

ABSTRACT

PT Telkom Indonesia (Persero) Tbk (Telkom) is a company that provides ISP Service to the public through the brand name indihome. Witel Bogor Office as part of Telkom Regional II JABODETABEK focuses on carrying out sales function of indihome and other Telkom products in Bogor city and surrounding areas. Witel Bogor divides sales methods into three types of channels, namely Agency, Digital, and Plasa. Based on sales data, Digital channel sales figures are far below Agency channels. Digital channel sales are carried out using the indihome.co.id Website platform. The lack of sales on digital channels is due to the fact that many customers do not understand or know the products offered on the website other than indihome internet services. In addition, based on the results of a preliminary survey concluded that the service quality of the indihome.co.id website is still low.

This final project aims to design website requirements attributes based on customer needs as an effort to improve website service quality using the integration of E-Servqual method and Kano Model. There are 20 attributes of needs obtained from Voice of Customer. These attributes of needs are classified into the dimensions of E-Servqual and the kano model category so that the attributes that are True Customer Needs are obtained. The True Customer Needs attribute is used as the basis for designing improvements to the indihome.co.id website.

The results of the integration of E-Servqual and Kano Model obtained 16 True Customer Needs attributes which are arranged according to the order that must be prioritized to be repaired first. Of the 16 attributes, there are 3 attributes that must exist and become the main priority for improvement, 7 priority attributes that are directly proportional to customer satisfaction, and 6 attributes that need to be developed because they can become a competitive advantage for the indihome.co.id website.

Keywords— Attributes of needs, Website, E-Servqual, Kano Model