

## ABSTRACT

*Radio K-Lite is a private radio in the Bandung area which is a subsidiary of the Telkom Education Foundation (YPT). The main source of radio revenue comes from advertisers, but from 2018 to 2020 revenue continues to decline and never reaches the target. Radio K-Lite wants to focus on developing programs that are broadcast during prime time, one of which is the Tell to Tell program. Tell to Tell is a program that contains song requests interspersed with sending greetings and trending topics, broadcast every Monday to Friday at 12.00 – 15.00 WIB. Despite being in prime time, the Tell to Tell program could not make a significant contribution to K-Lite Radio's revenue.*

*The purpose of this final project is to identify the attributes of listeners' needs which can then be used as a reference for program improvement. In-depth interviews were conducted with seven listeners of the Tell to Tell program with an age range of 25-55 years and had listened to the Tell to Tell program at least twice which in turn would produce VOC. The VOC form thirteen attributes of needs and are grouped into four dimensions, namely content quality, uniqueness, information quality, and broadcaster competence. Furthermore, the preparation of the service quality questionnaire and the Kano Model was carried out. The service quality questionnaire consists of statements of the level of reality, expectations, and interests. While the Kano Model questionnaire consists of functional and dysfunctional statements.*

*At the initial stage, a pretest was conducted on 30 people. The pretest questionnaire was processed by normality test, validity test, and reliability test. When the data has been declared valid and reliable, it can distribute questionnaires. Questionnaires were distributed to 121 respondents with the criteria for the unit of analysis that had been previously determined. After going through the screening stage, the results of the questionnaire left 110 responses that were considered feasible and valid for processing. Processing of questionnaires through service quality produces gaps and NKP, the results of which can identify strong and weak attributes. Processing the questionnaire through the Kano Model produces attributes with Kano categories, namely one-dimensional, attractive, must-be, and indifferent.*

*The integration of service quality and Kano Model resulted in eight true customer needs (TCN) that need to be prioritized and improved in making program improvements. The resulting TCN are song requests fulfilled, popular songs playing, song composition based on song dynamics, entertainment segments, insights about songs, useful information, up-to-date news, and broadcasters to create an atmosphere. Next, an integrated system design is carried out based on the attributes obtained from TCN. Each attribute will be integrated with three system elements, namely man, method, and tools. Then evaluate the design results by analyzing the advantages and disadvantages of the integrated system design. The implementation of repairs can be carried out in stages and in accordance with the priorities of Radio K-Lite.*

**Keywords:** *Service Quality, Kano Model, Need Attributes, Radio, True Customer Needs*