

ABSTRACT

Along with the development of restaurants and restaurants in the city of Bandung, interest or interest to entrepreneurship is very inviting. Precisely in the field of culinary because food is the consumption of human in fulfilling needs every moment. Ayam Bakar KABITA is one of the businesses belonging to the culinary or restaurant located in Kopo Margahayu Bandung.

In Ayam Bakar KABITA there are employees who serve customers Ayam Bakar KABITA. In this service Ayam Bakar KABITA has the strengths and weaknesses obtained. There are strengths of Ayam Bakar KABITA Service which is about the cleanliness of the place, the appearance of the food show, the price list provided, the tidiness of the packaging, the choice of food, the suitability of the price, the superiority of the surrounding product, the responsibility of the order from the customer, the service process, the large order acceptance, the openness to receive customer feedback and criticism. The weakness of Ayam Bakar KABITA is about the appearance of unsuitable chicken, food delicacy, food resistance, absence of discount or promo, unavailability of promo information, unavailability of tester, lack of explanation of taste variant, absence of cashier, lack of information about customer satisfaction.

There are 11 strong attributes and there are 9 weak attributes of 20 attributes available. These weak attributes will be enhanced and improved with time over time. Roasted chicken KABITA also have known the attributes that have been integrated from the Service Quality Method model and Kano Method. So the company Ayam Bakar KABITA know the weaknesses in business, and knowing True Customer Needs is the customer needs so important for consumers so that its performance will be paid attention

Keywords: True Customer Needs, Servqual Method, Kano Method, and Ayam Bakar KABITA