

ABSTRACT

Career Development Center owned by Telkom University is now called Tel-U Career, Tel-U Career currently has an active website and social media to support services, especially for Telkom University graduates, students, and stakeholders. However, to date Tel-U Career has gotten complaints of 15% of the total Tel-U Career website users, so website improvement needs to be done by identifying user needs for the use of Tel-U Career website.

This study aims to identify True Customer Needs from the use of the Tel-U Career website using Web Usability integration and Kano Model so that we can know the priority needs of users to improve website services. Based on the results of interviews with Telkom University alumni to explore Voice of Customer, 23 attributes of user needs from Tel-U Career website users were obtained. Then from the results of the study, it was found that there were 13 attributes of needs that did not meet the expectations of users and nine attributes of needs that had met the expectations of Tel-U Career website users. Based on the results of the Web Usability integration and the Kano Model, 13 True Customer Needs were needed to be improved and developed based on the order of priority improvements. Thus, Tel-U Career website can make improvements and improve the use of application services optimally.

Keywords: Career Development Center, Tel-U Career website, Web Usability, Kano Model, Needs Analysis, True Customer Needs.