CHAPTER 2

REVIEW OF RELATED LITERATURE

"*Analisis Perbaikan Kualitas Jasa dengan* QFD *Berdasarkan* Modified AKAO's Concept *(Studi Kasus di UAJY)*" was the thesis title of Cahyana (2003). It analysed the service quality of Atma Jaya Yogyakarta University facilities. The method used is the Quality Function Deployment by raising the House of Quality Matrix to analyse the intersection between Voice Of Customer and Company Specifications.

"*Analisis Kualitas Pelayanan Menggunakan* Gap 1 *pada Model* Servqual *(Studi Kasus di* MTV Radio)" was the thesis title of Winoto (2005). It analysed the service quality of MTV Radio Yogyakarta broadcasting. The method used is the Gap analysis between the customer intention and management perception about several dimensions of broadcasting quality.

This thesis title is "Analysis of Service Attributes Using KANO's Model (Case Study at Quality Hotel Yogyakarta)". It analyses the quality of Quality Hotel service and facilities. The method used is the KANO's Model. KANO's Model will give more detailed analysis about what service attribute that should be improved, and what service attribute that should be maintained at existed condition. It is because any improvement at certain variable wouldn't bring any increment in customer satisfaction. Instead, it is a form of waste and inefficiency. By knowing that condition, it will be more beneficial if the company concern more about the service variable improvement at the variable that

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should be improved, in order to give more customer satisfaction.

The resume of the differences between the earlier research and the current research are listed on table 2.1.

Table 2.1. The Difference between the Earlier Research and the Current Research

No.	Writer	Research Object	Objectives of the Research	Analysis Method
1.	Cahyana (2003)	Atma Jaya Yogyakarta University	1. To analyse the service attributes at TI-UAJY, so it can be developed based on customer intention. 2. To know the response priority to be developed.	QFD Analysis
2.	Winoto (2005)	MTV Radio	1. To know if there is any gap between expected service by customer and given service by MTV Radio 2. To minimize the gap (if there is any)	Gap Analysis
3.	Hennadi (2007)	Quality Hotel Yogyakarta	1. To identify the attractive service attributes of Quality Hotel Yogyakarta. 2. To prioritize alternatives in improving attractive attributes of Quality Hotel Yogyakarta.	KANO's Model & AHP Method