

## **ABSTRACT**

*There are two available internet service providers that are often used by students in the area of telkom university, that is PT.XYZ and PT.ABC. PT.XYZ established on July 1, 2013 by one of the ex-owner PT.ABC. Ex-owner decided to break the corporate because of differences vision. Complaints by customers are indicated that the quality of existing still need to be improved. Therefore, this research may find attributes need to be used as a reference point to assist in the creation of new service quality improvements for PT.XYZ.*

*The approach taken in this study is make an integration of Service Quality and Kano Model. The dimensions of service quality method in this research used is tangibles, reliability, assurance, responsiveness, and empathy. The results of service quality method are 36 attributes need which is consist of 10 weak attributes and 26 strong attributes. The model of Kano to identifying 36 attributes being 6 categorize among Must-Be, One Dimensional, Attractive, Indifferent, Reverse, and Questionable. After identifying 36 attributes need to be 6 Kano categorize, The researcher are looking for true customer needs by using integration of Service Quality and Kano Model. And the last one is provides recommendation form of the propose improvement to PT.XYZ.*

***Keywords: PT.XYZ, Consumer / User, True customer needs, Servqual, Canoe Model.***