

ABSTRACT

The website of My Telkomsel is one of the services of My Telkomsel issued by PT Telekomunikasi Cellular at the end of 2012. This service is a service aims to serve the needs and complaints of customers by online in the form of a website. In 2014, the number of the customer of website My Telkomsel is less than the number of the customer of My Telkomsel Application which released in 2013. The amount of complaints and low levels of customer satisfaction shows that PT Telekomunikasi Cellular should improve the Service Quality of the My Telkomsel website as one of its media service center. This is the background of this research.

This study aims to identify the true customer service needs of Telkomsel My Website using the integration of Electronic Service Quality and Kano's model so that the company knows the priority of attributes for improving the quality of customer service. The customer satisfaction level of My Telkomsel Website can be measured using Electronic Service Quality, while the relationship between satisfaction and compliance efforts are measured using the Kano category. Electronic Service Quality dimensions used are Information Quality, Service Reliability, Responsiveness, Website Useability, Accessibility, Website Design, dan Assurance. In the other side, Kano model used are attractive, must-be, one dimensional, indifferent. The output of integration of Electronic Service Quality and Kano model would be the attributes that need to be maintained and enhanced by the company. Enhanced attributes are called true customer needs. Attributes are included in true customer needs are a strong attribute attractive category and attributes weak attractive, one dimensional, and must-be categories.

Based on the results of performance measurement and the categorization, it is obtained 25 attributes needs using the integration of Electronic Service Quality and Kano model. Of the 25 attributes, there are 18 attributes that should be improved (True Customer Needs) and seven attributes that should be maintained.

Keywords: *My Telkomsel, Needs Analysis, True Customer Needs, Electronic Service Quality, Kano Model.*