting for the order. The research findings indicate the need to improve the performance of 7 attributes included in the true customer needs and 4 activities with potential failure and excessive waiting times. The recommendations provided are expected to increase consumers purchasing interest, thereby achieving revenue targets.

Keyword: Service Blueprint, Service Quality, Kano Model, True Customer Needs, Customer Satisfaction.