

## **ABSTRACT**

*Recent technological advancements have resulted in significant shifts in consumer behavior, particularly in product purchasing. One of the notable impacts of technological progress is the emergence of marketplaces, which have transformed human interaction with products and trading activities. The presence of marketplaces holds a crucial role in product marketing and sales strategies. One of the primary benefits that marketplaces offer to many businesses is the ability to swiftly acquire customers. An example is Simply Supply, a local fashion brand based in Bandung, which also utilizes marketplaces to sell its products. However, while conducting product sales through marketplaces, Simply Supply faces several challenges. The issues confronted by Simply Supply encompass the failure to meet sales targets, a low market share, and customer complaints regarding product attributes. Sentiment analysis reveals that 31% of customers express negative sentiments towards Simply Supply's chino pants products. Customer complaints encompass discomfort in the pants' cut, thin fabric quality, and color mismatches. Additionally, Simply Supply's chino pants also exhibit weaknesses in terms of pants model variations and subpar stitching quality. The primary focus of this study is to identify the actual customer needs for Simply Supply's chino pants products and formulate suitable solution recommendations to enhance the quality of the chino pants products and customer satisfaction.*

*To address the challenges faced by Simply Supply, this research applies an approach that integrates product quality and canoe models. In the early stages, the dimensions of product quality were determined based on the problems faced by Simply Supply and previous research. There are five dimensions of product quality used in this study, namely performance, features, suitability, durability, and aesthetics. Using the five dimensions of product quality, twelve product requirements for chino pants were identified, namely comfortable trouser models, comfortable quality materials, trouser pockets capable of storing cellphones, trouser pockets capable of storing wallets,*

*standard sizes, neat seams, strong seams, color which do not fade easily, quality zippers, many variations of models, many color variants, and attractive colors. Product quality analysis is used to determine the Customer Satisfaction Value (CSV) based on the gap that consumers feel between the level of expectation and reality which is then multiplied by the level of importance. By obtaining CSV, attributes that are categorized as strong and weak will be obtained. Then, the kano model is used to group attributes according to the kano evaluation table. With the kano model approach, the priority attributes of consumer needs can be identified, and recommendations for improving these attributes are given. Integration these two approaches aims to uncover attributes that not only meet consumer expectations but also provide significant added value.*

*The research findings demonstrate that the integration of product quality and the kano model successfully identifies key attributes that significantly contribute to enhancing customer satisfaction and the competitive edge of Simply Supply's products. Within the framework of the product quality approach, the analysis yields nine attributes identified as weaknesses, while three other attributes are recognized as strengths. Subsequently, these attributes are integrated using the kano model to gain a deeper understanding of true customer needs.*

*This research brings forth substantial benefits both theoretically and practically. Theoretically, the approach of integrating product quality and the kano model provides recommendations for designing customer needs attributes for Simply Supply's chino pants, focusing on the most critical consumer preferences. This outcome has the potential to serve as a stronger foundation for precise product design. From a practical standpoint, the solution recommendations derived from this study can be adopted by Simply Supply in product development strategies, marketing improvements, and customer satisfaction enhancements. Appropriate steps can be taken by Simply Supply, considering that this research yields information about attributes desired by consumers. Through these steps, Simply Supply is poised to enhance its product development, enabling competitiveness in a competitive market.*

*Keywords: Voice of Customer, Product Quality, Kano Model, True Customer Needs*