ABSTRACT

Customer satisfaction is one of the best ways for service businesses like PT Travelogy Jelajah Indonesia. Customers experience service quality first-hand when interacting with a service business. The Kano model identifies three requirements to satisfy customers: Must Be, where if this requirement is not met, customers will not be satisfied; One-dimensional, where customer satisfaction is linearly related to functional performance, so high performance will result in high satisfaction; and Attractive, where if this requirement is met, customers will be satisfied, but if it is not met, customers will not be disappointed. The advantage of the Kano model is its ability to prioritise consumer demand, so that it can direct the development of further activities more effectively. This study uses the Kano Method which focuses on services presented by determining variables and attributes that have been adjusted, based on tangible evidence (tangible), reliability (reliability), responsiveness (responsive), assurance (assurance) and empathy (empathy). The results obtained in the category of each attribute include Must Be as many as 2 attributes, namely attributes RE2 and SE2, One Dimensional as many as 7 attributes, namely attributes TA2, TA3, RE1, RE4, RS3, EM1, and EM2, Attractive 8 attributes, namely attributes TA1, RE3, RS1, AS1, AS3, AS4, EM3 and EM4, Indefferent as many as 3 attributes, namely TA4, RS2, and RS4. Must Be and One Dimensional attributes that need to be prioritised for improvement. The highest satisfaction value is obtained at 0.83 in the travel agency to travel as promised (RE1) One Dimensional category, and the highest dissatisfaction value is 0.66 in the travel agency statement can respond to consumer complaints (RS3).

Keywords*: Service, Satisfaction, Service Quality, Kano Model*