

ABSTRACT

This study aims to design product improvements for the polo shirts of the Bravo Projects brand by integrating product quality and the kano model. The method used in this research involves data collection through two questionnaires the product quality and kano model questionnaires, to identify and classify product attributes based on product quality dimensions and to categorize product attributes using the kano model categories. The analysis of the questionnaire results shows that thirteen product attribute needs were identified, with six strong attributes and seven weak attributes based on the product quality analysis. Furthermore, the kano model data processing classified ten attributes as one-dimensional, two attributes as must-be, and one attributes as attractive. The integration of product quality and kano model results in seven attributes that need improvement and six attributes that need to be maintained. The resulting True Customer Needs (TCN) include recommendations for improvements to key attributes such as comfort during use, material absorbency, size conformity, and material durability. Based on these findings, Bravo Projects is recommended to focus on improving the attributes that most significantly affect customer satisfaction and product quality.

Keywords: *Attribute Needs, Bravo Projects, Kano Model, Product Improvement, Product Quality, Polo Shirts, True Customer Needs.*