

ABSTRACT

The high of internet users growth in the world is one of the effects of technological progress rapidly including Indonesia which is one of the countries with the largest number of internet users in the world. This show an opportunity for PT Infomedia Nusantara, to use the internet as one of the tools in developing its products. At first, PT Infomedia Nusantara is only made Yellow Pages in a printed form but because of a big opportunity, then PT Infomedia Nusantara begin to develop Yellow Pages in a digital form.

The purpose of this study is to identify the customer needs of Yellow Pages Online in PT Infomedia Nusantara by using E-Servqual method and Kano's Model. The research was conducted by finding the voice of customer and then processed using the affinity diagram to obtain 21 needs attributes which divided into 6 dimensions. After that, measured on the level of interest, level of expectation, the level of reality, functional, and dysfunctional to 100 respondents and data processing by integrating of E-Servqual method and Kano's Model. From the integration, the results obtained true customer needs, which is customer needs attributes and its recommendation such as should be developed or improved.

Based on the results of interview to get voice of customer and questionnaire design, found 21 attributes need to be measured is divided into 6 E-Servqual dimensions. After that, the method of data processing by integrating E-Servqual and Kano models and found 12 attributes Yellow Pages online needs that should be improved. To reinforce the needs attribute to be true customer needs, will do an analysis of each of these attributes.

Formulation of recommendations are intended to determine the attributes that are needed by consumers online Yellow Pages in PT Infomedia Nusantara. Recommendations formulated by stage through interviews, questionnaires, and analysis of attributes that consumers need the Yellow Pages online. Recommendations in the study include the accuracy of information provided, the completeness of information provided, the suitability categorization of the type of data, information update is transparency to customer, the speed of handling customer complaints via the website, speed of handling customer complaint via phone call, call centre's employee communication skill, ease of navigation to search an information, easiness to access a website from many device, access speed of a website, and letter and writing of a website is clear.

Keywords: Needs Analysis, E-Servqual, Kano's Model, True Customer Needs, Yellow Pages Online