

ABSTRACT

The Creative Economy is an economic activity in societies that spend most of its time generating ideas, not only doing routine and repetitive things. According to the Creative Economy Agencies, 16 sub-sectors have the potential to develop in the creative economy, and one of them is the Fashion sector.

Bearpath is one of the creative industries engaged in the Fashion sector. Established since 2012, Bearpath produced sandals located in Bandung, West Java. Bearpath produces sandals combining outdoor styles that are strong and sturdy but also comfortable and casual when worn casually. Bearpath's sandal structures inspired by technology in running shoes combines the physical quality and comforts in the foot. The product details made with good quality materials, so that looks like the mixing of sturdy mountain sandals with strong and comfortable running shoes.

At the time of launching the product, several complaints showed customer dissatisfaction with one of the Bearpath sandals products, namely Hoko sandals. Bearpath must know and provide products that meet customer needs to survive in the sales market. The purpose of this study is to learn the customer needs of Hoko Bearpath sandals which are includes in True Customer Needs using integration Product Quality and Kano Model, so could knowing customer needs to improve Hoko Bearpath sandals products qualities. In this study, there are 25 attributes of customer needs based on Voice of Customer from Hoko Bearpath sandals products quality, where there are 12 attributes of needs that have met customer expectations and 13 attributes of needs that have not been able to meet customer expectations. Based on the results of the integrates of Product Quality and Kano Model, 13 attributes included in the True Customer Needs that need to improved and developed.

Keywords : Customer Needs , Hoko Sandal , Product Quality , Kano Model , True Customer Needs