

ABSTRACT

Competition in the culinary industry, especially packaged chili sauce, is increasing along with changes in consumer preferences that want practical products but still have the distinctive taste of the archipelago. Saruhan, as a home-made chili sauce brand, needs to innovate products to increase customer satisfaction, especially among Generation Z in Bandung. This study aims to identify product innovations that are relevant to market needs using the House of Quality (HoQ) approach.

The research method used is a qualitative approach. Open-ended interviews were conducted with consumers to map Customer Journey Mapping (CJM), which aims to understand the experience and journey of customers from the beginning of knowing to buying products. Meanwhile, Value Proposition analysis was used to explore the value that customers expect from Saruhan products. Furthermore, closed interviews using questionnaires were applied in the House of Quality (HoQ) analysis to translate customer needs into product technical specifications.

The results showed that Generation Z prioritizes a practical and interactive purchasing experience, and the main values they look for in Saruhan products are authentic taste, variety of spiciness levels, and attractive packaging. and Nvivo analysis of the customer journey and value proposition showed that each indicator was sufficiently informative of the consumer journey and product value in Saruhan chili sauce. HoQ analysis revealed that the main aspects that need to be improved are production standardization, durability, more ergonomic packaging, and digital-based marketing strategies to increase the attractiveness and affordability of products in the market.

The conclusion of this study confirms that product innovation based on customer needs can increase Saruhan's satisfaction and competitiveness. Therefore, Saruhan is advised to continue conducting market research, developing product variations, and strengthening branding through social media to increase customer loyalty. Saruhan will use sachet packaging made from polypropylene plastic and petcan made from tin cans for practicality. Product standardization is maintained through cooperation with Pawon Aqila Sejahtera. The packaging will list the spiciness levels, namely safe spicy and fierce spicy, according to customer preference. In addition, Saruhan added variants of sambal mango with beef jando and sambal matah with squid. These steps aim to increase customer satisfaction and loyalty.

Keywords: Product Innovation, House of Quality, Value Proposition, Customer Journey Mapping, Customer Satisfaction.