

ABSTRACT

The prakerja.karier.mu website is a digital platform by Karier.mu that collaborates with the government to support the implementation of the Kartu Prakerja program by offering various training programs from partner training institutions. The prakerja.karier.mu website aims to be a leading platform, but in reality, it faces challenges in competing with competitors who only serve as marketplaces without being a specialized training provider platform. This is evident in the low sales from 2020 to 2023, low traffic and engagement from September to November 2023, and complaints about suboptimal website services identified through an open survey. This situation reflects that the website has not become the primary choice and does not fully meet user expectations.

To improve the website's quality, research was conducted on the improvement of service attribute needs using the website quality method and the Kano model. Based on open survey results and previous research literature studies, 20 attribute needs were identified and grouped into 5 dimensions of website quality: fulfillment, usability, system availability, responsiveness, and information quality. With these attribute needs, a questionnaire was designed and distributed using purposive sampling techniques, successfully collecting responses from 104 participants.

The data processing results using the website quality method produced 11 strong attributes and 9 weak attributes, which were then categorized with the Kano model. The categorization resulted in 2 attractive attributes, 1 indifferent attribute, 4 must-be attributes, and 13 one-dimensional attributes. Subsequently, an integration of website quality and the Kano model was performed, resulting in 11 attributes recommended for retention and 9 attributes recommended for improvement. The attributes recommended for improvement are referred to as True Customer Needs (TCN), consisting of responsive customer service, prompt service delivery, incentives for users, website notifications upon transaction completion, easy navigation or easily found menus, maintained functionality, operational reliability, absence of crashes or stability issues, and responsive page layouts.

Keywords: Kartu Prakerja, Website, Website Quality, Kano Model, True Customer Needs.