ABSTRACT

En-Zy Store is one of the fashion brand in Jakarta that has unique feature by combining its products with batik elements. En-Zy Store sells its products one of them through the website. Based on the results of the preliminary survey obtained a complaint on the website En-Zy showing consumer dissatisfaction with the website. Therefore it is necessary to improve the quality of service website En-Zy. This study aims to analyze the needs of consumers and users of En-Zy website as an effort to improve the quality of website services by using integration E-Servqual and Kano Model. There are 24 attributes of consumer and user needs obtained based on voice of customer. Atirbut needs are used to measure the level of importance, expectation, and the level of reality of website services, classify the needs attributes based on the dimensions of E-Servqual and Kano Model and determine the attribute needs that serve as True Customer Needs. Based on the results of processing E-Servqual obtained 14 strong attributes and 10 weak attributes. While based on Kano Model classification, 9 attributes are prioritized and 6 attributes need to be developed. Recommendations are formulated based on the results of data processing containing priority needs attributes and developed as True Customer Needs. The True Customer Needs obtained are the easily accessible En-Zy website, product returns via the Easy En-Zy website, easy product information searching, product information on the En-Zy website updated regularly, complete product information, transaction data on the En-Zy website Safely stored, color contrast, clear size and font type.

Keywords*: *E-Commerce, Website, E-Servqual, Kano Model*, *Integration E-Servqual* and *Kano Model.