

## **ABSTRACT**

*Dianable is a Bandung-based MSME that focuses on the creative industry, particularly handmade footwear production. Dianable's products are made by local artisans in the West Java region, particularly in Cibaduyut, which is well-known as a footwear production center. Dianable offers various types of footwear, including Loafers, Docmart, Flat Mules, Platform Mules, Flat Shoes, Sandals, and Heel Mules. However, these products face many complaints from consumers.*

*The complaints received can significantly impact the sales of Dianable products. An analysis of consumer review data on Shopee over the past year and preliminary interviews with 15 respondents who have used Dianable products in the past six months revealed several key issues. These complaints include size mismatches, perceived inadequate product quality, and footwear comfort that needs to be improved. These issues could potentially affect long-term sales if not taken seriously.*

*To address these issues and better understand consumer needs, research was conducted using the Kano Model and Product Quality analysis. This research aims to identify attributes of footwear product needs, classify attributes that are considered strong and weak, and group attributes based on the Kano Model. This research also aims to formulate the attributes of true customer needs.*

*The Kano Model questionnaire and product quality analysis were distributed to Dianable consumers with the criteria that respondents must own and have used Dianable footwear products in the last six months. At the initial stage of the questionnaire, a Screening Question was conducted to ensure that respondents met the predetermined criteria. From a total of 135 respondents, 131 respondents met the research criteria.*

*The results of data processing from 131 Product Quality questionnaires show that there are 7 attributes that are considered as strong attributes and 8 attributes that are considered as weak attributes. In addition, data analysis of the Kano Model questionnaire identified 9 need attributes in the one-dimensional category, 5 attributes in the must-be category, and 1 attribute in the attractive category.*

*The integration of the results from the Product Quality questionnaire and the Kano*

*Model resulted in the following needs mapping: 6 requirement attributes need to be maintained, 8 requirement attributes need to be improved, and 1 requirement attribute needs to be developed. These findings provide a clear basis for the improvement of Dianable products, focusing on improving attributes that are considered weak and developing attributes that are inadequate.*

*Based on the results of the analysis, nine key consumer need attributes were found that Dianable should prioritize. These attributes include the use of high-quality materials, heel cushion comfort, cushioned insoles, and anti-slip features. In addition, the products should have strong adhesion, sizing in line with industry standards, and consistency in size between products. Dianable also needs to provide products in a wide selection of attractive colors and trendy models to meet diverse consumer preferences.*

*The results of this study are expected to help Dianable in designing future product improvements. By understanding true customer needs and improving attributes that are considered unsatisfactory, Dianable can significantly improve product quality. This effort is expected to not only increase customer satisfaction and loyalty, but also support Dianable's future business growth. This research provides a strong basis for a more effective and consumer needs-oriented product improvement strategy, which will ultimately support the sustainability and development of the MSME business.*

*Keywords: Product Quality, Kano Model, True Customer Needs.*