ABSTRACT

Kotama Shoes is an SME engaged in the manufacture and sale of Shoes. There is a lot of competition coming, starting from abroad, out of town, offline and online sales process competition. Due to competition, Kotama Shoes wants to improve its performance in the online field with the aim of marketing products outside the region. The marketing communication that will be used is Instagram. Instagram Kotama Shoes is still lacking to fulfill the wishes of potential customers, so research is carried out using Information Quality and Refined Kano Models. There are six dimensions used in this study, namely relevance, accessibility, timeliness, completeness, intrinsic, and creative integration. Based on the six dimensions above, 18 attributes are obtained which are divided into two, namely strong attributes and weak attributes. 12 strong attributes and six weak attributes. These two attributes become true customer needs that must be developed and prioritized. Recommendations for attribute requirements are formulated based on the integration of information quality and refinement of canoes.

*Keywords — **Instagram, Information Quality, Refined Kano's Model, and True Customer Needs***