

ABSTRACT

PT Telekomunikasi Witel Lembong Bandung is one of the branches of the Telkom company that provides Wifi ID service products handled by the Personal Service unit. Marketing carried out by the Personal Service focused on installing Wifi Id Manage Service which is a service intended for business owners or business owners who want to add wifi service facilities at their business locations. This service is motivated by the large potential and violations of consumer retail behavior who are interested in having access to WiFi at their place of business with a special SSID, thus providing an opportunity to be worked on optimally and a total solution. This study aims to provide recommendations for improving the quality of services on products Wifi ID manage service based on 15 true customer needs using the Service Quality and Kano Models. The service quality method consists of 5 stages namely Tangible, Empathy, Reliability, Responsiveness, and Reliability (Assurance). The service quality method serves to translate all customer desires towards the employee services provided which aims to determine the quality of services based on the results of the gap. At service quality several stages are carried out. The first by identifying true customer need, testing the validity and reliability of the questionnaire processing, processing the data from the questionnaire to be developed and maintained and the last is the stage of recommendations and proposed improvements that will be developed.

Keywords: Wifi ID manage service, Personal Service, Service Quality, Kano Model, True Customer Needs