ABSTRACT

The growth of Internet in Indonesia has been significantly increased for years. In 2012 there was 61,08 millions of Indonesian people using internet. Bandung is one of the cities in Indonesia which was encouraged to be a cyber city. However, it was difficult to realize because of bad qualitys of internet facilities. Low internet quality does happen not only in Bandung but also in all of Indonesia. Indonesia is recorded as a country with the lowest speed rate in Asia, namely 0,8 Mbps (Akamai, 2012). There was a need for sistematically effort by the government to increase the internet quality including, setting the quality standard for internet service. An analysis about users need is required as reference to determine the quality standard. Therefore, analysis of customer needs for internet service is needed to be done so that the established internet service standard can encourage the industry to make improvements for a better user experience.

The purpose of this research is to determine customer needs attribute for internet service that will be recommended to the regulator in standard settings of internet service quality using servqual methods and Kano models. This research was conducted by measuring customer satisfaction and costumer preferences against 17 attributes needs which has been determined based on the servqual method, some research results was done by Fajar Arfiandi *and* Renny Purwadani, *also ITU-T G.1000 and ETSI TR 102 276 V1.1.1 (2003-10) recommendation.*

The results of servqual questionnaire data processing identified 5 attributes that have given satisfaction to the customers and 12 attributes that have not been able to give satisfaction to customers. the results of Kano model questionnaire data processing identified 12 attributes within must-be category, 3 attributes within attractive category, one attribute within one-dimensional category, and 1 attribute within indifferent category. The results of servqual integration and Kano models identified 13 attributes as true customer needs.

Recommendations for regulation consists of 3 parts. There are 3 must be attributes performance of services that must be maintained because it has exceeded customer expectations. So the quality standards for those attributes can be based on the performance achieved at this time. There are 9 must be attributes that must be improved because it has not met the customer expectations. There is one-dimensional one attribute that should be improved because it is not met the costumer expectations. Attributes that need to be improved require more study in order to set a quality standard that can boost industrial progress for fulfilling customer expectations.

Keywords : Cyber City, User Experience, Servqual, Kano Model, Quality Standard