

ABSTRACT

Zora Radio is one of the radio in Bandung, established since 2005 and then in 2014 switch segment to the radio of young people with age range 16 - 23 years. Zora Radio as a youth community radio in Bandung has several special programs, the selection of the program represents the big community in Bandung, such as Korean, Japanese, Sundanese music lovers community, and there are talk show program enterprenuer to arouse the love of young people in Bandung to be active in Entrepreneurship. But the special program has not been able to make Zora Radio revenue is achieved according to the target every year. This is due to the low interest of advertisers and the existence of Radio Zora has not been so popular among young people.

This study aimes to analyze the needs of Zora Radio listeners by using the integration of Service Quality and Kano Model to improve the quality of the program on Zora Radio. In this study there are 21 attributes of listener needs Zora Radio, then attribute needs will be prioritized for improvement. Based on the results of data processing on the questionnaire Service Quality and Kano Model obtained 10 attributes that are in accordance with the needs of Radio Zora listeners and these attributes need to be maintained performansinya. Furthermore there are 11 attributes that still need to be improved on the performance because the attribute has not been able to meet the needs of the listener. After conducting a study of the attributes of need for Radio Zora, then a recommendation recommendation for improvement can be made to improve and improve the quality of the program. Recommendations were obtained based on the results of data processing and analysis involving student in high school and university in Bandung.

Recommendations are derived based on the results of the attributes of the listener's need that need to be upgraded as true customer needs. The result of true customer needs for Zora Radio is the latest song playback that matches the criteria of youth, broadcast program has the same event every day, broadcast program with interesting theme (according to young people), light news information (light news) that happened At home and abroad, creative announcers in broadcasting programs, clear radio sound quality during broadcasts, wide range of radio frequencies, stable radio stream quality, quiz prizes in broadcast programs, games involving listeners during broadcasts, chats with listeners.

Keywords: Service Quality, Kano Model, Needs Attribute, Service Quality and Kano Model Integration, True Customer Needs.