ABSTRACT

Elzatta Hijab is a company engaged in the fashion industry, specifically Muslim clothing for women, men, and children. The website is one of the company's marketing channels. Based on the results of the analysis of the website, there are problems, namely, the number of visitors is not in accordance with the company's target, the duration of visits is smaller compared to competitors, and the bounce rate is higher compared to competitors on the company's website. The purpose of this study is to identify, measure, and classify the performance of website service attributes based on WebQual 4.0 and the Kano Model, as well as to formulate recommendations for improving website service attributes.

To solve the problems and objectives, research was conducted on website quality with the integration of the WebQual 4.0 and Kano Model methods. Based on the Voice of Customer and literature review, twenty-four website quality attributes were obtained and grouped into three dimensions, namely usability, information quality, and service interaction. After obtaining the required attributes, a questionnaire was distributed using judgment sampling and 253 respondents were obtained.

The results of data processing using the WebQual 4.0 method obtained sixteen strong attributes and eight weak attributes. Using the Kano Model, the categorization of each attribute was obtained, namely nine must-be attributes, twelve one-dimensional attributes, and two attractive attributes.

Based on the integration of WebQual 4.0 and the Kano Model, nine true customer needs attributes were obtained. The recommended attributes are as follows: easy to navigate with a recommendation to be improved, conveying a sense of competence with a recommendation to be improved, reliable information with a recommendation to be improved, information with the right level of detail with a recommendation to be prioritized, interesting information with a recommendation to be improved, relevant information with a recommendation to be improved, a sense of community with a recommendation to be improved, a sense of personalization with a recommendation to be improved, and a sense of trust that goods are delivered as promised with a recommendation to be improved.

The benefits of this research are expected to be as a recommendation and consideration in improving the quality of the website, a reference for website quality research, and as an indicator for evaluating the company's website performance.

Kata kunci   : *Fashion*, *Website Quality*, **Model Kano,** *True Customer Needs*