

ABSTRACT

The competition in the culinary business is getting tougher with increasing tourist numbers allocated expenditure for culinary shopping in Indonesia. Amanda Brownies is one of the culinary business producing Brownies Kukus 3 Flava with teen age segment. Along issued this product, there are some complaints that reflect customer dissatisfaction with this product. Amanda Brownies should be able to identify and provide products according to customer needs in order to survive in the business market culinary souvenirs.

The purpose of this research is to develop Brownies Kukus 3 Flava in Amanda Brownies using integration Product Quality and the Kano's model by determining the attributes of customer needs of Brownies Kukus 3 Flava. This research was conducted by identifying 24 attributes of customer needs of Brownies Kukus 3 Flava used to measure the existing performance companies and to categorize the need attributes. After that, the set of need attributes can be prioritized for quality development of Brownies Kukus 3 Flava.

Based on the results of the questionnaire data processing on Product Quality, there are 13 attributes of Brownies Kukus 3 Flava whose performance was below expectations of customers and there are 11 attributes that have been appropriate with the customer satisfaction. Furthermore, based on the results of data processing in the questionnaire of Kano's Model, there are 4 attributes categorized to attractive category, 9 attributes categorized to one dimensional category and 11 attributes categorized to must be category.

Formulation of recommendations for the need attributes that need to be improved is based on the data processing and depth analysis with respect to complaints from customers and existing conditions on Amanda Brownies. Based on the results of data processing and analysis, there are 14 attributes need to be improved by Amanda Brownies include clarity of writing on the packaging, the balance of images and texts on the packaging, the colors harmonization on the packaging, scents of Brownies Kukus 3 Flava reflects the taste, the harmonization colors combination of Brownies Kukus 3 Flava strawberry flavor, the harmonization colors combination of Brownies Kukus 3 Flava lemon flavour, the harmonization colors combination of Brownies Kukus 3 Flava green tea flavour, Amanda brand synonymous with the product brownies, Brownies Kukus 3 Flava advertising spread in various media campaigns, the blend of Brownies Kukus 3 Flava flavors, softness texture of Brownies Kukus 3 Flava, application compatibility flavors (strawberry, lemon and green tea) on brownies, innovation for flavours, and clarity of writing expiration date of Brownies Kukus 3 Flava on the packaging.

Keywords: Needs Analysis, Product Quality, Kano's Model, Product Development