

ABSTRACT

Natural Taste Catering is one of the Small and Medium Enterprises (SMEs) engaged in the culinary field in Bandung. As the name implies, these SMEs carry the concept of healthy vegetarian food. These SMEs were introduced to the people of Bandung in May 2018. Social media is currently one of the tools that are targeted by entrepreneurs to introduce their products. These SMEs promote their products to the public by using one of the social media (Instagram) with the username @naturaltastebandung.

Instagram is the most active marketing communication media used by these SMEs in promoting their products. But, in the last few months, the owner has complained that the income has fluctuated continuously. Therefore, this is the basis for the writer to conducting this research to design the attributes of an Instagram account with the dimensions of Information Quality and Refined Kano. The writer hopes that using these two methods can produce True Customer need and the author will recommend this SMEs to improve the way of marketing communication that has been used.

These are some dimensions that will be used in this research, they are timeliness, responsiveness, understandability, accessibility, completeness and creative integration. The results of this study obtained 18 attributes of needs in managing Instagram accounts, 14 strong attributes that are used as customer needs that will be developed and prioritized. The recommendations for the attributes of this need are formulated based on the Integration of Information Quality and Refined Kano

Keywords: Instagram, Information Quality, Refined Kano, Customer Need