ABSTRACT

Indonesia Juara is one of the companies that run business activities in the field of tourism as a tour-travel service provider. Indonesia Juara has tourist destinations in the eastern part of Indonesia, especially Labuan Bajo. Indonesia Juara established since 2015, with the principle of always committed to maintain credibility through satisfactory service and always maintain customer trust. However, Indonesia Juara has several complaints and obstacles one of them is the website service. Therefore, Indonesia Juara needs to identify service needs and improve its quality in order to increase customer satisfaction.

This study aims to identify true customer needs based on the voice of customer so, that the attributes of the priority needs to be increased. This research uses E-Servqual method and Kano Model. E-Servqual is used to measure the level of customer satisfaction with the services provided to obtain weak attributes to be improved. Kano model is used to determine the effect of each attribute with the level of satisfaction that is translated into Kano categories. Integrating E-Servqual and Kano Models produces recommended attributes that need to be improved by the Indonesian Juara website.

Based on the result of integration of E-Servqual and Kano Model, this observation get 22 attribute requirement and from 22 attribute of requirement, found 11 needs attribute that need to be improved by considering the level of satisfaction and influence of each these attributes, 11 attributes of enhanced needs are called true customer needs to be identified and given recommendations.

Keywords: Attribute needs, E-Servqual, Indonesia Juara, Kano Models, True Customer Needs.