

ABSTRACT

SERVICE QUALITY IMPROVEMENT OF ONLINE SALES AT PT. GLOBAL MEDIA NUSANTARA USING INTEGRATION OF *SERVQUAL*, KANO MODEL, AND QFD

by

Vertic Eridani Budi Darmawan

NIM : 112070040

(Industrial Engineering Program)

Companies use e-commerce to increase competitive advantage when interacting with customers. A company's success and experience in the use of e-commerce begins by the realization of the key factors that determine a success or failure is not only derived from the presence of the website and low prices, but also from the quality of electronic services (e-service quality). Electronic services with good quality will impact enhancement the repetition of the purchased goods or services by customers, therefore allowing the company to continue running under the economy.

SERVQUAL as a measurement method of quality services aims to determine the level of customer satisfaction towards the services provided. The customer satisfaction by Kano Model is not directly proportional to the fulfillment of each attribute needs of customers, therefore Kano Model offers an understanding the relationship between customer satisfaction with the means to meet the categorization of Kano. Providing solutions to customers dissatisfaction as well as understanding the role of each attribute in satisfying customers can be resolved with Quality Function Deployment (QFD). The integration of *SERVQUAL*, Kano model, the QFD is expected to provide solutions to problems regarding the improvement of service qualities in the future.

A case study for online sales service is able to identify the 28 attributes of customer needs. *SERVQUAL* is able to produce 12 attributes, they are at the lowest level of satisfaction. The Kano Model identifies those 12 attributes become four attributes which are attractive, two attributes are one-dimensional, four attributes as a must-be and the last two attributes to be indifferent. The result of integrating the *SERVQUAL* and Kano's Model into QFD is there are five attributes that need to be repaired by the company, namely the purchase of a more efficient mechanism (without involving human resources), giving a special discount on these transactions, using manual ordering information easily understandable, confirming the arrival of products ordered, and well-organizing of user interface.

Keywords : e-commerce, *SERVQUAL*, Kano Model, QFD, service, online sales