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**ANALYSIS OF SERVICE ATTRIBUTES  
USING KANO'S MODEL  
(CASE STUDY AT QUALITY HOTEL YOGYAKARTA)**

**THESIS**

**Submitted as Partial Fulfill of the Requirements  
to Obtain the Bachelor of International  
Industrial Engineering Degree**



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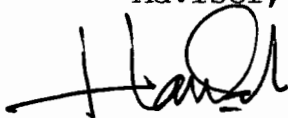
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A BACHELOR OF  
INTERNATIONAL INDUSTRIAL ENGINEERING THESIS  
On

ANALYSIS OF SERVICE ATTRIBUTES  
USING KANO'S MODEL  
(CASE STUDY AT QUALITY HOTEL YOGYAKARTA)

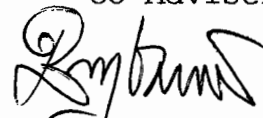
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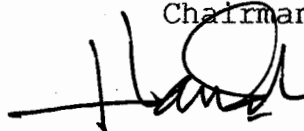
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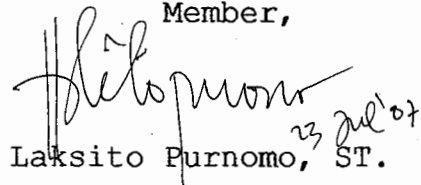
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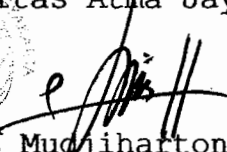
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As we go on...  
We remember all the times we had together...  
And as our lives change...  
Come whatever...  
We will soon be friends forever...

**- NOBODY LOVES ME LIKE YOU DO -**

Each time when I feel all things disappeared...  
I'm so glad that YOU are here...  
Through the darkest night, YOU always be my light...  
And YOU guide me all the ways...

Only YOU can hear broken part in me...  
By YOUR love and sensitivity...  
With YOU are by my side, everything will be all right...  
YOU help me to see the beautiful things YOU gave for me...

Nobody loves me like YOU do...  
YOU touch my heart with love so deeply and true...  
I have been searching for my whole life through...  
Just to found nobody loves me like YOU do...

**This thesis is dedicated to:**

**Jesus Christ; my almighty God**

**My Mom and Dad; the best parents in the world**

**Mak Er (†), Ko An, and Kol; my second family**

**Ko Nduz; my special friend**

**Nyo2; my brother**

**All of my friends**

**All of people I've ever known**

**I've been blessed to meet and have you all in this world**

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## ABSTRACT

Quality Hotel Yogyakarta is a well-known hotel in Yogyakarta, which is always try to improve all of the service attributes, in order to improve guests' satisfaction level. Unfortunately, not all of improvement in service attributes will make the customers more satisfied, and in other hand, it will become inefficient.

In order to make the service more efficient, analysis of the service attributes of Quality Hotel Yogyakarta is conducted through this research. The objectives of the research are to identify the attractive service attributes, and then prioritize the alternatives in improving the attractive attributes.

From the analysis, it can be identified that there are two different perceptions of domestic and foreign customers. The service attributes of Quality Hotel Yogyakarta can be classified into must-be, one-dimensional, indifferent, and attractive attributes. From the classification, the attractive service attributes of Quality Hotel Yogyakarta are: Room Quality (Sophisticated Door Lock, Room Decoration Details and Variation, and Periodic Furniture Change), General Amenities (Food and Beverages Great Variety, Information Desk Availability, Bible Availability, and Customized Room Fragrance), Business Service (Multi Charger Availability), and Value (Hotel Good Reputation and Personalized Service). From the identification above, it can be generated the alternatives in improving them: Guest History (43.8%), followed by Updated Website (32.4%) and Representative Brochure (23.8%).