

ABSTRACT

The fashion industry is one of the industries that is growing in modern times. The development of fashion models, new raw materials, and trends place fashion as an aspect of modern human identity. The development of the fashion industry in Indonesia is quite promising. This growth is accompanied by the development of digital technology where industry activists can interact and sell with consumers. Humblezing is a nature-themed fashion brand that uses digital media in the form of a website to make sales. However, recently sales of Humblezing products through the website have tended to decline due to being unable to compete with the online Marketplace. This study aims to identify service needs and improve quality based on the level of importance using the E-Service Quality method and the Refined Kano Model. E-Service Quality is used to measure the level of importance in the service to obtain strong attributes that will be improved. The Refined Kano model is used to determine the effect of each attribute with the level of importance that is translated into the Refined Kano Model category. Based on preliminary studies and interviews, there are six dimensions of E-Service Quality that can be broken down into 22 attributes. This study uses the principle of E-Service Quality which will be integrated into the refined Kano model method to determine True Customer Needs. The results of data processing will be the basis for formulating recommendations for improving the Humblezing sales website service. Of the 22 attributes, there are 11 attributes that are part of the True Customer Needs of this study. The recommendations given are then reviewed in terms of weaknesses, strengths, risks, and the purpose of the recommendations.

Keywords: Website, E-Service Quality, Refined Kano Model, True Customer Needs