

## **ABSTRACT**

*Competition in the online business is getting tougher as the development of e-commerce industry. Pinkemma is one of the clothing manufacturers who utilize Internet technology to market their products. In the e-commerce website Pinkemma not only Pinkemma any products in it, many also of other producers who sell its products in the e-commerce website Pinkemma this. To win the competition in the online business, Pinkemma must provide quality service excellence as a competitive advantage. Currently, Pinkemma not been able to provide the best quality services because they found a wide range of customer complaints. Therefore, Pinkemma require an evaluation of the services provided. Pinkemma is not enough just to know the satisfaction of customers, but companies also need to know the weaknesses of the service. With improvements to attribute the weakness of the service, then the service e-commerce website that currently exists can be developed further in order to better.*

*In this study identified 29 attributes of customer needs based on the results of interviews with the end users. E-Service Quality used to measure customer satisfaction so that can know the weakness of the service attributes. Based on the results of data processing E-Service Quality unknown 16 service attributes weakness. Kano models used to understand the relationship between customer satisfaction with the efforts of fulfillment. Kano Model identifies that there is one attribute that includes a one-dimensional categories and 28 attributes including attractive category. Then, by integrating the results of e-servqual and canoeing obtained 16 attributes that need to be improved and 13 attributes that need to be maintained.*

*Recommendations derived from the analysis carried out by the research conducted. Recommendation contains attribute needs service e-commerce website Pinkemma prioritized for improved as true customer needs.*

*Keywords: Needs Analysis, E-Service Quality, Kano Model, Website Development Services E-commerce, E-Service Quality Integration and Kano Model*