

Application of Quality Function Deployment (QFD) Method in Increasing Consumer Satisfaction of Seblak "Preanger" Products at CV Preanger Karya Nusantara, Jember Regency

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ABSTRACT

CV Preanger Karya Nusantara is a food business that offers seblak products and has a product image with the name Seblak "Preanger", which is located on Jalan Sumatra No. 122a, Tegal Boto Lor, Sumpalsari, Sumpalsari sub-district, Jember Regency. The purpose of this study was to improve the quality of Seblak "Preanger" products according customer satisfaction. The method used is Quality Function Deployment (QFD) using 4 phases of analysis, namely the product planning phase, product design phase, process planning phase and process control phase. According the results of the analysis using the QFD method, the priority of improving technical requirements in improving the quality of Seblak "Preanger" based on the House of Quality is monitoring packaging using thinwall bowl, monitoring the consumer request menu system, raw materials control, controlling the price and quality of raw materials.

Keywords: Customer Satisfaction, Improvement Recommendations, Quality Function Deployment