

ABSTRACT

Zest hotel is a three star hotel company that has facilities, such as rooms, meeting rooms, restaurants, business centers, car parking, and concierge desk. Zest hotel has the meaning of a hotel that offers security and cleanliness of rooms at affordable prices. In this research interview with users of Zest hotel services, there were several complaints and customer dissatisfaction with the service. Based on these problems, the authors conducted an analysis of the needs of customers who visited the website to be made recommendations for improvement for the company. There are 25 attributes of customer needs grouped into 6 dimensions based on Voice of Customer (VoC) supported by previous research. In this study, the E-Service Quality method was used to determine weak attributes and strong attributes. Then the Kano Model research was conducted to categorize must-be (M), one dimensional (O), attractive (A), indifferent (I), and reserve (R) attributes. Integration of E-Service Quality and Kano Models shows the actions that companies need to take, namely development, defense, and improvement. Based on the results of data processing from 100 respondents, 14 strong attributes, 11 weak attributes, 3 attributes of must-be categories, 2 attributes of one-dimensional category, 17 attributes of attractive categories, and 3 attributes of the indifferent category. Integration of the E-Service Quality Method and the Kano Model produces True Customer Needs, which are 11 attributes that need to be improved and 9 attributes that need to be developed.

Keywords: Needs Analysis, Service Quality, Kano Model, Integration of Service Quality Methods and Kano Model, Zest Hotel.