

## ABSTRACT

*Bank Sampah* is a collective dry waste management system to encourage the community to participate in it. The *Bank Sampah* was first applied by the community of people who would care about garbage in Indonesia, one of them in Bandung city. The development of the *Bank Sampah* has experienced significant development so it is necessary to develop a garbage picking system carried out by customers in order to be able to conduct waste management transactions effectively and efficiently. The *mySmash* application is implemented in a mobile-based Information Technology which aims to provide a source of information about garbage bank located around the community as well as types of inorganic waste that can be sold to garbage bank throughout Indonesia, include Bandung city. However, from a number of customers using the *mySmash* application, almost 70% of customers are inactive in management and garbage pick-up transactions through the *mySmash* application, so it is necessary to identify user needs for use of this application. This study aims to identify the True Customer Needs based on Voice of Customer against use *mySmash* application using *Webqual* integration and the Kano Model, so the priority of user integrity can be identified to improve the *mySmash* application service. In the results of this study there are 28 attributes of the user needs of the *mySmash* application service. From that attributes, there are 17 attributes of needs that have not met the expectations of users and 11 attributes of needs that have met user expectations. Based on the results of the *Webqual* and Kano Model integration, 17 True Customer Needs are needed that to be improved and developed based on the order of priority for the optimal use of application services and to be identified and given recommendations.

**Keywords: Waste Bank, mySmash Application, Webqual, Kano Model, True Customer Needs.**