

## **ABSTRACT**

PT. Kontinental Lintas Telekomunikasi (K-Lite Radio) is one of the companies engaged in radio broadcasting with adult segment, 25-45 years old such as workers and entrepreneur. K-Lite has a prime time program, called 'Afternoon Lite' which presents information about technology and ICT (Information and Communication Technology) and interspersed with music. The program held on every Monday to Friday at 3 to 6 pm then religious talkshow on every Monday, Wednesday, and Friday at 4.30 pm also talk shows with diverse topics on Tuesday and Thursday. Although the K-Lite radio has prime time programs where the program has many listeners, there was a decline income in 2016.

This research aims to analyze the needs of K-Lite radio listeners for 'Afternoon Lite' program to improve the quality of service using the integration of Service Quality Model and Kano Model. There are 17 attributes of K-Lite radio listeners for 'Afternoon Lite' program which will be grouped into 5 dimensions . The research used questionnaires to measure the level of satisfaction, expectation, and reality of service and categorization of each attribute.

Based on the result of measurements of Service Quality Model obtained 9 weak attribute and 8 strong attribute. Based on the Kano category classification, there are 9 attributes that need to be improved. Based on the integration of Service Quality Model and Kano Model, obtained 9 attributes that become the True Customer Needs and analyzed each needs attribute.

Recommendations are obtained based on data processing that contains attributes that will be improved as True Customer Needs such as announcers have an attractive of style broadcasting, providing accurate information about national and international events from reliable sources, providing information about traffic from a reliable source , availability of various alternative communication channels (telephone, sms, and social media), wide range of radio broadcasts, stable streaming facility, quiz with prizes, guest speakers for talkshows, availability of downloadable recording program on K-Lite radio website.

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