

ABSTRACT

The development of the Internet in Indonesia is growing very fast. From year to year the number of users is increasing. The Internet can be used for many things that help humans work. To help people who increasingly mobile, especially in the city to access the Internet, the growing smartphone and thrive. With the smartphone would be easier for people to access the internet. In Indonesia mobile users through smartphones has reached 41.3 million people. Customer complaints against mobile internet service is currently ranked the third highest public service that goes to the Yayasan Lembaga Konsumen Indonesia (YLKI). Complaints against mobile internet services only to banking services and electrical services.

To create comfort in the use of mobile internet services should be determined quality standards of service. Therefore, the analysis of customer needs will be mobile Internet services through a smartphone needs to be done in order to set standards to encourage service providers to deliver services that can improve customer satisfaction .

The purpose of this study was to determine the attributes of user needs through a smartphone mobile internet services that can then be recommended to the regulator in designing mobile internet service quality standards. Needs analysis was conducted using the method of integration between Servqual and Kano models. The level of customer satisfaction with the service can be measured using Servqual, while the Kano Model to determine the relationship between customer satisfaction with the efforts of compliance through Kano category. This integration can be used to determine the attributes that need to be regulated or not in quality standards, and if it is set to indicate whether the quality standard will be improved or not.

Based on the results of performance measurement and categorical attributes 21 Servqual and integration needs using Kano Model, there are 12 attributes that need to be regulated and improved, three attributes that need to be set and maintained the achievement of quality, an attribute that is ignored, and the five attributes that do not need to set the quality standard service .

Keywords : Mobile Internet, Needs Analysis, Smartphone, Standard Quality, Servqual, Kano Model.