

ABSTRACT

Tourism website is one of the technologies that is very useful to improve the business of tourism, helping a company engaged in the field of tourism to improve business processes, and increase knowledge-sharing process. According Murtadho, et al., 2012, the tourism website maker assumes the traveler's wishes to be accommodated by the website to be made, without a study of the actual service desired and needed by the tourists and travelers. Therefore, an analysis is needed that addresses the wants and needs of tourists to Indonesia's tourism website. The tourist complaints and the differences of the information that is given by each tourism website, stating that the quality of tourism website need to be improved. The main cause of this problem is because of the lack of standardization applied to tourism website. Therefore, this study expects to find attributes traveler needs to be used as a reference point in helping to standardize the manufacture of tourism website.

This study aims to identify the true customer needs in the tourism website service so the needs of the travelers can be prioritized to improve the quality of service. This study uses the integration of E-Servqual and Kano Model's to obtain the true customer needs. The level of tourist satisfaction with the services provided can be measured using the E-Servqual, while Kano Model's is used to gain information about the relationship between tourist satisfaction with compliance efforts and translated in Kano category. This integration can formulate service attributes need to be improved and maintained tourism website.

Based on the results of performance measurement and the categorization, obtained 29 attributes need to use integration E-Servqual and Kano Model's. From the 29 attributes, there are 24 attributes that should be improved and 5 attributes that should be maintained.

Keywords: Website Tourism, Tourist, True Customer Needs, E-Servqual, Kano Model's.