

ABSTRACT

Transportation is a supporting facility that can be used by humans to carry out activities of moving people and goods from one place to another by using a vehicle. Changes in public interest in the use of vehicles as a means of transportation can be a business opportunity in providing transportation facilities, especially shuttle travel. These changes also have a significant impact on tourist areas, especially Bali. The shuttle travel that gets the highest google review rating is Bali Purnama 99 Travel. Based on interviews with owners and conducting field studies, problems were found and grouped into Service Quality dimensions.

This study aims to identify attribute needs based on true customer needs to determine priority attributes that must be improved in service quality from Bali Purnama 99 Travel. This study uses the integration of SERVQUAL and Kano Model to achieve the research objectives.

This study uses a quantitative method by distributing the SERVQUAL questionnaire and the Kano Model to 100 respondents to Bali Purnama 99 Travel customers.

Based on the results of data processing on the SERVQUAL questionnaire, eleven strong attributes have met customer expectations and nine weak attributes have not met customer expectations. Based on the results of the Kano Model data processing, there are five attributes in the Attractive category, eight in the Must-be category, two in the One-dimensional category, and five in the Indifferent category. Based on the results of the integration of SERVQUAL and the Kano Model, nine attributes must be improved based on true customer needs.

Keywords: Shuttle Travel, Service Quality, Kano, True Customer Needs