

ABSTRACT

IndiHome is a complete and practical multimedia data communication service product from PT. Telekomunikasi Indonesia (Telkom). Officially launched in 2015, IndiHome was originally one of Telkom's main projects, which was included in the 2015 Indonesia Digital Network. IndiHome strives to provide the best service to each customer and offer rates that are in line with the quality of services provided. However, the fact is that IndiHome has many complaints because it is considered not able to provide services according to customer expectations. Therefore, IndiHome needs to identify service needs and improve its quality so that customer satisfaction increases.

This study aims to identify true customer needs based on the voice of the customer so that the priority attributes to be prioritized to be obtained. Servqual is used to define service quality as the difference between reality and the expectation of services received by customers. The Kano model is used to find out how much influence each attribute has with the level of satisfaction translated in the Canoe category. By integrating Servqual and the Kano Model, it produces recommendation attributes that need to be developed and improved by IndiHome services.

Based on the results of Servqual and Kano Model integration, 26 attributes of IndiHome's service needs were obtained which included 15 strong attributes and 11 weak attributes based on NKP, of which 15 of them were true customer needs that needed to be improved and developed.

Keywords: *Requirement attributes, Servqual, IndiHome, Kano Model, True Customer Needs.*