

ABSTRACT

PT. Telekomunikasi Indonesia Tbk (PT Telkom) is one of the telecommunications companies that develop business in the market digital music downloading service by establishing PT. Melon. Digital music downloading services that competes with Melon are Indosat Backstage, PT. PlayOn Interactive, and Langit Musik. Based on a preliminary survey that conducted on Melon users, is found a few complaints that can affect the performance of Melon services. PT. Melon should be able to provide digital music downloading services according to customer needs in order to compete in digital music downloading services.

This objective research is to analyze the needs attributes of Melon services, and then recommend the concept of service improvement according customer needs to enhance customer satisfaction. Needs analysis can be done using the Analytical Kano method. This method is one techniques used to determine customer needs.

In this research, 26 needs attributes of Melon digital music downloading service is identified based on the five dimensions of Electronic Service Quality. The attributes are categorized into four Kano categories, the attractive category, must-be category, one-dimensional category, and indifferent category. Then, determined the attribute of Melon digital music downloading service that needs to be fixed based on the level of satisfaction and dissatisfaction of each needs attribute. Of 26 needs attributes, it can be seen that the seven needs attributes of Melon has a higher level of dissatisfaction than satisfaction levels. The seven attributes were analyzed and recommended the improvement program.

The recommendations are intended to improve Melon services. Formulation of recommendations were formulated based on the results of data processing, analysis, and brainstorming with the company. The recommendations given include the addition of detailed information on the website, increase the frequency of maintenance and updating the website, information technology training programs and customer service training, customer feedback, adding media service customer service center, adding of customer service personnel, customer service personnel shift setting, the addition of Automatic Call Distributor (ACD) device, request song menu from the customer, and working procedures of customer service employees.

Keywords: *Needs Analysis, E-Servqual Dimensions, Analytical Kano Model, Digital Music Downloading Service.*