

## **ABSTRACT**

*PT. Radio Karang Tumaritis or Radio Zora is one of the private radio in Bandung, which is on the frequency of 90.1 FM and has changed its segment from family radio to the radio of young people in 2014. However, currently Radio Zora experiencing problems regarding the income did not reach the target because of the lack of listeners due to the low awareness of listeners to Radio Zora. Therefore, it is necessary to improve the service quality of Zora Radio especially on The Morning Prime Time Program.*

*This study aims to design the listener needs of The Morning Prime Time Program Zora Radio using integration of Service Quality and Kano. There are 19 attributes of listener needs used to measure the level of importance, expectations and reality of the service, classify the attribute needs, and determine the needs attribute that need to be prioritized as True Customer Needs. Based on the result of Service Quality processing, there are ten strong attributes and nine weak attributes, whereas based on Kano classification, five attributes are prioritized and six attributes that need to be developed.*

*Recommendations are formulated based on the results of processing data that contains needs attribute that prioritized and developed as a True Customer Needs. True Customer Needs are announcer understands about the taste of young people, announcers are able to deliver information in unique way, information are up to date, information conveyed can be beneficial, songs that played are up to date, light topic of conversation, signal of radio is strong, availability of mobile application radio on smartphone, online streaming can be easily accessed, contact service can be easily contacted and Response to listeners who make direct contact.*

***Keywords: Zora Radio, Needs Atribute, Integration of Service Quality and Kano, True Customer Needs***