

## ***ABSTRACT***

The quality of the internet service in indonesia is still low compared to other countries. Systematic efforts must be done by the government, including setting a proper standart qualities for internet service. To determine the standards of quality it is necessary to an analysis about the needs of customers to avoid excessive gap between hope and reality and to encourage the industry to improve the service of wireless internet quality. The aim of this research is to find out necessary of the internet service quality which can be proposed to regulator to arrange the standardof internet service qualityby using the servqual method and Kano's Model.

The data processing retrieved 8 attributes that gave satisfaction to the customer and 9 attributes that haven't been able to give satisfaction to the customer. Based on the results Kano's Model , there is 1 attributes with category must be, 14 attributes with category one dimensional, and 2 attributes with category attractive. The integration of the servqual and Kano's Model, obtained 6 attributes that need to be maintained, 9 attributes that need to be improved and 2 attributes released as the competition weapon between wireless internet service providers.

Keyword : Internet , Servqual, Kano's Model