

Improving the Quality of Adi Rasa Jember Sweet Tape Using the Quality Function Deloyment (QFD) Approach

Antonius Herdin Kristanto

Program Studi Manajemen Agroindustri

Jurusan Manajemen Agribisnis

ABSTRACT

The lack of maximum results obtained from the Adi Rasa Jember Sweet Tape business means that the owner of this business must find strategies and ways to maximize sales of tape products by improving the quality of the products produced. This research aims to explain the criteria for quality attributes that meet customer expectations and explain the quality attributes that need to be improved to meet the expectations of Adi Rasa Jember Sweet Tape customers. The method applied uses the QFD (Quality Function Deployment) method and applies descriptive and quantitative methods using interview variables and questionnaires to 30 respondents. This research concludes that there are 5 quality attributes that consumers need, namely color, taste which are the main priority and are important considerations for improving quality, aroma, texture and packaging. The priority technical response attributes are cassava quality and cassava sorting.

Keywords : Quality Function Deployment, Quality Improvement