

ABSTRACT

The emergence of the digital era encourages the rise of digital music format and music consumption becomes online based as an example is a music streaming application. One of the music streaming applications that is known by the young generation is Langit Musik. However, Langit Musik application has some complaints from its users against services that have been provided. Therefore, Langit Musik application needs to identify the needs of the service and improve the service quality so that the application user satisfaction can increase. This research aims to identify true customer needs based on voice of customer so that the required attributes are prioritized for improvement. This research uses the Mobile Service Quality and canoe Model methods. The M-Servqual method is used to measure the level of user satisfaction of the provided services so that the weak attributes are obtained for improvement. The Kano method is used to determine the influence of each attribute with the level of satisfaction translated in the category Kano. By integrating the M-Servqual method and the Kano Model generates attributes that need to be improved by the developer of Langit Musik application, which is then obtained 29 attributes that need 13 attributes need to be improved by considering the level of satisfaction and influence of each of these attributes, 13 attribute needs that need to be improved is called true customer needs to be identified and given recommendations.

Keywords: Langit Musik Applications, Attributes needs, M-Servqual, Kano Models, True Customer Needs, Voice of Customer