

ABSTRACT

Getzke is a brand that produces footwear such as shoes and shoe insoles in the city of Serang, Banten. Getzke has eight online sales points, namely Lazada, Shopee, Tokopedia, Shoesmart, Zalora, Blibli, social media, and websites. Based on the results of sales transactions from June 2021 to May 2022, the Getzke website received a low amount and did not match the number of sales in other marketplaces including Shopee with the highest sales. The website is expected to be a place of sale that is often used by customers in order to record customer behavior and habits in shopping through data that has been automatically entered on the website. Based on these problems, it is necessary to know what attributes must be met in improving Getzke website services through interviews with Getzke customers. Based on the results of interviews obtained customer complaints on the website.

This research was conducted using the Kano model with webqual 4.0 integration to determine the attributes that would become true customer needs. Therefore, it is necessary to prepare a webqual questionnaire and the Kano Model. Before distributing the questionnaires, it is necessary to do a pretest to 30 people. The pretest questionnaire was processed using normality test, validity test, and reliability test. Values that are already valid and reliable will be continued to the distribution of the questionnaire. Questionnaires were distributed to 86 respondents. After performing the screening stage, the remaining 71 respondents were suitable and valid to proceed to the next data processing. There are six true customer needs that need to be prioritized and improved to make website improvements. True Customer needs that need to be improved are clear instructions, accurate information, easy to understand information, and clear customer service information, and responsive customer service. True Customer needs that need to be prioritized is an attractive appearance. Each attribute will be integrated with three system elements, namely method, man, and tools. After that, an evaluation of the design results will be carried out by examining the advantages and disadvantages of the integrated system design. Getzke can use this final project as a reference in improving website services.

Keywords: *Attribute Needs, Website, True Customer Needs, Webqual, Kano Model*