

ABSTRACT

Inagri (Agriculture Indonesia) from PT. Insan Agritama Teknologi is an Agricultural Platform that supplies agricultural products and provides purchasing services for Hotels, Restaurants, and Catering on an online basis. Where Hotels, Restaurants, and Catering can buy raw materials for their kitchen needs. In the Inagri platform, there are customer complaints about the service of the website, therefore the Inagri needs to identify customer needs for website services and increase these needs in order to increase customer satisfaction.

This study aims to get true customer needs to be based on the voice of the customer so that the attributes of needs are prioritized for improvement. This study uses the Kano method and the integration of electronic service quality, E-Servqual is used to determine and measure the level of customer satisfaction on the inagri website service so that weak attributes are obtained to be improved, while the Kano method is used to determine the effect of each attribute with satisfaction in the Kano category.

Based on the voice of the customer and the literature study, there were 21 needs attributes which were then integrated using E-Servqual and Kano methods, so that from the 21 attributes, 13 attributes of needs were needed to be improved. Attribute needs that need to be improved and fulfilled are true customer needs that will be identified and given recommendations.

Keywords: E-Servqual, Kano Method, True Customer Needs, Voice of Customer, Inagri