

ABSTRACT

Bearpath is a companies that run business activities in the field of fashion, especially sandals products which have been established since 2012. The target market of Bearpath is men and women with ages ranging from 18 to 35 years with middle to middle income and above. Bearpath utilizes online sales (e-commerce) to expand market reach. Based on survey results, there are complaints and constraints on Bearpath website services. Therefore, Bearpath need to identify customer needs and improve their service quality to increase customer satisfaction. This study uses the E-Servqual and Kano's Model. There are 28 attributes of costumer needs obtained based on the voice of customer. E-Servqual is used to measure the level of customer satisfaction with services that given, in this study there are 17 strong attributes and 11 weak attributes were obtained. The Kano's Model is used to find out the Kano category from the needs attribute. By integrating E-Servqual and Kano's Model produces attribute recommendations that need to be maintained, developed and improved. Based on the results of the integration of E-Servqual and the Kano's Model, there are 11 attributes included in True Customer Needs consisting of two attributes recommended to be developed, and nine attributes recommended for improvement.

Keywords: Needs Attributes, E-Commerce, E-Servqual, Kano's Model, True Customer Needs, Website