

## ***ABSTRACT***

*Indonesia wifi is one of the public Internet service without wires using Wifi / hotspot technology. The Indonesian Wifi developer in order to increase the number of subscribers reached 20 million in 2015 and to support the acceleration and expansion of Indonesia's economic development in the ICT field. However, in order to support the acceleration and expansion of Indonesia's economic development in the fields of ICT, facilities and quality of existing Wi-Fi networks Indonesia in Jakarta is not fulfilling. With the results of a preliminary survey taken of 20 respondents who know Indonesian Wifi, It can be seen a few complaints are: speed, frequency of disconnections, network stability, network coverage, lack of information. The object of this study was to determine the attributes of the service user needs to Indonesia Wifi recommended to companies to build Indonesian Wifi service quality standards using servqual and Kano models. The research was conducted by measuring customer satisfaction and preferences against 19 attributes that have been determined based on the needs servqual method, the results of related research conducted by Fajar Arfiandi, Renny Purwadani, Tiara Pratiwi and ITU-T G.1000 recommendation. Based on servqual questionnaire data processing obtained 3 attributes that have given satisfaction to the customers and the 16 attributes that have not been able to give satisfaction to the customer. Based on the results of the questionnaire data processing model of Kano, obtained 14 attributes with category must be, one attribute with attractive category, and four attributes with one-dimensional categories. After the integration of the servqual and Kano models data processing, obtained 16 attributes which are true customer needs. Recommendations for improvement of quality of service must consist of 11 attributes that must be improved because it has not met the expectations of customers today. There are four one-dimensional attributes that have to be improved because it has not met the expectations of customers. And 1 attractive attribute which if developed will be an attraction or additional value and can boost the quality of Indonesian Wifi service.*

*Keywords: Indonesian Wifi, SERVQUAL, Kano Model, Quality Standards*