

## **ABSTRACT**

*Adorable Projects is a local handmade shoe brand originating from Bandung. Adorable Projects has been established since 2008. Although it has been established for a long time, the CEO of Adorable Projects explained that the revenue targets they get are still not reaching the desired target. Based on this, the CEO of Adorable Projects wants an improvement on his website. The desire to improve the website owned is due to the many complaints related to website services and the low number of website usage as an online purchasing service. Based on the above problems, a study was conducted regarding the needs of online purchasing service companies through the Adorable Projects website. The purpose of this research is to identify the true customer needs of the services provided by using e-SQ integrase and the Kano Model. The need attribute is obtained from the results of interviews with Adorable Projects customers by paying attention to the dimensions of e-SQ which then produces the voice of the customer. After that, the level of customer satisfaction was measured using the e-SQ questionnaire, so that it obtained 33 customer satisfaction attributes. Based on the calculation results of the e-SQ questionnaire obtained fifteen attributes belonging to the strong category and eighteen attributes belonging to the weak category. The next step is to calculate the Kano Model questionnaire with the help of the Kano evaluation table which then produces attributes in attractive, one-dimensional, must be and indifferent categories. After that, the stages of integrating e-SQ and Kano Model were carried out, and thirty-three attributes were needed and thirty-three attributes of those needs were obtained, fifteen attributes that needed to be improved and three attributes that needed to be prioritized by considering the level of satisfaction and influence of each - each of these attributes, so that 15 attributes are obtained and these 3 attributes are classified as attributes with a weak category and are used as recommendations for true customer needs.*

*Keywords: Requirement Attributes, e-SQ, Adorable Projects, Kano Models, True Customer Needs*