

RESPONSE TO REVIEWERS

Paper ID (#)	#1570441169
Paper title	The Success Model of Natural Fiber Bag
Track	
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Reviewer 1	
Comments	<ol style="list-style-type: none"> 1. Please revise the title since it is not fully represent the content of the paper ✓ 2. Please revise the english grammar in some parts ✓ 3. Please provide more reasoning and relationship between respondent profile and quality attribute in Kano ✓
Response	<p>Proposed Natural Fiber Bag Design Meeting Customers' Needs</p> <p>-----</p> <p>We have done it</p> <p>-----</p> <p>The object of this research is women wearing a bag in their daily activities. The samples are taken randomly from the population. The demography data of the respondent are shown in TABLE III and TABLE IV. The respondent number is 61 women and 85.3 % of them have ever used a bag made from 'agel' natural fiber. The samples of the research were taken from Indonesian people living in Indonesia territory because they are expected to become the customer of natural bag products. Most of them come from West Java, Central Java, Yogyakarta, and East Java. The samples of the research were also taken from various jobs because the natural bag products could be used by women having different activities. Most of them work as a teacher, private employee, college student, housewife, and entrepreneur.</p> <p>The object of this research is women wearing a bag in their daily activities. The samples are taken randomly from the population. The demography data of the respondent are shown in TABLE VI and TABLE VII. The respondent number is 61 women and 52.5 % of them have ever used a bag made from 'agel' natural fiber. The respondents of the research come from Indonesian people staying in the country and abroad because they could be the customer of the products. Most of them come from Yogyakarta and West Java. The respondents of the research also come from many kinds of occupation because the natural bag would be used by female acting in varied places. Most of them work as a private employee, housewife, and lecturer.</p>

Reviewer 2	
Comments	<p>The paper has a clear objective and solid introduction. However there are some parts that need some additional explanation. For example, the attribute classification in Kano model should be explained to the reader before making judgements in the analysis. Besides, the conclusions are missing from the paper. This could cause confusion to the reader regarding the research contribution. ✓</p>
Response	<p>The Kano model classifies the quality attributes of the product into 5 classifications. The first classification is an attractive quality attribute (A). The attractive quality attribute is also called as surprise and delight attributes [1]. The satisfaction of the attribute will increase exponentially in accordance with the increment of the fulfillment of the customer requirement. The quality attribute is often (unspoken) [1] and is amazing surprises [24]. The attractive quality attribute is the main item for customer-driven innovations and breakthroughs [24].</p> <p>The second classification is a one-dimensional quality attribute (O). When a quality attribute of a product is categorized as one dimensional quality attribute, the customer satisfaction would go up or go down proportionally with the rising or dropping of the fulfillment of customer requirements. The one-dimensional quality can be identified as a performance quality representing spoken, basic, and current customer needs [24].</p> <p>The third classification is a must-be quality attribute (M). The must-be quality attribute is a quality attribute that a product must have. The quality is taken for granted [1]. The customer would feel neutral or indifferent when the requirements of this attribute are fulfilled, but if the requirements of this attribute are not gotten by the customer, the customer would be very angry or disappointed, so must-be quality attribute is also called as a basic attribute [1, 24].</p> <p>The fourth classification is an indifferent quality attribute (I). The indifferent quality attribute should not be developed by the producers. It is not bad and not good aspects of the product, so that this attribute does not make the customer satisfaction and the customer dissatisfaction [1].</p> <p>The last classification is a reverse quality attribute (R). The reverse quality attribute has a contradictory effect. When the fulfillment of this attribute requirement would make customer dissatisfaction but the unfulfillment of this attribute would make customer satisfaction or customer delight.</p> <p>-----</p> <p>CONCLUSIONS</p> <p>The research has two conclusions. First, the bag quality attributes which should be available are the bag quality attributes having importance level mean that is higher than 6. Some of them are a</p>

