ABSTRACT

Argopolitan Region of Bandung Regency is one of the form of agricultural development Bandung Regency. Small and Medium Enterprises Kelompok Wanita Tani Binangkit *is a group of farmers who focused on the development of processed agricultural.* UKM KWT Binangkit *issued a product that is* Kerupuk *Strawberry* Kencana Mas *with the segment of adolescence. Along this product consumed by the customer, the existence of a few complaints that reflects the customer dissatisfaction of this product.* UKM KWT Binangkit *should provide products in accordance in the customer wishes to be able to survive in the market business snack.*

The purpose of this study to develop products of Strawberry Crackers Kencana Mas *by using the approach importance performance analysis and benchmarking. This research was conducted by identifying 20 attributes used to measure the ability of the existing companies and to categorize the attributes into the dimensions of the quality product. Based on the processing data on the identification gap and to categorize the attributes into the matrix Klien Grid, there are 14 product attributes Strawberry Crackers* Kencana Mas *or not meet customer satisfaction, 4 stars product attributes in compliance with customer satisfaction, and 2 product attributes should be eliminated. From the results of benchmarking, 14 attributes can be applied and 7 attributes do not need to be applied Strawberry Crackers* Kencana mas.

The proposal product development Strawberry Crackers Kencana Mas *will be determined according to the ability of resources* UKM KWT Binangkit. *The formulation of recommendations obtained based on the data processing and analysis in depth by taking into account customer complaints and conditions exisitng* UKM KWT Binangkit. *Based on the data processing and analysis, there are 14 attributes that need to be developed with the proposal of respondents and the results of benchmarking.*

Kata kunci: *Strawberry Crackers* Kencana Mas, *Product Quality, Importance Performance Analysis, Benchmarking, Product Development*