

## **ABSTRACT**

*New aggregation in using websites has stimulated various portals to appear in Indonesia, one of the is culinary portal. PT Infomedia Nusantara is one of the companies that developed the portal business in the culinary named Infojajan. Culinary portal competition and customer's complaints about Infojajan stimulate the company to provide services according to customer's needs in order to take over the competition and can give satisfaction to customers.*

*This study was aimed to analyze customer needs in using integration of E-SERVQUAL and Kano as one way to improve the quality of service of Infojajan. The research was conducted by identifying 23 attributes of customer's needs which is used to measure the performance of existing services, the needs to categorize attributes, and to define attributes need which necessary to be prioritized.*

*Based on the results of performance measurement obtained by E-SERVQUAL stated that the performance of 23 attributes of needs are attribute weak performance remains below customer's expectations. Furthermore, based on the categorization of Kano found that 14 attributes are the attributes that need improvement.*

*Recommendations were formulated based on the results of data processing and analysis data involving customers and corporate data. The recommendation contains 9 prioritized attributes of Infojajan that needs improvement as a true customer needs. True customer needs obtained by attractive visual layout, user friendly culinary information access, user friendly culinary information searching system, availability of media customer communication about culinary information, culinary information accuracy for customers, the availability of useful culinary information for customers, the speed in handling updates culinary information, availability of contact center, avaiability of customer service online.*

*Keywords: Infojajan, Needs Analysis, E-SERVQUAL, Kano, Integration of E-SERVQUAL and Kano*