

# **“Analisis QFD (*Quality Function Deployment*) Terhadap Produk Kopi Bubuk Robusta Pada UMKM Bedhag Kopi Kabupaten Jember”**

**Uus Mulyana**

Program Studi Manajemen Agroindustri  
Jurusan Manajemen Agribisnis

## **ABSTRACT**

*Quality is a very important thing for companies to pay attention to. Companies must be able to present product quality that meets consumer desires. The lack of ability of UMKM Bedhag Kopi in collecting consumer assessments of what consumers expect from robusta ground coffee products results in a lack of accuracy in increasing consumer interest. This research compares product quality based on customer needs and the technical requirements implemented by the Bedhag Kopi Company in Jember Regency using the Quality Function Deployment (QFD) method. The aim of this research is to determine product quality improvement priorities that can be implemented by companies in order to adapt their products to consumer expectations or desires. The method applied for this research is descriptive and quantitative using direct observation variables and interviews with producers as well as distributing questionnaires to 30 respondents. Based on the results of the analysis in this research, it can be concluded that the attributes that do not need to be improved include the color, taste and price attributes, while the attributes that need to be improved are the packaging and aroma attributes. This research shows that packaging and aroma are very important considerations in decision making considering that the packaging of Bedhag Kopi UMKM products does not meet the tastes of some consumers and the coffee aroma does not have a strong characteristic compared to other products so it is necessary to improve packaging that is attractive, easy to carry, and stored, improving the aroma by creating a coffee aroma that has strong characteristics in line with consumer expectations.*

*Keywords: Quality Function Deployment, House Of Quality, Quality Improvement, Robusta Ground Coffee*