

***Service Quality Improvement With Servqual Method (Service Quality) and  
Kano Method (Case Study on Rumah Susu KUD Argopuro Krucil)***  
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***ABSTRACT***

*This research aims to improve the quality of service at the Rumah Susu KUD Argopuro Krucil by measuring the quality of service using Servqual method and Kano method. The Servqual method is used to measure whether the services provided are appropriate or less than consumer expectations. Meanwhile, the Kano method is used to categorize the ministry in the Rumah Susu KUD Argopuro Krucil so it can be known the priority improvement. The dimensions of service quality used in this research are reliability, responsiveness, assurance, empathy, and physical evidence. The data retrieval is carried out by spreading the questionnaire to 90 respondents who are consumers who consume directly at Rumah Susu. This type of research is a quantitative descriptive by using purposive sampling techniques in determining the number of samples. Data retrieval is carried out on Mondays to Fridays. From the analysis of the data obtained by the results of the five dimensions there are still some attributes that are worth GAP negative. In the Must be category there is one dimension attribute of responsiveness that is worth a negative GAP. In the One Dimensional category there are one dimensional attributes of reliability, responsiveness, assurance, and physical evidence and two attributes on the dimension of empathy that is worth a negative GAP. In the Attractive category there is one attribute on the physical proof dimension which is worth a negative GAP.*

***Key Words*** : *Service, Servqual, Kano*