

**Perbaikan Kualitas Produk Roti Kacang Karamel di PT. Citra Kendedes Boga
Menggunakan Metode *Quality Function Deployment* (*Quality Improvement of
Caramelized Nut Bread Products at PT Citra Kendedes Boga Using the Quality
Function Deployment Method*)**

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ABSTRACT

PT. Citra Kendedes Boga is a business in bread production since 1994. The result of Citra Kendedes' production innovation is caramelized peanut bread. The decline in sales of caramelized peanut bread each month requires the company to analyze consumer desires. Research using the Quality Function Deployment (QFD) method was addressed directly to respondents and producers from PT Citra Kendedes Boga. The results obtained from the questionnaire were then mapped into the House of Quality (HOQ) matrix which contains product specifications desired by consumers. The results of the QFD analysis show that consumers want quality attributes to be improved in the shape of 3.50, taste of 3.85, flavor of 3.50, texture of 3.68, filling and topping of 3.50, color of 3.18, price with a value of 3.25, packaging with a value of 3, and promotion 3.23. The prioritized improvements of quality attributes are texture, flavor, and price with values of 0.138, 0.136, and 0.103 and the technical responses that need to be improved are the duration of baking, baking temperature, and composition with values of 6.74, 6.74, and 6.56.

Keywords: Caramelized peanut bread, Quality Funtion Deployment, House of Quality.