

ABSTRACT

Arafa Tea is one of SMEs located in Bandung that engaging in tea specialty, with Green Tea Chocolate (GTC) as its excellent product. GTC's income has the largest contribution in revenue and has the most rapid turnover compared with other processed tea products produced by Arafa Tea. Seeing this opportunity, Arafa Tea intends to expand its developed market by positioning GTC as specialty snack from Bandung. Therefore, Arafa Tea is required to continuously improve the qualities of GTC in order to fulfill customer satisfaction and requirements. A study was conducted using the integration of Product Quality and Kano Model to determine the customer requirement attributes and customer satisfaction against GTC. The study generates true customer needs output that acts as a prioritized effort that should be improved by Arafa Tea to develop its product.

This study begins by identifying GTC's customer requirement attributes that is used to measure the performance of GTC and categorized them based on the given satisfaction impact. The result shows ten true customer needs attributes with weak satisfaction value, that indicates that these attributes are still performing below the customer satisfaction and need to be improved, which include three attractive attributes, five must-be attributes and two one-dimensional attributes.

All attributes are analyzed and adjusted according with Arafa Tea's ability to obtain the final recommendation of true customer needs. The analysis shows eight true customer needs, including higher intensity cocoa flavor, flavors combination suitability, higher sweetness intensity, attractive green color, lower green tea intensity, clear inclusion of expiration date period, lower bitterness intensity and clear inclusion of attractive brand's name in packaging.

Keywords: *Customer satisfaction, product quality, kano model*