APPLICATION METHODS QUALITY FUNCTION DEPLOYMENT (QFD) IN IMPROVING THE QUALITY PRODUCTS COFFEE BEANS ROBUSTA SANGRAI IN MACRO COFFEE ROASTERY DISTRICT JEMBER

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ABSTRACT

The development of the coffee shops in Jember cause the need for coffee beans roasted (roasting) is one of the main raw material requirements in coffee shops. Roasting coffee is a roasting process that is still raw beans (green beans) to achieve a certain level of maturity on the temperature and time specified. Thus the production business roasting coffee has promising business prospects. Macro Coffee Roastery is one of the small and medium enterprises (SMEs) in Jember engaged in the coffee fields that produce coffee beans roasted (roasting). This research compares the quality of the product seen from the attributes of the product interest that consumers want and the technical system applied by Macro Coffee Roastery using the Quality Function Deployment method (QFD). Product quality is one way to qualify consumer or customer tastes. The purposes of this research are identify product quality attributes, evaluate the level of consumer interest, evaluate the level of satisfaction with the product and assess the company's ability. Based on the results of the analysis in this research, the conclusion is attributes desired by consumers are size, color, aroma, and price.

Keywords*: Quality Function Deployment, Technical Requirements and Product Attributes*