

ABSTRACT

Kerupuk Kentang Ibu Risty Small And Medium Enterprises is one of the SME that involve in food processing which produces refined potatoes. Kerupuk Kentang Ibu Risty SME are planning to develop their products by repositioning the function of their products from complementary food into snacks to expand their market target for all people not just for restaurant or housewife. However, SME still don't know yet the customer need for their Potato Crackers product. Therefore, SME need to research the customer need attributes of their Potato Crackers product, so that can be used for their product development design. This research found that there are some complaints against the quality of their Potato Crackers product, that shows there is customer dissatisfaction towards their product.

This research conducted by distributing the questionnaires to 115 respondents using non-probability sampling technique called judgment sampling. The questionnaire is divided into two types of questionnaires, product quality questionnaire and Kano's Model questionnaire. From 115 questionnaires obtained 100 questionnaires that pass the screening and the results from the processed questionnaire produce 17 attributes need for Potato Crackers products that used to measure the existing condition of the company by customer expectations. Based on the results of Product Quality data processing obtained weak and strong attributes, whereas, by Kano's Model data processing obtained category attribute must-be, one dimensional, attractive and indifferent. Both of these data are integrated and analyzed to obtain True Customer Needs. Formulation of recommendations obtained from result of priority recommendations analysis on six improved attributes and the company's ability to implement the recommendation.

Keywords : *Needs Analysis, Product Quality, Kano's Model, Product Development*