

ABSTRACT

Blue Bird Group is an Indonesian-owned company founded in 1972 and is engaged in transportation. The main service provided by Blue Bird Group is taxis. Blue Bird Group is one of the most famous taxi transportation service companies in Indonesia. Because of its name that is already well known to the public, Blue Bird Group is encouraged to continue to be the best transportation service and provide convenience for offline transportation for the community in their daily activities. Blue Bird Group released a mobile-based application called myBlueBird. Based on the survey conducted, the myBlueBird application lags far behind the applications owned by similar competitors. Therefore, Blue Bird Group must make improvements to the myBlueBird application.

This study aims to identify and design True Customer Needs from the myBlueBird application using the integration of the E-Service Quality and Kano Model methods. Based on E-Service Quality data processing, there are 30 needs attributes, 15 strong attributes and 15 weak attributes. Meanwhile, based on data processing, Kano Model produced 3 attractive (A) categorized attributes, 18 must be (M) categorized attributes and 9 one dimensional (O) categorical attributes. On the results of data processing, the E-Service Quality and Kano Model methods, followed by the integration of the E-Service Quality and Kano Model methods that produce true customer needs. Next is a recommendation for the Blue Bird Group. The recommendation for the Blue Bird Group is to provide chat features, question and answer information, information on follow-up complaints, promotional information, notifications and provide compensation.

Keywords: myBlueBird application, E-Service Quality, Kano Model, True Customer Needs, recommendations.