

ABSTRACT

Yellow Pages is one product from PT Infomedia Nusantara which give you information service about companies providing goods and services that are arranged neatly in alphabetical classification based of business. In addition, the Yellow Pages is also one of the Ad-Solution services that offered as an integrated solution for promotional or advertising needs. High level customer awareness of the Yellow Pages to advertising media does not make the company feel satisfied in the middle of advertising industry intens competition. Companies should improve the quality of services provided to customers.

This study aims to analyze the true customer needs of Yellow Pages advertising service, so that the company knows the needs of customers who need to be prioritized to improve the quality of service. This study uses integration of Servqual and Kano's models to obtain true customer needs. Level of customer satisfaction with the services provided can be measured using Servqual, while going through the Kano's model of unknown relationship between customer satisfaction with compliance efforts translated in Kano's category. This integration can formulate which service attributes need to be improved or maintained by the company.

Based on the results of performance measurement and categorization of 31 attributes need to use integration Servqual and Kano's models, there are 16 attributes of advertising services needs to be maintained and the 15 attributes of service needs to be improved. However, there are some attributes related so that necessary to merger related attributes and generate 10 true customer needs.

Customer's requirement attribute of Yellow Pages advertising service that needs to be improved are the easiness getting information for advertising, easiness advertising payment system, the sales pace in dealing with customer complaints, speed the payment confirmed, sales ability in communication, sales accuracy in conveying advertising information, sales hospitality in serving customers, compensation to customers for the company mistakes, availability of giving post advertising souvenir, and sales ability in understand the customer's wishes.

Keywords: Yellow Pages, Ad-Solution, Need Analysis, True Customer Needs, Servqual, Kano's Model, Sales