

ABSTRACT

Guteninc is one of so many local fashion brand, especially in leather-based shoes for men and women. Guteninc was established since 2011, and now they also have a store in Bandung that opened for expansion purposes. Strict competition makes Guteninc needs to evaluate their services to maximize customer satisfaction. The purpose of this research is to identify the "True Customer Needs" from Guteninc's store services in Bandung, so it can produce the priority ranking of service requirement attribute that hopefully can maximize customer satisfaction. The requirement attributes are obtained from the Voice of Customer which the result of the interview with Guteninc's store consumers. The level of customer satisfaction and the service improvement recommendations can be known from the data processing, with the questionnaire's responses as the input. Based on the results of identification, there are 20 requirement attributes from the service of Guteninc's store. The results show that there are five requirement attributes that have met the expectations of consumers and 15 requirement attributes that still have not met the expectations. After the integration between the Servqual dimension and Kano model, it is shown that eight attributes need to be prioritized, seven attributes need to be improved, four attributes need to be retained, and one attribute to be ignored. Based on the results of the integration, there are 15 requirement attributes that are included in True Customer Needs, which is obtained from the requirement attributes that need to be prioritized and improved. With the results of this research, it is expected that Guteninc can improve their store services to maximize customer satisfaction.

Keywords: Guteninc, Kano Model, Requirement Attribute, Servqual, Store Service