Application of Quality Function Deployment (QFD) in Improving the Quality of Roasted Robusta Coffee Bean Products at UMKM Macro Coffee Roastery Jember

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ABSTRACT

This research is motivated by the importance of product quality in meeting consumer satisfaction because of this, with an increase in quality, the company can improve its competitive position in the market. This study aims to determine the quality of roasted robusta coffee bean products from a consumer perspective, identify the quality attributes of coffee bean products according to consumers, evaluate the level of consumer importance of roasted robusta coffee bean products, and evaluate the level of consumer satisfaction of Macro Coffee Roastery roasted robusta coffee bean products with competitor roasted robusta coffee bean products. The sampling technique used is nonprobability sampling technique with purposive sampling method . The analysis method used is Quality Function Deployment (QFD). This study concluded that there are 8 main priorities expected by consumers, namely: Fragnance/Scent, Flavor/Taste, Aftertaste, Salt/Acid, Mouthfeel, Bitter/Sweet, Balance and Overall. Product quality improvements that can be made are paying attention to the use of robusta coffee beans, ensuring the temperature and duration of roasting according to standards and ensuring the implementation of the coffee bean sorting stage properly.

Keywords: *Roasted Robusta Coffee Beans, Product Quality Improvement, QFD*