

## **ABSTRACT**

*PT. XYZ is a company engaged in telecommunications and networks. As a company engaged in this field, PT. XYZ provides business internet services that have internet speeds of 1 Mbps to 1 Gbps with a bandwidth 1:1 for the special needs of customers. The service focuses on the advantages provided by PT. XYZ to its customers which includes effectiveness, cloud synchronization, and security. Based on this, PT. XYZ strives to be able to provide reliable connections during peak performance, provide internet and cloud for easy data management, and minimize security risks by having full control and access to internet bandwidth on business internet used by customers. However, in realizing this, PT. XYZ cannot provide maximum service. Not maximal realization of services provided by PT. XYZ causes losses for both parties. Both from customers and PT. XYZ is unable to meet its needs to achieve its goals. The realization of services that are not optimal by PT. XYZ raises a new problem that causes a decrease in the company's revenue. PT. XYZ during 2021 still has not been able to meet the target that has been set. Based on these problems, a research related to the attributes of the internet business service needs the PT.XYZ Integration method Service Quality and Model. Interviews were conducted with five companies that use the internet business services of PT. XYZ to get the Voice of Customer. Voice of Customer dimension Service Quality that produces four dimensions, namely, Network Quality, Customer Support and Technical Support, Perceived Value and Information Quality. Based on these four dimensions, seventeen attributes of the needs needed to improve the quality of internet business PT. XYZ. After that, the dimensions obtained, the next stage is the design of a questionnaire that is compiled into two categories, namely, the Service Quality and Model. The questionnaires that have been prepared will then be distributed and got 107 participants. After going through the stages, the total participants obtained became 85 companies. Questionnaire results will be processed through the Service Quality and Model. The results of data processing Service Quality produces nine weak attributes and eight strong attributes. The results of the Kano model data processing obtained seven attributes that were improved, two attributes were ignored and eight attributes were maintained. integration Service Quality and Kano Model are seven attribute needs that become True Customer Needs that must be improved. Recommendations for attribute requirements are formulated through the results of Service Quality and Kano Model.*

*Keyword: Internet business, Voice of Customer, Service Quality, Model Kano, True Customer Needs.*