

Abstract

Corner Rental Playstation is one of the MSMEs operating in the service sector. From 2023 to 2024, Corner Rental Playstation experienced fluctuations in revenue and failed to achieve targets to meet operational needs. This failure to meet targets was caused by customer dissatisfaction with the services provided by Corner Rental Playstation. This dissatisfaction was reinforced by customer complaints, indicating the need for service quality improvement at Corner Rental Playstation. This Final Project aims to identify True Customer Needs obtained from an integrated method of Service Quality and Kano Model to determine which attributes need to be improved and prioritized, resulting in recommendation designs. The total number of respondents used was 80 respondents, using the ServQual dimensions of Tangible, Empathy, Responsiveness, Reliability, and Assurance (TERRA), with a total of 16 attributes and obtaining 10 strong attributes and 6 weak attributes that require recommendation designs.

Keywords: Service, Service Quality, Kano Model, Attributes, Dimensions, True Customer Needs.