

ABSTRACT

The development of technology in Indonesia is marked by the increase of internet users of various ages. This opens up opportunities for fixed broadband players in Indonesia in selling their products in the form of their internet service providers to customers. However, the increase in internet users in Indonesia is not comparable to the growth of customers at Indihome at PT. Telkom Indonesia. The tight competition that exists also affects the revenue share at PT. Telkom Indonesia that continues to decline. Similar problems are also experienced at PT. Telkom Witel Bekasi that is decreased the Indihome sales from 2018 to 2022 so it requires an in-depth evaluation to overcome these problems. This research was conducted to identify attributes that need improvement through the integration of ISP-Servqual and Kano models. This study uses the dimensions of network quality, customer service & technical support, information quality & website support, and security & privacy. Attributes that have passed the integration of ISP-Servqual and the Kano model result in 3 strong attributes being retained, 1 weak attribute being ignored, and 13 weak attributes that fall into true customer needs requiring improvement and being given recommendations.

Keyword: Indihome, Service Quality, ISP-Servqual, Kano Model, Fixed Broadband