

ABSTRACT

One of factors that affect someone less interest in reading is inadequate facilities. Inadequate reading facilities will give negative effect towards someone's reading interest. Available reading book and place to read with comfortable facilities will provide a good attraction to interest someone to read. Supporting facilities such as reading chair are often used as a scene to read books. However, the existing reading chair has not satisfied the user. This Research uses Kansei Engineering has a purpose to design a reading chair that fulfill user needs. Kansei Engineering was chosen in this research because it can translate customer's impression, feeling, and demands on existing products or concepts to design concrete solutions and parameters into product design. This research is distributing on students in the Bandung area who use reading chair. Using a questionnaire as a tool to collect data that distributed online by google form to 347 respondents. Questionnaire data was processed using KMO statistical test and Barlett test, so from 23 kansei word that had been obtained is reduced to 15 kansei word that will be used into designing reading chair in this research. The results of this research are the implementation of Kansei Engineering could be done in the design of reading chairs, and there are innovations to meet user needs such as armrest, headrest and footrest. Also, USB port, lights, and book storage area. All of that can be used by users.

Keywords: *Kansei Engineering, kansei word, reading chair*