

ABSTRACT

PT Gujati 59 Utama is a manufacturer of herbal medicine/traditional medicine that has been around for a long time. Products from PT Gujati 59 Utama are instant herbs, cosmetics, capsules and seasonings. Currently the company is developing a website service that is used to increase the number of online sales. In website development there are still some shortcomings that need to be fixed. The result of these shortcomings is that there are no purchases through the website. This is the basis of this research to design attributes of customer service needs. This study integrates the Electronic Service Quality method and the Kano Model in determining the dimensions of website service requirements and processing data from questionnaires. The dimensions of customer service needs are obtained from the results of in-depth interviews with PT Gujati 59 Utama customers who have visited the website (mazzonimart.com). The following are the dimensions used; information quality, website aesthetics, purchase process, website convenience, product selection, website personalization, system availability, service level, security, privacy, and order accuracy.

Based on the selected dimensions, there are 34 electronic service indicators to measure the quality of the PT Gujati 59 Utama website. The result of this research is true customer needs. A total of 5 true customer needs that need to be developed and 19 true customer needs that need to be improved.

True customer needs become the basis for solving problems that have been identified and designing improvement systems for website services. The design of the repair system needs to be analyzed to produce recommendations. The design of recommendations is based on literature studies and considerations from the company. So that the recommendation design can correct the shortcomings of the PT Gujati 59 Utama website service and become the final result of this research.

Keywords— Website Service, Dimensions, Kano Models, Electronic Service Quality, True Customer Needs