

ABSTRACT

DKantin.com is one of the e-commerce companies in Bandung, which provides online food delivery service. DKantin.com sells his products from the website. Based on the results of the preliminary survey obtained a complaint on the website of DKantin.com showing consumer dissatisfaction with the website. Therefore it is necessary to improve the quality service of website DKantin.com. This study aims to analyze the customer needs of DKantin.com website as an effort to improve the quality of website service by using integration E-Servqual and Kano Model. There are 22 attributes of consumer and user needs to obtained based on voice of customer. Attribute needs are used to measure the level of importance, expectation, and the level of reality of website service, classify the needs attributs needs that serve as True Customer Needs. Based on the results of processing E-Servqual obtained 11 strong attributes and 11 weak attributes. While based on Kano Model classification, 11 attributes are prioritized and 2 attributes need to be developed. Recommendation 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 website is designed with an interesting blend of colors, the use of the size and fonts are easy to read on the website Dkantin.com, the suitability of the website with a particular theme (ramadhan, christmas, nyepi), the suitability between the image of food with the original product, the timeliness of delivery orders to consumers , the website is easy to access, the availability of contact center options on the website, the menu on the website works well, the registration can connect directly with facebook or twitter, description of the food available on the website, DKantin.com website free from viruses.

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