

## ABSTRACT

*Public Service Mall (MPP) is a place where public service activities or administrative services are carried out as an extension of the central and regional integrated service functions and Business Entity services that aim to provide convenience, speed, affordability, security, and comfort to the community in obtaining services with the principles of integration, efficiency, coordination, accountability, accessibility, and comfort. The existence of complaints from visitors and a decrease in the number of visitors to the Semarang City Public Service Mall (MPP) is a problem to be investigated in this research. This research aims to improve the service quality of the Semarang City Public Service Mall using the Servqual method, Kano Model, and Quality Deployment Function (QFD). This research is a quantitative description with a research sample of 100 respondents. Attributes that require improvement are the cleanliness and comfort of toilets, availability of trash cans, strategic location and ease of access, timeliness of service, availability of officers in tenants during working hours, availability of complete service facilities, speed of employees in responding to applicant complaints, convenience of employees When contacted by the applicant, facilities are provided to obtain information and convey criticism/suggestions. Based on HOQ, 11 technical responses were obtained.*

**Keywords:** *Kano Model, Servqual, Quality Improvement, Customer's Satisfaction*