ABSTRAK

Kualitas pelayanan adalah upaya dalam memenuhi kebutuhan dan harapan pelanggan serta mengevaluasinya berdasarkan persepsi mereka, sementara kepuasan pelanggan timbul dari hasil perbandingan antara kinerja yang dirasakan dengan harapan yang dimiliki pelanggan terhadap suatu produk atau jasa. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis kualitas pelayanan *Barbershop* HAX menggunakan *Quality Function Deployment* (QFD) dan integrasi metode *Service Quality* (*Servqual*) dengan *Kano Model*. Metode *Servqual* digunakan untuk mengukur kesenjangan antara harapan dan persepsi pelanggan terhadap pelayanan, sementara *Kano Model* digunakan untuk mengkategorikan atribut pelayanan berdasarkan pengaruhnya terhadap kepuasan pelanggan. Analisis Service Quality mengidentifikasi 27 atribut layanan dalam lima dimensi kualitas: tangible (9), reliability (5), responsiveness (4), assurance (4), dan empathy (5). Metode Kano menunjukkan bahwa 1 atribut masuk dalam kategori A (attractive), 3 atribut dalam kategori O (one-dimensional), 8 atribut dalam kategori M (must-be), dan 15 atribut dalam kategori I (indifferent). Integrasi analisis Service Quality dan model Kano ke dalam Quality Function Deployment (QFD) merekomendasikan peningkatan kualitas pelayanan Barbershop HAX melalui House of Quality (HOQ). Rekomendasi mencakup pelatihan dan pengembangan sistem reservasi online, instalasi jadwal digital, sistem pemberitahuan otomatis, penerapan protokol kebersihan, pelatihan staf berkala, survei kepuasan pelanggan, diskusi evaluasi feedback, dan skema insentif berbasis kinerja. Seluruh rekomendasi diestimasi dapat diselesaikan dalam 19 minggu, dengan tujuan menutup kesenjangan antara harapan dan persepsi layanan serta meningkatkan kepuasan pelanggan.

Kata Kunci: Kepuasan pelanggan, *service quality*, *quality function deployment, kano model, activity network diagram*

ABSTRACT

Service quality is an effort to meet customer needs and expectations and to evaluate them based on their perceptions, while customer satisfaction arises from the comparison between perceived performance and the expectations customers have for a product or service. This study aims to identify and analyze the service quality of HAX Barbershop using Quality Function Deployment (QFD) and the integration of the Service Quality (Servqual) method with the Kano Model. The Servqual method is used to measure the gap between customer expectations and perceptions of service, while the Kano Model is used to categorize service attributes based on their impact on customer satisfaction. Service Quality analysis identified 27 service attributes within five quality dimensions: tangible (9), reliability (5), responsiveness (4), assurance (4), and empathy (5). The Kano method shows that 1 attribute falls into category A (attractive), 3 attributes into category O (one-dimensional), 8 attributes into category M (must-be), and 15 attributes into category I (indifferent). The integration of Service Quality analysis and the Kano model into Quality Function Deployment (QFD) recommends improving the service quality of HAX Barbershop through the House of Quality (HOQ). The recommendations include training and development of an online reservation system, installation of digital schedules, an automatic notification system, implementation of cleanliness protocols, regular staff training, customer satisfaction surveys, feedback evaluation discussions, and a performance-based incentive scheme. All recommendations are estimated to be completed within 19 weeks, aiming to close the gap between service expectations and perceptions and to enhance customer satisfaction.

Keywords : *Customer satisfaction, service quality, quality function deployment, kano model, activity network diagram*