

ABSTRACT

Brolabs is one of Bro.do shoes subsidiaries engaged in shoe repair. The number of competitors in similar business make Brolabs must be able to compete to achieve the target set by the company. In fact, Brolabs has not been able to achieve these targets, either from target customers who come to Brolabs and monthly revenue targets.

This study aims to perform customer needs analysis of Brolabs using service quality and Kano model to be able to improve the quality of service from Brolabs. Service quality is used to measure customer satisfaction and the Kano model is used to identify follow-up of customer needs.

In this research there are 18 needs attribute from result of interview with Brolabs customer. Based on the results of the integration of the questionnaire processing service quality and Kano model obtained recommendation for needs attribute, namely seven needs attributes to be improved and three needs attribute that must be prioritized. These attribute recommendation is called true customer needs and can be considered by Brolabs to improve customer satisfaction.

Keywords: Brolabs, Service Quality, Kano Model, True Customer Needs