

**Penerapan Metode QFD Untuk Meningkatkan Kualitas Produk Roti
Bluder Cup Coklat di Ray Bread Boutique** (*Application of QFD Method
to Improve Product Quality of Chocolate Bluder Cup Bread at Ray Bread
Boutique*)

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ABSTRACT

Bluder is one of the bread innovations in Indonesia. This bread has a pyramid-like shape and bulges at the top. Bluder bread is a combination of bread and cake. The purpose of this study is to formulate quality attributes that are in accordance with consumer desires, formulate quality attributes that must be improved, and measure the position of producer products against competitors. The product used is Bluder Cup Ray Bread Boutique bread which is compared with 2 competitors of similar products, namely Bluder Larisindo and Bluder New York Bakery. This research uses the Quality Function Deployment (QFD) method. House of Quality (HOQ) as a tool to support the use of the QFD method. The attributes prioritized in product improvement are appearance, taste, aroma, texture, topping filling, price, color, packaging, ease of getting products, and promotion. Based on the results of the highest technical response with a value of 6.304, namely the length of frying and frying temperature has a major influence on quality attributes.

Keywords: Bluder, House of Quality (HoQ), Quality Function Deployment (QFD)