

**IMPLEMENTATION OF QUALITY FUNCTION DEPLOYMENT (QFD)
METOD IN INCREASING CUSTOMER SATISFACTION GEPHOK
CHICKEN PAK GIEK JEMBER**

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ABSTRACT

The purpose of this research is to find out what attributes or criteria desired by costumer gephok chicken along with importance order and to find out costumer assessment to quality product gephok chicken compared with competitors product. Analytical technique to use House Of Quality (HOQ). The result were collected by distributing questionnaires with incidental sampling techniques. Based on the results of calculations and analysis, it shows that there are 6 attributes that the customer wants with the highest attribute importance is taste. The customer perspective of Gephok Chicken Pak Giek and its competitors is that Gephok Chicken Pak Giek products are superior in all attributes except for the color attribute. In product B, the color attribute is superior to that of Ayam Gephok Pak Giek. The order of technical priority from the highest to the lowest, namely frying, selecting raw materials, boiling, washing, selling, soaking and finally cutting.

Kata Kunci : *QFD, Customer Satisfaction, Chicken*