

ABSTRACT

Shagy Lestari is one of the SMEs (Small and Medium Enterprises), located in the county of Bandung, produces several kind of processed strawberry. Their products are strawberry dodol, strawberry jam, and also strawberry sauce. Strawberry sauce is one of typical souvenirs from county of Bandung, which selling rate is quite high. In fact, Shagy Lestari's strawberry sauces didn't get a big selling rate in Bandung. This study is intended to improve the product quality of strawberry sauce, to enhance the level of customer satisfaction using integration of Kano Method and Product Quality Dimension. Advantages of using Kano and dimensions of product quality in product development has been proven in several previous studies to improve the product performance. This study uses 3 product quality dimensions that have been adapted to the strawberry sauce product and 18 variable of products quality derived from the Voice of the Customer and integrated with Kano method. The purpose of this study is to get what variables are going to be maintained, improved or removed from strawberry sauce products of Shagy Lestari SME.

Keywords : Kano, Product Quality, Sauce, Strawberry, Strawberry Sauce