

**PENINGKATAN KUALITAS PRODUK SUSU KEDELAI MELALUI
PENDEKATAN *QUALITY FUNCTION DEPLOYMENT* (QFD) PADA UD
SUSU KEDELAI MADU KECAMATAN SUMBERSARI
KABUPATEN JEMBER**

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ABSTRACT

UD. Susu Kedelai Madu is one of the companies engaged in food and beverage processing with soy milk products. the average daily production is approximately 150 kg and an average turnover of 11,200,000 rupiah per day. Soy milk drink made from soybean seeds produced by this industry is available with original flavor variants, strawberry, pandan and chocolate. Soy milk products produced by UD Susu Soya Madu have taste and quality characteristics that can be compared to well-known products.

The purposes of this research is to identify the attributes of Soya bean milk, to evaluate the level of costumers' satisfaction on quality attributes of soya bean milk, to evaluate the level of customers' satisfaction of soya bean milk compared to the competitors' product, to identify the technique conditions offered by UD. Susu Kedelai Madu to increase the quality of soya bean milk. In this research, there are six attributes of quality, those are taste, aroma, consistensy, Packing, product durabality, and the aesy of getting product. It uses Quality Function (QFD) method which can be used as reference to build the customers' satisfaction on the betterment which is going to be taken to fit the needs and the wants of customers.

Keywords: Analysis, Consumer Goals, QFD