

ABSTRACT

e-Warong is one of the Ministry of Social Affairs programs launched in 2016 to facilitate the Non-Cash Social Assistance Fund Service through the electronic shop service. This service is received by Penerima Program Keluarga Harapan (PKH) as a group that eligible for the Social Assistance Fund. Based on in depth interview that obtained by writer, shown complaints on the service e-Warong that representate as dissatisfaction of Penerima PKH to e-Warong services. Therefore, in this research, the quality of e-Warong service is improved using Integration of Servqual Method and Kano Model. There are 21 attributes of consumer needs obtained based on Voice of Customer (VoC). The needs attribute is used to measure the level of importance, the level of reality, and the level of expectation of e-Warong service then classifying the needs attributes based on the dimensions of Servqual and Kano Model and determining the attribute needs that serve as True Customer Needs. Based on the results of Servqual process, obtained 8 strong attributes and 14 weak attributes. Whereas based on Kano Model classification, 13 attributes are prioritized and one attribute that needs to be developed. Recommendations are formulated based on the results of data processing containing priority needs attributes and developed as True Customer Needs. True Customer Needs that obtained are attributes of basic needs stock availability, necessities of basic needs, feasibility of basic needs, fluency of EDC machine function, information availability about e-Warong, information clarity about e-Warong, contact person availability in every e-Warong branch, ease of reaching of e-Warong location, availability of e-Warong location guidance, transparency for every transaction, security for every transaction that done, ability of Pendamping PKH in understanding Penerima PKH Receiver and neatness of PKH Assistant

Keywords: *R Analysis, e-Warong, Ministry of Social Affairs, Servqual, Kano Model, Integration Servqual and Kano.*