ABSTRACT

PT. Insan Agritama Teknologi (Inagri) is an online vegetable supplier for the restaurant and food processing industry. Inagri has a derivative product called Inaventory. Inaventory is part of the company from Inagri which is an IT Consultant specialized in warehousing management. Inaventory plans to expand its reach by building online-based warehouse rentals as a platform that brings businesses or those who need a warehouse to a warehouse provider. In developing Inaventory services, the media used is the website. Website-based warehouse rentals in Indonesia that are well known include Crewdible, Pakde, Waresix, and Fulfilled by Lazada, but rental of website-based warehouses that have been identified still does not meet the needs of its users. In this case, Inaventory will take advantage of the weaknesses of existing website-based warehouse rentals to build Inaventory's website-based warehouse rental services.

This research was conducted using an integrated approach to Electronic Service Quality and Refined Kano with the aim to identify the needs of website-based warehouse rental services. The dimensions of Electronic Service Quality used are Information Quality, Effectiveness, Responsiveness, Security & Privacy, Web Design, and Navigation. From these dimensions obtained 20 attributes of website-based warehouse rental service requirements and obtained 11 attributes as True Customer Needs which must be developed and prioritized as the recommendation stage.

Keywords: Attribute needs, Electronic Service Quality, Inaventory, Kano Models, True Customer Needs, Refined Kano, Website.