

ABSTRACT

Indonesia started to see that every sector in creative industry has potential to be developed, Esgotado is one of the business actor who is aware of the situation. Esgotado is one example of the creative industry in field of producing backpack. By the time its products has been launched, there are some complaints said about their dissatisfaction of one of the product made by Esgotado. Esgotado has to be able to know and provide products that meet the need of the customers for it is to be stand and survive in the fashion business market.

The purpose of the study is to figure out customer needs the backpack product of Esgotado type Corduro Segundo using integration of product quality and Kano Model. This study identifies 27 attributes of the Corduro Segundo backpack that is used to measure the company existing performance and categorize the important attribute. After that, the attribute that needs to be prioritized in developing Corduro Segundo backpack is determined.

The result of the processed data of the Product Quality questionnaires, there are 17 weakness attributes. Then, based on the processed data of the Kano Model. There are 12 attributes in indifferent category, 12 attributes in one dimensional category, and 3 attributes in attractive category.

Attribute which has to be improved is obtained from the result of data processing and deep analysis by pay attention to complaint from the customers and existing condition of the Corduro Segundo backpack. Based on the data processing and analysis, there are 8 attributes from the Corduro Segundo backpack that need to be improved, which are the backpack has durability, backpack has good quality zipper, backpack has color combinations, backpack has neat tailoring, backpack is comfortable when put on, backpack is water resistance, backpack has stationary pocket, backpack can keep rain cover.

Keywords: Customer Needs, Product Quality, Kano Model,