

## **ABSTRACT**

*PT. Telkom Indonesia (Persero), Tbk is a telecommunications company and provider of telecommunications network services in Indonesia. Services provided include fixed wireline and fixed wireless connections, cellular communications, and internet data communication services. Telkom's newest product, IndiHome, still has a small size of market share but is growing rapidly. According to Telkom Indonesia, 2016 After being launched in 2015, Telkom served 4.3 fixed broadband customers with 1.62 million IndiHome customers as of the end of 2016, which was also IndiHome triple play customers. Even so, in 2018 Indome Lembong conducted a customer satisfaction index survey and a decline in the customer satisfaction index from the previous year, and a decline in new customers and the increasing level of customer switching or disconnecting IndiHome. This study aims to design improvements in IndiHome's service needs using the service quality and Kano models, research conducted on 120 respondents who have met the characteristics of respondents who have been previously determined. Then, it produces 20 attributes of IndiHome service needs obtained based on Voice of Customer (VoC) classified using the service quality dimension. Based on the results of data processing, there are eleven attributes to be true customer needs than needs to enhanced the attributes, recommendations will be formulated based on the results of data processing and data analysis consisting of needs attributes developed and enhanced as true customer needs.*

*Key Words: Model Kano, Service Quality, IndiHome, True Customer Needs*