

ABSTRACT

Radio K-Lite FM is a private radio in Bandung owned by Yayasan Pendidikan Telkom. The radio broadcasts various programs, including song playback, Live Music, and Talkshows. In 2021, they released a new Talkshow program named We Talk. The program mainly discussed all the things about the health and careers of women. For 51 years of living on the air, the continuity radio life cycle was supported by various sources of income, one of them comes from advertising revenue, but the revenue has never reached the company's target. It can be caused by the lack of interest from advertisers in using advertising services. In an effort to increase the company's revenue, program improvements must be made to attract advertisers so that the program can start to give any revenue contribution. This final project is carried out to identify the need attributes of We Talk program's so that it can be used as the basis for program improvement. The method used to obtain the attributes of the needs according to the preferences of the listeners is the Integration of Service Quality and Kano Model. Data was collected by interviewing ten participants who had listened to We Talk program and were in the range age of 20-55 years. Participants of the interview will give their Voice of Customer (VoC) which is grouped based on the Service Quality dimension. The dimensions used as a reference for evaluating radio programs are Content Quality, Announcer Competence, Speaker Competence, Program Awareness, and Ease of Contact. The next step is the operationalization of dimensions which aims to classify the needs attributes based on the definition of dimensions obtained from previous research and Voice of Customer. After the requirements attribute has been completed, the next step is to design a questionnaire by compiling questions based on the need's attributes. The questionnaires were arranged based on two categories, namely the Service Quality dimension questionnaire and the Kano questionnaire. Questionnaires were distributed to 130 respondents. After the screening stage, the total number of questionnaire respondents was changed to 112. The questionnaire results were processed based on the data processing stage of the Service Quality dimension and the Kano model. Service Quality data processing will produce nine strong attributes

and six weak attributes. Meanwhile, Kano Model data processing produces five attributes in the One-Dimensional category, five in the Must Be category, three in the Attractive category, and two in the Indifferent category. The results of the integration of the two methods resulted in seven attributes with a maintained category, six attributes with an improved category, and two attributes with a neglected category. Recommendations for improvement are formulated based on data processing results referred to as True Customer Needs (TCN). True Customer Needs that need to be repaired are CQ3, AC2, AC3, EC1, PA3, and SC2.

Keywords: Radio K-Lite, Service Quality, Model Kano, Radio Programme, True Customer Needs.