ABSTRACT

Expert Course is one of the products of the Bina Teknologi Indonesia Foundation which is a marketplace that brings together teachers and students. Products produced by the Expert Course marketplace are in the form of tutoring services for high school (SMA) and university level students (*http://expertcourse.net*). With the development of technology and changes in people's behavior or habits towards learning activities, many similar businesses have started to appear. This makes Expert Course necessary to improve and improve online sales services to maintain its existence.

Judging from the problems faced by the company, this study aims to identify the true customer needs of the Expert Course online sales service using e-SQ integration and the Kano model in order to know the priority needs of customers to improve online service quality. Need attributes are identified by conducting interviews with customers with attention to the dimensions of e-SQ that produce voice of customers. The level of customer satisfaction is measured using the e-SQ questionnaire, then the ability of attributes to influence customer satisfaction is categorized using the Kano model.

from 20 attributes of needs, there are 17 attributes that have not been able to meet customer expectations. After integrating the e-SQ and the Kano model from 20 attributes, we found 16 attributes that need to be improved (true customer needs), three attributes that need to be maintained, and one attribute that can be ignored.

Attributes included in true customer needs need to be increased by paying attention to the order of priority of improvement, so that the Expert Course can allocate limited resources to improve service optimally.

Kata Kunci : Expert Course, *Voice of Customer*, e-SQ, Model Kano, Atribut Kebutuhan, Layanan Penjualan Online