

ABSTRACT

The growth of the Internet needs have increased every year. Increasing needs of the internet and the underlying regulations gave the government a license to a new internet provider to create competition among Internet providers are becoming increasingly open. PT.Telkom is one company engaged in the Internet Service Provider with a superior product that is Speedy . At Speedy internet service there are some complaints that reflect customer dissatisfaction against the internet service of Speedy. PT.Telkom should be able to identify and provide services according to customer needs in order to survive in the business market internet services.

The purpose of this research is to improve the quality of speedy internet service using the Service Quality and integration with the Kano model of customer needs to know the attributes of internet service at Plasa Telkom Speedy Supratman in Bandung. This study was conducted with 23 attributes identified needs Speedy internet service that is used to measure the performance of existing companies and the need to categorize attributes. After that, the specified attribute requirements that need to be prioritized in the development of PT Telkom Speedy internet service.

Based on the results of data processing questionnaires Service Quality, there are 7 attributes Speedy internet service needs that have not been able to meet customer needs or performance expectations of customers are under 16 and have attributes that can memenuhu customer satisfaction. Based on the results of data processing in the model questionnaire Kano, there is one attribute category needs attractive, 8 one-dimensional attribute needs category, and 14 must be categorized attributes.

Formulation of recommendations that need to menenai attribute needs to be improved is obtained based on the results of data processing and in-depth analysis by taking into account complaints from customers and existing conditions at Speedy internet service. Based on the results of data processing and analysis, there are 8 attributes need to be improved by PT.Telkom.

Keywords : Analysis of needs, Service Quality, Kano Model, Development Of Service