	<p>zipper which is not easily broken, neat stitching and woven, strong material and stitching to hold a load, material which is not easily moldy, a convenient rope used for carrying a bag directly on hand or for hanging the bag on the shoulder, a long adjustable rope lengthened and shortened easily, a metal cover which is not easily corroded, waterproof material, neutral color, light material, and a metal cover which could close tightly.</p> <p>Second, the relationship between the fulfillment level of the requirements of the natural fiber bag with the customer satisfaction based on Kano model shows that there are natural fiber bag design should and should not be developed. Agel natural fiber bag design included in attractive quality attributes would be developed because the design would give the amazing customer satisfaction, i.e. the number 4, 10, and 14 bag designs. On the other hand, 'age' natural fiber bag design included in indifferent quality attributes should not be developed since the design would not affect the customer satisfaction.</p>
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Reviewer 3	
Comments	<p>The paper entitled "The Success Model of Natural Fiber Bag" is written with the aim of (1) to know the important factors that determine the success of the bag of natural fiber 'age' and (2) to find out the relationship between the level of fulfillment of bag product attribute from natural fiber 'age' with consumer desire. ✓</p> <p>Point of destructing: It seem that the manuscript have not complete yet, for example the results and discussions section is still very limited, moreover the conclusions section is not readily available.</p>
Response	<p>Proposed Natural Fiber Bag Design Meeting Customers' Needs</p> <p>-----</p> <p>TABLE VIII shows the classification of the natural fiber bag quality attributes using Kano model. Quality attributes number 14 should be developed by the SMEs because this attribute could make customer satisfaction rise exponentially as the quality attribute is categorized as attractive quality attribute. The number 14 bag design has natural color (no added color), slim design, high shape which could be used for bring more load, twisted fibers and a button made from coconut shell.</p> <p>Besides that, quality attributes number 4 and 10 could be used as good alternatives for product development by the SMEs, because these two quality attributes can be grouped as attractive quality attribute. The number 4 bag design and the number 14 bag design have similar shape. The number 4 bag design combines purple color and dotted white color, and uses brown handles. In contrast with the number 14 bag design, the number 4 bag design has a zipper to lock and unlock the bag and uses untwisted fibers (normal shape).</p> <p>The number 10 bag design also offers prospective design to the</p>

customers. The number 10 bag design has a similarity with the number 14 bag design in the kind of used fiber, i.e. twisted design, but the fiber is colored brown. The number 10 bag design uses leather handles as in the number 4 bag design. In differentiation with the number 4 and 14 bag design, the number 10 bag design appears embroidered flowers on the two sides and has a short and convex shape.

On the other hand, others bag designs categorized in indifferent quality attributes are not recommended to be further developed by SMEs. Because the quality attributes do not give dreamed customer satisfaction. The number of bag design classified into indifferent quality attributes are 1, 2, 3, 5, 6, 7, 8, 9, 11, 12, and 13. The bag designs are colorful, unsimple, and too small loading capacity.

CONCLUSIONS

The research has two conclusions. First, the bag quality attributes which should be available are the bag quality attributes having importance level mean that is higher than 6. Some of them are a zipper which is not easily broken, neat stitching and woven, strong material and stitching to hold a load, material which is not easily moldy, a convenient rope used for carrying a bag directly on hand or for hanging the bag on the shoulder, a long adjustable rope lengthened and shortened easily, a metal cover which is not easily corroded, waterproof material, neutral color, light material, and a metal cover which could close tightly.

Second, the relationship between the fulfillment level of the requirements of the natural fiber bag with the customer satisfaction based on Kano model shows that there are natural fiber bag design should and should not be developed. Agel natural fiber bag design included in attractive quality attributes would be developed because the design would give the amazing customer satisfaction, i.e. the number 4, 10, and 14 bag designs. On the other hand, 'agel' natural fiber bag design included in indifferent quality attributes should not be developed since the design would not affect the customer satisfaction.