

ABSTRACT

Esgotado is one of the lokal brands in Indonesia that is engaged in the fashion industry in the city of Bandung, which produces bags, shirts, shoes, jackets, pants, and embroidery accessories. Esgotado has the slogan "Good Choice for Good Looking" and established since 1988. The target market is between 18 until 35 years old. In November 2012, Esgotado developed a sales channel with a focus on online sales. Esgotado has introduced an official website, www.Esgotado.com which contains information about all products such as material type, product type, price, and product size that is currently available or can be ordered in advance through the website by making product purchase transactions. Along with the pattern of product sales volume of Esgotado bags increased, presentation purchases of bag products divided into two channels namely non-website channels and websites. Even tough, Esgotado website channels are still considered to be less in terms of sales due to customer complaints related to website services. This research aims to design the needs of Esgotado website services using the integration of development Webqual Method and Kano Model by identifying 26 attributes of Esgotado website service needs. This research was conducted to 150 respondents who had fulfilled all the characteristics of the respondents that had been previously determined. Based on the results of data processing, the attributes of customer needs that need to be improved as true customer needs are fourteen attributes which are part of the two attributes developed and twelve attributes that are improved. Next, recommendations are based on the results of data processing and analysis that contain the attributes of needs that need to be developed and improved as true customer needs.

Keywords: Needs Design, Website, Webqual Method, Kano Model, True Customer Needs.