PERANCANGAN STRATEGI LAYANAN BERDASARKAN PERSEPSI PELANGGAN MENGGUNAKAN INTEGRASI MODEL KANO 2D DAN TOPSIS DI *D'CLEAN CARWASH*

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ABSTRAK

Dalam industri jasa pencucian mobil yang kompetitif, konsistensi dan kualitas layanan menjadi faktor utama dalam memenuhi harapan pelanggan. *D'Clean Carwash* masih menghadapi permasalahan berupa hasil pencucian yang tidak konsisten, khususnya pada bagian detail kendaraan, serta perbedaan kualitas layanan pada jam ramai dan waktu normal. Penelitian ini bertujuan untuk mengidentifikasi dan mengelompokkan atribut layanan berdasarkan tingkat kepuasan pelanggan, menentukan tingkat kepentingannya, serta merumuskan strategi terbaik untuk meningkatkan kualitas layanan. Metode yang digunakan adalah Kano Model 2 Dimensi (2D) dan *Technique for Order Preference by Similarity to Ideal Solution* (TOPSIS). Kano Model 2D digunakan untuk mengklasifikasikan atribut layanan dan menghitung nilai *Satisfaction Increment Index* (SII) dan *Dissatisfaction Decrement Index* (DDI) sebagai dasar pembobotan, sedangkan TOPSIS digunakan untuk menentukan prioritas strategi. Hasil penelitian menunjukkan bahwa atribut layanan tersebar pada kategori *Attractive*, *One-dimensional*, *Must-be*, *Indifferent*, dan *Reverse*, termasuk atribut *hybrid*. Berdasarkan TOPSIS, strategi peningkatan prosedur dan konsistensi layanan menjadi prioritas utama dan terbukti paling stabil berdasarkan uji sensitivitas. Integrasi Kano Model 2D dan TOPSIS menghasilkan rekomendasi strategi layanan yang komprehensif dan *robust* berbasis persepsi pelanggan.

Kata kunci*: *Kualitas Layanan, Kano Model 2D, TOPSIS, Uji Sensitivitas, Strategi Layanan.

SERVICE STRATEGY DESIGN BASED ON CUSTOMER PERCEPTION USING 2D KANO AND TOPSIS MODEL INTEGRATION AT D'CLEAN CARWASH

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ABSTRACT

In the highly competitive car wash service industry, service consistency and quality are key factors in meeting customer expectations. D'Clean Carwash still faces several operational issues, including inconsistent washing results, particularly in vehicle detailing, and variations in service quality during peak and off-peak hours. This study aims to identify and classify service attributes based on customer satisfaction levels, determine their relative importance, and formulate the most appropriate strategies to improve service quality. The methods applied in this study are the Two-Dimensional (2D) Kano Model and the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS). The 2D Kano Model is used to classify service attributes and calculate the Satisfaction Increment Index (SII) and Dissatisfaction Decrement Index (DDI) as the basis for criteria weighting, while TOPSIS is employed to prioritize service improvement strategies. The results indicate that service attributes are distributed across the Attractive, One-dimensional, Must-be, Indifferent, and Reverse categories, including several hybrid attributes. Based on the TOPSIS analysis, the strategy of improving service procedures and consistency is identified as the top priority and is proven to be the most stable through sensitivity analysis. The integration of the 2D Kano Model and TOPSIS provides a comprehensive and robust customer-perception-based decision-making framework for service quality improvement.

Keywords**:** *Service Quality, Kano 2D Model, TOPSIS, Sensitivity Test, Service Strategy.*