

INTEGRATION SERVQUAL, KANO MODEL AND QUALITY FUNCTION DEPLOYMENT (QFD) METHOD FOR PRIORITIZING SERVICE QUALITY IMPROVEMENT

Yudi Azis, Merita Bernik and Eva Puspita Sari

Email: yudiazis@yahoo.com; rachmita99@yahoo.com; eva_puspita17@yahoo.com

ABSTRACT

Several tools are available for identifying the attributes of customer need however the integration among related tools is still lack especially for enhancing the quality of service quality. This study aims to determine the priority of customer requirements and technical responses using the integration approach of SERVQUAL, Kano Model and Quality Function Deployment (QFD). The methodology used was questionnaire and interview to several key persons both from customer and provider. Questionnaires are distributed and collected from the customers to evaluate perceived service, expected service, and dysfunctional value for each attribute. In addition, 14 technical responses are evaluated that are support the fulfillment of customer requirements using interview. Furthermore, Matrix house of quality (HOQ) is built refers to the house of quality structure with an integrated approach on a journal written by Tan and Pawitra (2001). Result from this research shows that there are two customer requirements and three technical responses is prioritized for the object study.

Keywords: Service Quality, Kano Model, HOQ, QFD.

INTRODUCTION

In the global era, as now, people are exposed to high mobility in life to meet their needs. Mobility is the displacement that occurs from one place to another. To perform the mobility, of course, became the primary means of transportation. Public demand for transportation services continues to increase in line with rising living standards of the people's economy. The sector's contribution to economic growth is no less than the other sectors. The high level of community mobility encourages employers to engage in this sector. In addressing transportation problems, Sukarto (2006) argue that for the selection of transportation mode is essentially determined by considering one of the basic requirements, namely the transfer of goods and people is done in a number of the largest and smallest distances. In this case the mass transport is a better option than individual transportation.

Good transportation for the public service must meet three basic criteria, namely convenience, security, and speed (Dagun et. Al, 2006). One of the many popular land transportation communities in terms of passenger transport, with a relatively affordable price is bus. The bus is a mode that can carry many passengers at once through the road trip with a relatively affordable price.