

ABSTRACT

Berkah Cahaya Mandiri is a family-owned business engaged in the poultry sector as a distributor of live broilers, which was founded in 2018. Located in Jati Asih District, Bekasi City, West Java. Based on sales data, Berkah Cahaya Mandiri from January 2021 to August 2022 experienced a decrease in the number of chicken sales due to competitive pressure from competitors in similar fields. In addition, the quality of service provided by Berkah Cahaya Mandiri is not good. This Final Project aims to identify the attributes of customer needs obtained by extracting Voice of Customer (VoC) through in-depth interviews with seven customers of Berkah Cahaya Mandiri. so that it can be used as a basis for service improvement. The method used to obtain the attributes of needs in accordance with customer preferences is Service Quality Integration and the Kano Model. Service Quality Integration and the Kano Model can complement the shortcomings of each method in solving problems by providing the right solution. In this Final Project, the dimensions used are Tangible, Empathy, Reliability, Responsiveness, and Assurance. Based on the Service Quality dimension, 20 attributes of customer service needs are obtained to measure the quality of Berkah Cahaya Mandiri services, namely the feasibility of delivery vehicles (TE1), the politeness of the clothes used by delivery personnel (TE2), the cleanliness of the clothes used by delivery personnel (TE3), the cleanliness of the chicken basket (TE4), the condition of the basket in good condition (TE5), the friendliness of employees in serving customers (EM1), the politeness of employees in serving customers (EM2), the ease of employees to contact (EM3), the ability to communicate well with customers (EM4), the timeliness of chicken delivery (RE1), the ability of distributors to fulfill requests (RE2), the quality of chicken is well maintained (RE3), the suitability of chicken orders as promised (RE4), the speed of distributors in responding to orders (RS1), the willingness of distributors to help customers (RS2), the ability of employees to handle customer complaints (RS3), the availability of compensation if the order is not as promised (AS1), the scale employee has good knowledge of chicken (AS2), the flexibility of the payment process (AS3), the accuracy of the order payment calculation (AS4). The

results of the integration of Service Quality and the Kano Model produce True Customer Needs. Based on True Customer Needs, there are 14 attributes that must be improved, namely the feasibility of delivery vehicles (TE1), the condition of the basket in good condition (TE5), employee friendliness in serving customers (EM1), employee courtesy in serving customers (EM2), ease of employees to contact (EM3), good communication skills with customers (EM4), timeliness of chicken delivery (RE1), the ability of distributors to fulfill demand (RE2), the quality of chicken is well maintained (RE3), the suitability of chicken orders as promised (RE4), the ability of employees to handle customer complaints (RS3), the availability of compensation if the order is not as promised (AS1), the scales employee has good knowledge of chicken (AS2), the accuracy of the order payment calculation (AS4). Based on True Customer Needs there are 19 recommendations suggested.

Keywords: Broiler Distributor, Customer Needs, Service Quality, Kano Model, True Customer Needs.