

## **ABSTRACT**

*Sokka tile industry is one of the economic base of Pejagoan sub-district, so it is necessary to develop the industry. One of Sokka's tile industry which is the object of this research is RHM Sokka tile factory. In 2017 this becomes a difficult time for companies to increase corporate profits. The tight competition between Sokka tile companies and the existence of problems in the poor quality of service to customers become the obstacle of not achieving the sales target of RHM Sokka tile factory.*

*This research aims to formulate the recommendation of service blueprint design of RHM Sokka tile factory. This method is used to understand the service experience of the customer's eyes, and to clarify the contribution or role of each part in service delivery. Then it is done by using the integration of service quality method and Kano Model.*

*Recommendations contain the attributes of the RHM Sokka tile factory's priority needs to be upgraded as true customer needs ie adequate equipment, equipment and facilities, up-to-date information and information technology, the factory provides timely, ready and responsive service to handle the demand response from consumers, ease of obtaining information about product stock availability, ease in process of product purchase transaction, direct contact between consumer with easy employee, employee mastering related product information.*

**Keywords:** *Designing Service, Service Blueprint, Service Quality, and Kano*