ABSTRACT

Expert Course is a company engaged in educational technology that provides learning services for special learning students who have been established since 2014. Expert Course has a target market for students in the city of Bandung who need personal tutoring. Expert Course since it was founded has never reached the revenue target set. Expert Course Management seeks to identify service needs for customers to correct these problems with efforts to improve service quality. One of the efforts made is customer service innovation by using a mobile apps-based application that has been designed with several features according to Expert Course, it needs to be identified service needs to be able to improve service quality based on the level of importance through the use of the application so that the application will be launched according to customer requirements

This study uses the Mobile Service Quality method and the Refined Kano Model. Mobile Service Quality is used to measure the level of customer interest in the availability and lack of features that have been designed by Expert Course, so we get strong attributes to be improved. Refined KanoModel is used to determine the effect of each attribute with the level of importance translated into the Refined Kano category.

The results of the integration of the two methods in this study show 11 attributes of needs as True Customer Needs that must be prioritized. Requirement attribute recommendations are formulated based on integration of Mobile Service Quality and Refined Kano Model.

Keywords: *Tutoring, True Customer Needs, Mobile Service Quality, Refined Kano*