

ABSTRACT

Increased competition in the print media resulted the seizure market share leader position. Pikiran Rakyat is one of many newspaper companies in the city of Bandung which since 1950 and it is a market share leader in the newspaper business. At this time, Pikiran Rakyat decreased market share coincided with a decline in the number of readers. It is because the company's competitors can better meet the needs of the readers of Pikiran Rakyat. In addition, the service does not match with the expectations of Pikiran Rakyat's readers also resulted a variety of complaints that give impact a disappointment for readers. Therefore, Pikiran Rakyat need to know the true reader needs, so that the reader needs can be met and make satisfaction for the reader.

The purpose of this study was to determine needs attribute of readers using Integration Newspaper Service Quality and Kano Model method, that can be used to develop and improve services of Pikiran Rakyat. This study was conducted with identifying 40 service attributes of Pikiran Rakyat's readers that used to measure the performance of existing companies and categorize service attributes. Furthermore, specified service attributes to be prioritized for development services of Pikiran Rakyat.

Based on the results of data processing in the questionnaire of Newspaper Service Quality, it's acquired 21 service attributes that have given satisfaction to the reader and 14 service attributes whose performance is below expectations or have not been able giving the reader's satisfaction. Based on the results of data processing in Kano Model questionnaire, obtained 6 attributes are included in the category of Must be, 6 attributes are included in the category of One-dimensional, 10 attributes are included in the category of Attractive and 13 attributes are included in the category Indifferent. Integration Newspaper Service Quality and Kano Model resulting 6 service attributes to be developed and 8 needs attribute need to be repaired.

Formulation of recommendations of service attributes is obtained based on the data processing and analysis with complaints from customers and the existing conditions in Pikiran Rakyat. Based on the results of data processing and analysis, there are 11 True Customer Needs of Pikiran Rakyat's readers that need to be developed and improved. There are the Availability of Supplements, Service Reader's Letter, Election News, Ease Abonnement, Completeness of Advertise, Timeliness of Delivery, Customer Service, Availability of Sports News, Print Quality, Availability of Coloumn and The Layout of News, Pictures and Advertise.

Keywords: Needs Analysis, Newspaper Service Quality, Kano Model, Development Services.