ABSTRACT

Small Medium Enterprise in Indonesia growing rapidly. Developing business Small Medium Enterprise, online services can support development of Small Medium Enterprise to follow global competition. One kinds of online services is server dan data storage service. However, server and data storage user from the SME segment is still little. From market potential in Small Medium Enterprise that few of competitor, PT TelkomSigma as a service provider and a data storage server initially focus on the segment Business To Business (B2B), begin entering Business To Consumen segment (B2C).

Before entering the SME market, PT TelkomSigma requires analysis of market needs in order to offer services that were well received by the SME market. In determining the market needs for servers and data storage services, used two methods to analyze needs of market there are Kano Method and E-SERVQUAL Method. Kano method used to categorize the attributes of the processing on the user questionnaires distributed servers and data storage services. E-SERVQUAL method used to evaluate the server and data storage services that has been provided to the users in the SME segment through 8 E-SERVQUAL dimensions.

The final results of analysis of market needs for services and data storage server needs is 27 attributes obtained from the questionnaire, and based on the Kano method and the integration between E-SERVQUAL questionnaire results from 27 attributes, derived 21 attributes customer needs servers and data storage service needs to be improved.

Key Words : Server, Data Storage, Kano Method, E-Servqual Method, Need Analyze, SME.