

ABSTRACT

Service quality plays a major role in shaping customer satisfaction and loyalty, which in turn determines the sustainability of a company's business. PT Suharda Tiga Putra, particularly in its cleaning services at Cilacap Regional General Hospital, faces challenges in maintaining service consistency, such as schedule inaccuracies, cleaning results that do not always meet standards, and low communication responsiveness. This situation indicates a gap between customer expectations and actual performance, which has the potential to reduce satisfaction and tarnish the company's image. This study employs the Kano method to analyze service quality and customer satisfaction levels. This method facilitates the grouping of service attributes based on their impact on satisfaction, enabling the company to prioritize improvements in the most critical areas. The objectives of the study include measuring customer satisfaction with service, determining improvement priorities based on Kano analysis, and developing strategic recommendations to enhance service quality while strengthening customer relationships. The study's findings are expected to provide valuable insights for the company in formulating more effective and satisfying service strategies.

Keywords: *service quality, customer satisfaction, Kano method, service analysis.*