

## **ABSTRACT**

*Roffee's is one of SMEs located in Bandung engaged in food. Roffee's was founded by Mr. Emil Zam Harira in November 2013. At first, the products sold by owner only one flavor, lychee flavors. However, as time goes on and get a positive response from customers, the owner decided to develop these products by increasing the types of variants puddings as well as naming the product under the name Roffee's. One of the variants puddings are sold by Roffee's is a Thai Tea. In the face of competition, Roffee's is required for maintaining the quality of the pudding so it can meet the needs of the customer and satisfaction.*

*This research aims to provide proposals for the improvement of product quality Thai Tea Pudding from Roffee's ranging from taste, texture, and product packaging stickers. This is done to be able to improve the quality of Thai Tea pudding products Roffee's. In this study there were 20 attributes of the customer's needs are obtained from the results of the voice of customers. Based on the results of the integration of questionnaire processing product quality and Kano model obtained recommendations attribute needs, i.e. 7 attribute needs to be defended, 2 attributes needs an upgrade, and 11 attributes needs repaired. The attribute that will be the True Customers Needs is the attribute needs enhanced and improved with a total of 13 attribute requirements.*

*Keywords : Thai Tea Pudding, Roffee's, Needs Analysis, Product Quality, Kano Model, True Customer Needs*