

## **ABSTRACT**

*The rapid development of technology and information in this era of globalization has brought many advances in various aspects of human life, especially business aspects. One of the important and rapidly growing business innovations is the website. In Business to Business (B2B) companies, being a website has a very important role in helping companies to convey information about the products, services and solutions they offer to customers. PT Insan Agritama Teknologi (Inagri Asia)'s Inagri.Asia website is one such B2B company that understands the importance of a website. Even so, the effectiveness of the website needs to be evaluated and improved so that it can always optimally meet user needs.*

*Based on data from Google Analytics and the results of applying the Usability Testing Method to the Inagri.Asia website, where the Satisfaction Dimension is qualified as Less, PT Insan Agritama Teknologi (Inagri Asia) needs to make improvements to the Inagri.Asia website design. Respondents are grouped into six different groups according to the results of processing data on the gender and age of respondents in this study using the Agglomerative Hierarchical Clustering Method. According to the six groups (clusters), seven requirement attributes are considered as True Customer Needs (TCN) attributes based on the output of the results of the previous two integrations, namely the results of the integration of the Agglomerative Hierarchical Clustering Method and the Web Quality Method, with the results of the integration of the Agglomerative Hierarchical Clustering Method and the Kano Model. This research aims to provide a draft recommendation for improving the design of the Inagri.Asia website that can improve website quality and user satisfaction. The process of designing improvement recommendations is carried out by applying the Need, Idea, Decision, and Action (NIDA) Method. The result is the best draft improvement recommendations that can be implemented by website owners for each TCN attribute.*

*Keywords: B2B Website, Usability Testing, Agglomerative Hierarchical Clustering, Web Quality, Kano Model, NIDA*