ABSTRACT

Sejalan is a travel aggregator application developed by PT Astra Digital International Tbk, which provides services based on digital platform technology. Therefore, the goal of the application is to reach potential users, be able to maintain good relationships with potential users in the long term, tickets can be booked easily, offer many travel options and provide accurate travel information. To achieve this, Sejalan wants to evaluate to develop the application to meet ideal standards and meet the needs of potential users so that they can compete with other travel aggregator applications in Indonesia that have gained retention and acquisition.

This study aims to analyze the needs of potential users of Sejalan using the integration of Fuzzy Electronic Service Quality and Fuzzy Refined Kano so that Sejalan can increase the number of potential users with satisfactory service quality. The level of importance of potential users can be measured by Fuzzy Electronic Service Quality, while the results of satisfaction with the implementation of attributes can be measured by Fuzzy Refined Kano. The results of the integration of Fuzzy Electronic Service Quality and Fuzzy Refined Kano, resulted in the formulation of recommendations for service attributes need that need to be developed and prioritized. There are 22 attributes need of potential users that identified. Based on the results of the processing of the Electronic Service Quality questionnaire, 14 strong and 8 weak attributes representing the priority attributes according to potential users. Also besides, based on the results of the processing of the Fuzzy Kano questionnaire, 22 attributes were obtained with the one dimensional (O) category.

The results of the data processing method of Fuzzy Electronic Service Quality that has been integrated with Fuzzy Refined Kano, produce 14 True Customer Needs with the category of high value added that is recommended to be prioritized.

Keywords : Travel Aggregator, True Customer Needs, Fuzzy Electronic Service Quality and Fuzzy Refined Kano