

ABSTRACT

Internet development in Indonesia was high, but the facilities and qualities of the internet networks inadequate. The quality of internet speed in Indonesia was low to be compared with another countries. In consequence the government must do a sistematical way, spesifically to determine right quality standard for the internet services. To decides that's quality standard will be required some analyzes about customer's needs, so it won't be some excessive gap between hope and reality, and that standard which will be established by the government can push the industries to fix it's services and increase the qualities. The purpose of this research is for knowing the atributes of needs about wireless internet services which can be recomendation for the the regulator to establish internet services quality standard using servqual methods and kano model. This research is done with measuring rate of satisfaction and customer's hope toward 18 needs atributes which was identified based on ITU-T G.1000 framework recomendation.

Based on servqual questionnaire data processing was obtained 4 attributes that give customers satisfaction and 14 attributes that gives customers dissatisfaction. Based on kano model questionnaire data processing was obtained 12 attributes with "must be" category, 5 attributes with "one dimentional" category and 1 attribute with attractive cattegory. After intregating servqual and kano model was obtained 17 attributes which are true customer needs.

Recomendation for regulation consists of 3 parts. There are 4 "must be" attributes that the services must be maintains because of exceeds customers expectation. Quality standard for this atributes can be reffered by the existing performance. There are 8 "must be" attributes and 5 "one dimentional" attributes that must be enhances because of not exceeds customers expectation. For that's atributes which must be enhanced, need deeper study literature so that the quality standard that capable to increase industrial progress in fulfill customer's hope could be establish

Keyword : Internet, Servqual, Kano Model, Quality standard