

ABSTRACT

Indihome is a product that consists of various types of products in one package that helps consumers to play a television show missed 7 days ago. In order to provide the best services and services to consumers, Indihome can not only focus on developing its products alone but the company must also pay attention to the services provided in order to give satisfaction to the products and services that have been given. Based on the results of in depth interview conducted by the author, obtained a complaint on service Indihome which shows customer dissatisfaction with Indihome layanan. Therefore, in this research, Indihome service quality improvement is done using integration of Servqual Method and Kano Model. there are 20 attributes of consumer needs obtained based on Voice of Customer (VoC). The needs attribute is used to measure the level of importance, the level of reality, and the expectation level of the Indihome service and then classify the needs attributes based on the Servqual and Kano Model dimensions and determine the attribute needs that serve as True Customer Needs. Based on the results of Servqual Questionnaire processing found 8 strong attributes and 12 weak attributes. Recommendations are formulated based on the results of data processing containing priority needs attributes and developed as True Customer Needs.

Keywords : R Analysis, Indihome, Servqual, Kano Model, Integration Servqual and Kano