

## **ABSTRACT**

*SMS broadcast advertising is a part from mobile advertising service that one of PT Metra Digital Media service which serves as the company's customer loyalty program. At the end of 2012, SMS broadcast advertising revenue gained 84% from the overall MD Media mobile advertising services, but declines happened in the beginning of 2013 to 68%, this happened because of reduced demand for SMS broadcast. Reduced demand caused by the SMS broadcast advertiser discontinue use of SMS broadcast service, this is due to dissatisfaction on the SMS broadcast receiver. This is what lies behind this research.*

*This research aims to identify true customer needs of SMS broadcast receiver using integrated Mobile Servqual and Kano Model, so that the company knows the needs of receivers who need to be prioritized to improve the quality of service. Level of SMS receiver satisfaction can be measured using Mobile Servqual, while relations between satisfaction and the compliance are measured using the Kano category. So it would be obtained attributes that need to be retained or improved by the company.*

*Based on the performance measurement and categorization then obtained 17 attributes need to use integration Mobile Servqual and Kano's models, there are 13 attributes of service needs to be improved and the 4 attributes of services needs to be maintained.*

*Keyword: SMS broadcast, Mobile Advertising, Need Analysis, True Customer Needs, Mobile Servqual, Kano's Model.*