ABSTRACT

Applecoast is one of the companies that conducts business activities in the field of fashion which has been established since 2013, with market specifications for young people in the middle to upper range, as everyday casual clothing that can be worn for those who are young, active, and become clothes with an urban lifestyle and can also be used by skateboard and surfing lovers. However, Applecoast has several complaints and obstacles, one of which is website service. Therefore, Applecoast needs to identify service needs and improve its quality based on the level of importance.

This study uses the E-Servqual and Refined Canoe Models. E-Servqual is used to measure the level of customer interest in the services provided so that strong attributes are obtained to be improved. The Refined Kano model is used to determine the effect of each attribute with the level of importance translated in the Refined Canoe category. Integrating E-Servqual and the Refined Kano Model resulted in attribute recommendations that need to be improved by the Applecoast website. Based on the results of the integration of E-Servqual and Refined Kano Model, there were 22 needs attributes and from the 22 attribute needs, 10 needs attributes that needed to be improved by considering the importance and influence of each of these attributes, 10 attributes that need to be improved are called true customers needs to be identified and given recommendations

Keywords: Requirement Attributes, Applecoast, E-Servqual, Refined Kano Models, True Customer Needs