

ABSTRACT

The local fashion industries in Indonesia are starting to use marketplaces and their own sales website to sell its products. Although the marketplace has many advantages for consumers, companies couldn't fully control the consumers database and do marketing freely to consumers. Meanwhile, a sales website owned directly by the company makes it possible to do so. This also happened to ARTCH, a local fashion company since 2015 in Bandung. Therefore, it is necessary to improve ARTCH's sales website services through research so that potential customers switch to using the sales website.

Based on the results of in-depth interviews conducted at the beginning of this research, 23 attributes are identified grouped into 6 dimensions of Web Quality. This research integrates Fuzzy-Web Quality and Fuzzy-Refined Kano in processing the questionnaire data of the needed attribute to find the True Customer Needs, so the most appropriate and objective recommendations can be formulated to prioritize the development of ARTCH's sales website.

From the 23 attributes, there are 13 needed attributes identified as True Customer Needs in this research. Final recommendations of this research are formulated based on the results of the integration of Fuzzy-Web Quality and Fuzzy-Refined Kano with validation in the form of responses from the ARTCH.

Keywords: Consumer Needs, Web Quality, Refined Kano, Fuzzy, Sales Website