

## ABSTRACT

*Bhinneka Shuttle is a subsidiary of PT Bhinneka Sangkuriang Transport which is engaged in customer delivery transportation services with a point to point system. In 2022, Bhinneka Shuttle experienced instability in the amount of revenue and did not reach the target number of passengers. The calculation results show that Bhinneka Shuttle has a revenue growth rate lower than the growth rate of toll access transactions and toll traffic volume in 2022. Based on the results of the comparison of the four Bhinneka Shuttle outlet branches in Bandung City, it is known that Bhinneka Shuttle Mekar Wangi needs to get priority improvement. Not achieving the target number of passengers, income instability and low growth rate can be caused by customer dissatisfaction with the performance of services provided, thereby reducing customer loyalty. This customer dissatisfaction is reinforced by the low rating and complaint data on Google Reviews Bhinneka Shuttle Mekar Wangi. The high competition in the transportation business and the lack of customer satisfaction require Bhinneka Shuttle Mekar Wangi to improve and improve the quality of its services. This Final Project aims to identify True Customer Need using the integration of the Servqual method and the Kano Model so that prioritized attributes are obtained to be improved and become basic recommendations for designing improvements in the company's service quality. The total respondents who participated in this study were 120 respondents with the sampling technique used was non-probability sampling with incidental sampling. The criteria for respondents are Bhinneka Shuttle Mekar Wangi customers who have used the company's services. Attribute needs are obtained by conducting literature studies and Voice of Customer which are classified into five dimensions of Servqual namely Reliability, Comfort, Extent of Service, Safety, and Affordability (RECSA). Based on the results of the integration processing of Servqual and Kano Model, 23 attribute needs were obtained, including 12 attributes that have met expectations and achieved customer satisfaction and 11 attributes of True Customer Needs that need to be improved by Bhinneka Shuttle Mekar Wangi. The 11 True Customer Needs consist of one attribute of the Must-be category, namely Cleanliness in the travel vehicle (CF1), four attributes in the One Dimensional category, namely the availability of seats in the waiting room is adequate (CF3), Cleanliness of the waiting room (CF4), Cleanliness of the toilet in the waiting room (CF5), Driver driving the vehicle well (SF2) and six attributes of the Attractive category, namely Punctuality of travel vehicle arrival (RB1), Friendliness of staff in serving customers (RB6), Availability of insurance for customers (SF1), Driver obeys traffic rules (SF3), Driver controls the road in the area to be addressed (SF4), Safety while in the vehicle (SF5). True Customer Needs is used as a basis for designing improvement recommendations and is expected to maximize the quality of services provided and increase customer satisfaction.*

**Keywords:** *Bhinneka Shuttle, Service Quality, Kano Model, True Customer Needs, Customer Satisfaction*