

## **ABSTRACT**

*Guteninc is one of the local brands in Indonesia that sell shoes products for men and women with basic leather. Guteninc was established in 2011 by opening a shop in Makasar city and starting selling through Guteninc's official website, [www.guteninc.com](http://www.guteninc.com), in 2014. The tight competition makes Guteninc need to evaluate the services it has provided and address complaints from customers. This study aims to identify the true customer needs of the online sales service Guteninc using e-SQ integration and Kano model, so it can be known priority customer needs to improve the quality of online sales services. Attribute needs obtained from the interview to the customer by paying attention to dimension of e-SQ that produces voice of customer. The level of customer satisfaction is measured based on the e-SQ questionnaire, and attribute capabilities that affect customer satisfaction are categorized by using Kano model. Based on the results of identification, obtained 20 attributes of customer needs from online sales service Guteninc. Based on the results of the study, there are 17 attribute needs that have not been able to meet customer expectations and three attribute needs that already meet customer expectations. After integrating e-SQ and Kano models, from 20 attributes, 16 attributes need to be improved (true customer needs), three attributes that need to be maintained, and one attribute that can be ignored. Attributes that belong to true customer needs need to be improved based on the priority order of improvement. Therefore, Guteninc can improve service optimally.*

*Keywords: Attribute Requirement , e-SQ, Guteninc, Kano Model, Online Sales Service*