

ABSTRACT

The increase of Internet users and e-commerce business development, new business was born the concept of the daily deals. Daily deals business is e-commerce based website that can give you a discount within a certain time frame. Member of the daily deals website offers online will receive a e-mail and social networks. Seeing a business opportunity, PT Infomedia Nusantara launches daily deals product called GooDizz in 2011. In order to compete in this business, PT Infomedia should be able to provide services in accordance with customer requirements.

The objective research is to determine the needs of the customer service daily deals in PT Infomedia Nusantara GooDizz using the E-SERVQUAL and Kano's models. This study was conducted with 36 attributes identified needs daily deals service that is used to measure the performance of existing companies and the need to categorize attributes. After that, an analysis in order to know what needs attributes actually required by the customer on daily deals.

Based on the measurement results and the categorization performance using the E-SERVQUAL and Kano's models, there is a requirement of the 36 attributes of 11 attributes needs daily deals GooDizz whose performance is below expectations of customers. Furthermore, through the categorization process and grouping attributes Kano's model, it is known there are 14 attributes that really necessary by the customer. Of the analysis has been done, the needs of the 14 attributes, there are several attributes that can be combined because there is an ongoing relationship in order to get 11 attribute needs to be prioritized in the development GooDizz daily deals.

Keywords: Need Analysis, E-Service quality, Kano's Model, Daily Deals.