

## **ABSTRACT**

*The public perception of pet ownership is not only an additional need but as an alternative for familial feelings, and resources that can help improve one's quality of life. Uraniwarabbit is an SME that operates in the field of selling various pet products with a specialty in pet rabbits. Founded in 2011 as an online business, it has several sales channels such as Tokpedia, Shopee, Bukalapak, Instagram, Website, and an Outlet. Among the sales channels owned, sales through the website only contributed a total of 0.73% of total sales from January to December 2020. Therefore, there is a need to improve the website services so that potential customers switch to transact on the sales website, and encourage sales growth.*

*Based on the preliminary study, 22 attributes of needs were identified. It's then grouped into the six dimensions of Web Quality. This study uses the integration of Web Quality and Refined Kano model in processing and categorizing attribute of customer's needs to determine True Customer Needs as the basis for formulating recommendations to improve Uraniwarabbit sales website.*

*Of the 22 attributes discovered, 12 of them are identified as True Customer Needs. The identification results are then used as the basis for formulating the recommendation with input and validation from the stakeholder.*

*Keywords: Sales Website, Web Quality, Refined Kano Model, True Customer Needs*