ABSTRACT

The quality of the internet service in indonesia is still low compared to other

countries. Systematic efforts must be done by the government, including setting a

proper standart qualities for internet service. To determine the standards of quality

it is necessary to an analysis about the needs of customers to avoid excessive gap

between hope and reality and to encourage the industry to improve the service of

wireless internet quality. The aim of this research is to find out necessary of the

internet service quality which can be proposed to regulator to arrange the

standardof internet service qualityby using the servqual method and Kano's

Model.

The data processing retrieved 8 attributes that gave satisfaction to the customer

and 9 attributes that haven't been able to give satisfaction to the customer. Based

on the results Kano's Model, there is 1 attributes with category must be, 14

attributes with category one dimensional, and 2 attributes with category attractive.

The integration of the servqual and Kano's Model, obtained 6 attributes that need

to be maintained, 9 attributes that need to be improved and 2 attributes released

as the competition weapon between wireless internet service providers.

Keyword: Internet, Servqual, Kano's Model

ii