

## **ABSTRACT**

*Small and Medium Enterprises (SMEs) is one of the development of business units that are becoming the focus of West Java government, because the existence of SMEs can become the main solution of West Java government in reducing the number of unemployed in West Java. One of the SMEs engaged in the culinary field, especially pastry is Vanissa Brownies. Vanissa Brownies is one of the culinary business producing Brownies Zebra. Along issued this product, there are some complaints that reflect customer dissatisfaction with this product. Vanissa Brownies should be able to identify and provide products according to customer needs in order to survive in the business market culinary souvenirs especially in pastry.*

*The purpose of this research is to develop Brownies Zebra in Vanissa Brownies using integration Product Quality and the Kano's model by determining the attributes of customer needs of Brownies Zebra. This research was conducted by identifying 20 attributes of customer needs of Brownies Zebra 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 Zebra.*

*Based on the results of the questionnaire data processing on Product Quality, there are 7 attributes of Brownies Zebra whose performance was below expectations of customers and there are 13 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 6 attributes categorized to attractive category, 1 attributes categorized to indifferent category, 1 attributes categorized to must be category, and 12 attribut categorized to one dimensional 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 Vanissa Brownies. Based on the results of data processing and analysis, there are 7 attributes need to be improved by Vanissa Brownies include there is Vannisa Brownies logo on the packaging, the scent of Brownies Zebra which reflect the taste, blend of Brownies Zebra taste fused, there are labels and pass numbers from Ministry of Health on the packaging, the size of brownies as desired, suit applying of chocolate and cheese flavor on Brownies Zebra.*

**Keywords:** *Vannisa Brownies, Needs Analysis, Product Quality, Kano's Model.*