

ABSTRACT

One-Stop Integrated Services is a service that simplifies the licensing process implemented in 2016. One of them is the One Stop Door (DPMPTSP) One-Stop Investment and Licensing Service (DPMPTSP) which is one of the regional apparatus established under the Kabupaten Bandung Local Regulation No.12 of 2016 Formation and arrangement of Regional Devices. The establishment of a license is intended to provide ease in licensing services as well as non-licensing as well as easiness to obtain information on investment and licensing of the region in Kabupaten Bandung. However, most applicants feel less with the service being applied that should get the easy but more complicated service and create dissatisfaction for the applicant. So that there is a problem from DPMPTSP service of Kabupaten Bandung that make DPMPTSP party need to identify service requirement to get appropriate service for applicant.

This study aims to identify the 23 ServQual Requirements (SQR) of the applicant based on the interviews of the applicants using the DPMPTSP service of Kabupaten Bandung which aims to measure the applicant's satisfaction with the existing services so that any SQR can be identified as weak. In addition, this study can also determine the effect of each SQR on the level of satisfaction based on the classification of SQR into Kano category. So the result of integrating ServQual and Kano Model is SQR recommendation which need to be prioritized in repair and development of DPMPTSP service of Kabupaten Bandung.

Based on the results of the integration of ServQual and Kano Model obtained 11 SQR which is SQR which need to be improved its performance. Then with the result of the integration can be designed a map depicting service process at DPMPTSP Kabupaten Bandung using Service Blue Print.

Keyword : DPMPTSP Kabupaten Bandung, Kano Model, ServQual, True Customer Needs, Service Blue Print