

ABSTRACT

Cotton.go is a clothing company from Bandung which is engaged in fashion for men. Cotton.go sells men's clothing such as shirts that have daily casual clothing product designs where these shirts can be used on a variety of office needs, lectures and formal or informal events. Cotton.go was founded in 2015 adhering to the principle of quality products at affordable prices for many people. However, Cotton.go has several freedoms, one of which is e-commerce services. Therefore, Cotton.go needs to increase service needs and improve quality so that customer satisfaction increases.

This study tries to apply the actual customer needs based on the customer's voice to the use of Cotton.go e-commerce services using the E-Servqual method and the Kano Model in order to obtain priority needs attributes to be improved. E-Servqual is used to measure the level of customer satisfaction with the services provided in order to obtain weak attributes to be obtained or developed. The Kano model is used to understand each attribute with the level of satisfaction translated in the Kano category. By integrating E-Servqual and the Kano Model, we obtain attributes that need to be improved by the e-commerce service Cotton.go.

Based on the results of the integration of E-Servqual and the Kano Model, 22 attributes of needs are obtained and from those 22 attributes of needs, 13 attributes of needs are needed to be improved and 1 attribute needs to be developed by considering the level of satisfaction and development of each of these attributes, 14 needs attributes what is improved and developed is called the true customer's need to be identified and given recommendations.

Keywords: Attribute needs, E-Servqual, Cotton.go, Kano Models, True Customer Needs.