

ABSTRACT

Barokah Alam SMEs is one of the SMEs in Ciwidey argopolitan area which produces variety of processed guava. Based on some products, sales of products with the largest turnover in comparison with other products is the product lunkhead GuavaGua guava. However, there are some customer complaints about dodol GuavaGua. These complaints indicate that customer dissatisfaction with this product. Barokah Alam SMEs should be able to know and meet the wishes of customers in order to survive in the market culinary business.

This research aims to develop products dodol guava GuavaGua using integration Product Quality and Kano Model by looking for attributes of customer needs for product dodol GuavaGua. This research was conducted by identifying 23 attributes of customer needs dodol guava GuavaGua. Next will be determined attribute needs to be prioritized in product development dodol GuavaGua.

Based on the results of the questionnaire data processing on Product Quality found that 23 attributes needs are an attributes with weak performance, therefore these attributes are still below the expectations of customers. Based on the Kano Model questionnaire, there are 12 attributes that needs to be upgraded or repaired and 11 attributes that need to be maintained its performance.

Recommendations obtained by the data processing and analysis involving customer data and the data from SMEs. Recommendation contains attributes dodol needs guava GuavaGua prioritized for improved as true customer needs.

Keywords: Needs Attribute, Product Development, Integration of Product Quality and Kano Model