ABSTRACT

The Internet is one very good media to communicate with peoples on the world. Tasikmalaya is a city in Indonesia which the people used the Internet as a medium for accessing information in Indonesia or abroad. Indonesia has a very low Internet speed compared to other countries. According to Ookla Net Index (27th, April 2014), Indonesia was ranked 146 out of 190 Countries listed. Goverment should establish the appropriate quality standards on Internet services.

The purpose of this research was to determine the needs of Internet users attribute that can be recommended to the regulator in setting standards of quality Internet services by using Service Quality methods and Kano models. The methods of research are measuring customer satisfaction and preferences as 16 attributes that have been determined based on the Service Qualityl method, the results of related research conducted , ITU-T G.1000 and ETSI TR 102 276 V1.1.1 (2003-10).

Recommendations for regulation consists of 3 parts. There are 3 attributes must be the performance of its services should be maintained because it has exceeded customer expectations. Quality standards for these attributes can be based on the performance achieved at this time. There are 7 attributes that must be improved because it has not met the costumer expectations. There are 7 one-dimensional attributes should be improved because it has not met the costumer expectations.

Keywords: Tasikmalaya, Service Quality, Kano, True Customer Needs