

## ABSTRACT

The trend of *Pay TV* and its penetration in Indonesia has the potential to continuously grow annually and attracts a bigger number of audience. The result of this trend is that the competition in the industry of *Pay TV* services has become more competitive every year. *Pay TV* is a service that broadcasts television channels for the audience who are willing to subscribe and pay frequently. Transvision is one of the providers of *Pay TV* service in Indonesia, and has to have the power to compete in this industry. The approach to the solution of this problem is to identify and classify the attributes of needs based on *SERVQUAL* and Kano model. The expected result of this research is to develop and to escalate the quality of service provided by Transvision, using *SERVQUAL* method and Kano model.

This research identifies 26 attributes of customers needs based on interviews with loyal customers. *SERVQUAL* is used to measure customers satisfaction so that we can define the weak attributes of the attributes of needs. The result of data processing using *SERVQUAL* defines 18 weak attributes of the attribute of needs. Kano model is used to understand the relation between customers satisfaction and the means to achieve it. The result of data processing using Kano model defines 6 attributes categorized as a must-be attribute, 10 attributes as one dimensional, and 10 attributes as attractive. Based on *SERVQUAL* and Kano model integration resulting 20 attributes of customers needs which become the priorities to develop further.

The formulation of recommendation is defined by the data processing and analysis. The given recommendations are the company offers a guarantee of the decoder quality with a special compensation that if the decoder went malfunction during installment or repairing, the technicians were obligated to tell the customer of the usage and decoder handling. The company offers guarantee about the quality of the remote with special compensation that if the remote went malfunction, expanding the waiting room for the comfort of customers, adding facilities that give comfort for the customers.

Key word: Analysis of needs, *SERVQUAL*, Kano Model, Transvision.