

ABSTRACT

PT XYZ is a company that produces various types of pharmaceutical products and supplements, one of its products, namely OBH X. However, PT XYZ experiences challenges and problems, namely low market share. Based on observations, there are aspects of product quality that affect the low market share of PT XYZ. OBH X has advantages in the variety of functions and flavors for children. However, it has weaknesses in aspects of taste variations for adults, packaging types, sizes, and prices compared to its competitors. To overcome the challenges faced, research on product quality was carried out using a product quality approach and kano model. Based on Voice of Customer and literature studies, twenty-three attributes were identified which were grouped into six dimensions of product quality, namely performance, secondary feature, aesthetic, durability, reliability and perceived quality. With these needs attributes, questionnaires were designed and distributed using Judgement Sampling and collected as many as 126 respondents.

The results of data processing using the product quality method produced 9 strong attributes and 14 weak attributes, which were then categorized with the kano model and produced 6 must-be attributes, 7 attractive attributes and 10 one-dimensional attributes. Furthermore, the integration of product quality and the Kano model resulted in 2 attributes recommended to be prioritized, 7 attributes recommended to be maintained and 14 attributes recommended to be improved. The recommended attributes to be improved are referred to as True Customer Needs (TCN) which consist of: speed of drug reaction in the body, the time needed for the drug in the healing process, completeness of information on the packaging, variations in the taste of the drug, availability of free consultation services, attractive packaging designs, variations in packaging sizes, variations in product packaging types Ex: (glass bottles, plastics and sachets), durability of strong paper packaging, Drugs have a long expiration period when purchased, ease of drug storage, minimal side effects, affordable drug prices, drug brand popularity, availability of advertising / promotion of the drug in the media, brand reputation (image).

Keywords : Self-medication, Product Quality, Kano Model, True Customer Needs