

ABSTRACT

Washbarn is a shoe laundry business operating in Manado since July 2022. In the past year, Washbarn's sales have experienced several problems such as a decrease in revenue which has led to the non-achievement of monthly sales targets. The results of the preliminary survey show that there are several factors that cause the decline including, product/service factors such as lack of cleanliness and too long processing time, low promotion factors that make consumer purchasing power low, and price factors that are not in accordance with the quality of service. These factors indicate that Washbarn needs a design to improve their service quality. This Final Project aims to design improvements to laundry services based on consumer needs using the integration of Service Quality and the Kano Model. Service Quality dimensions are used to measure the level of expectations and reality felt by customers through the SERVQUAL dimensions of reliability, tangibles, responsiveness, assurance, and empathy. The Kano model serves to categorize attributes based on their impact on customer satisfaction, which is categorized as One Dimensional, Must-Be, Attractive, Indifferent, Reverse, and Questionable. The results of the two methods used are True Customer Needs, namely consumer needs that need to be prioritized in order to improve service quality and meet customer expectations and desires. The results of data processing show that of the 18 attribute needs obtained, 17 attributes are in the weak category, and 1 attribute is in the strong category. The results of this study are recommendations for 14 attributes of needs, including the provision of air conditioning and sofas, adding service variations, staff training, a clear membership system, scheduled delivery services. These recommendations are expected to improve service quality, customer loyalty, and provide added value for Washbarn in the context of the service industry.

Keyword: *Washbarn, Customer Needs, Service Quality, Model Kano, True Customer Needs.*