

ABSTRACT

Rizky Jaya Abadi SMEs are SMEs that produce Asep Pos Shredded Chicken founded and owned by Mr.Asep since 4 years ago from the year 2011 which is marketed in the area PANGALENGAN. At first the products sold are shredded chicken and shredded beef, but at that time the SME products Rizky Jaya Abadi not very well known and scale sales are still low. However, from 2011 to 2014 SME Rizki Jaya Abadi experience enhancing sales of the product Asep Post Shredded chicken, it is because more and more people who like Post Shredded Chicken Asep, because it has a good taste, made from natural ingredients and without preservatives.

This research was conducted with the aim to develop products Asep Pos Shredded Chicken with using integration Product Quality and Kano Model. Integration of Product Quality and Model Kano done to get the attributes of the product needs Asep Post Shredded Chicken. This study found 18 attributes of the product needs Asep Post Shredded Chicken then searched for any attributes that need to be developed and need to be prioritized in product development Asep Post Shredded Chicken. The data processing of Integration Product Quality and Model Kano gained 8 attributes that have NKP weak or NKP (-) which means these attributes need to be upgraded / repaired, this integration also found 10 attributes with NKP strong or NKP (+) that need to be maintained.

Recommendations derived from the data processing and analysis of customer data as well as data Rizki Jaya Abadi SMEs. Recommendation contains about attributes priority needs to attributes that need to be upgraded / repaired as True Customers Need, namely attributes that need to be prioritized needs to be increased in order to meet customer needs improvement. True customer needs obtained from this research include tenderness texture of Abon Ayam Asep Pos, precision color on products, youthfulness to get products Abon Ayam Asep Pos, Abon Ayam Asep Pos product availability existing outlets in the city, Abon Ayam Asep Pos halal label put on the packaging, include information on the nutritional value and provide innovative packaging flavors in products Abon Ayam Asep Pos.

Keywords: Needs Analysis, Product Development, Product Quality, Kano Model, Integration Product Quality and Kano Model, True Customer Needs.