ABSTRACT

The high growth of Umrah congregation figures in Bandung shows the greater the need for Umrah service providers. PT XYZ is one of the travel bureau in Bandung that focuses on travel services Umrah travel. The Company keeps improving from the lack of Umrah services and non-achievement of revenue, in order to maintain confidence and always strive to provide good quality and service according to the needs of the congregation.

This study aims to identify true customer needs umrah service in PT XYZ so it can be known needs of pilgrims who need to be prioritized to improve the quality of umrah service in the company. In the study, 27 attributes of the needs of umrah PT XYZ pilgrims were obtained.

Based on the results of data processing on the SERVQUAL questionnaire, there are 17 strong attributes where this attribute has met the expectations of the Umrah congregation and 10 weak attributes where this attribute has not met the expectations of the Umrah congregation. Furthermore, based on the results of the Kano Model questionnaire processing there are 14 attributes belonging to the must-be category, 8 attributes in the one dimensional category, 4 attributes in the attractive category, and 1 attribute in the indifferent category. After that, the integration of SERVQUAL and Kano Model was done to obtain the needs category that must be maintained, upgraded, and ignored by PT XYZ. This enhanced need is a true customer needs.