

ABSTRACT

The high growth of whole internet users in the world, especially the social media users gives opportunities for companies to utilize the social media as their marketing and communication media. Amanda chose Facebook as its media to communicate with its customers. Considering the growth of Facebook Users in Indonesia in on 4th rank in the world, it shows that Facebook is a potential media to be used as the marketing and communication media.

This research aims to analyze the needs of the Facebook Amanda Brownies friends and visitors, using the E-Servqual and Kano Model methods. This research was done by performing the identification of the customers need that obtained by interviewing the respondents. The output of the interviews, which are random response of the respondent (Voice of Customer) then classified to the needs attributes. After the attributes are identified, each attributes is classified to the relevant dimensions. The process of classifying the Voice of Customer to the attributes then to the dimensions is using the Affinity Diagram method.

Based on the results of attribute extraction, 17 attributes are obtained and then divided into 5 dimensions. Then the questionnaire used to measure the level of customer satisfaction on each attribute and to categorize attribute into each the Kano category is designed. Then the integration of the data processing result of E-SERVQUAL questionnaires and Kano Model questionnaires is done and then obtain 10 attribute that are classified as the True Customer Needs and then performed an analysis of those each needs attribute.

Recommendation is formulated to determine what are the most appropriate treatment to be done for each needs attributes to increase the customer satisfaction. Recommendation is formulated through the interview stage, questionnaire processing and analysis of each needs attributes. Based on the analysis, it is known that there are 10 attributes of service that needs to be improved to increase customer satisfaction. The needs attribute that need to be improved include Admin Ability to always answer questions on Chat / Message, Admin Ability to always respond to customer posts on the Timeline, Admin Ability to always respond to customer message on Chat / Message, The speed of Admin response to Answer Questions in the Timeline, The speed of Admin response to Answer Questions through Chat / Message, The speed of Admin response in Facing Complaints, Admin Communication Skills, Admin Modesty, Personal Attention of Admins. and information update frequency.

Keywords : *Need analysis, E-Service Quality, Kano Model, True Customer Needs, Facebook Amanda Brownies*