ANALISIS QFD (*Quality Function Deployment*) TERHADAP PRODUK SUWAR – SUWIR PADA UD ELZA PUTRA KABUPATEN JEMBER

Prayoga Eko Sisworo
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

UD. Elza Putra is an agro-industry business engaged in food processing. UD. Elza Putra prepares various types of traditional food. One of them is cassava-based food, the products include tape, prol tape, suwar suwir and pia tape. These products are marketed through outlets in Jember and Bondowoso. Processed products from UD. Elza Putra has been marketed to 20 cities in East Java, Bali and Madura. The owner of the company was initially concerned about the typical Jember food which did not have a place to develop the product to be better known in the wider community, the owner of UD. Elza Putra said that his background in establishing the business was to raise traditional local brands to the modern market. which during the rainy season the water content in cassava will increase so that it can affect the texture of the tape so that it can shorten the life of the tape product in the future.

The data analysis method used in this study was first to test the validity and reliability of the data obtained from distributing questionnaires using the Excel 2016 application, then calculating the level of consumer satisfaction according to the attributes listed in the questionnaire, then applied to the HoQ using the Designer application. QFD. So that the results obtained are several attributes that need to be improved and the attributes that can be said to be feasible, these attributes are, the first is the attributes that do not need improvement: (1) Taste, (2) resilience, (3) texture, while the attributes that need improvement are: improvements, namely: (1) packaging, (2) price, (3) smell, (4) color, and (5) appropriate. With the attributes that must be improved, producers can improve the quality of these attributes so that they can compete with similar competitor products.

Keywords: Analysis, Consumer Goals, QFD