

Analysis of the Application of HOQ (House of Quality) in Improving the Quality of Tofu Products in the Home Industry Ridho Ilahi Sidoarjo

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ABSTRACT

Home Industry “Ridho Ilahi” is one of the tofu producers located in Dusun Areng-Areng RT.01 RW.02, Tropodo Village, Krian District, Sidoarjo Regency. This business faces intense competition due to the large number of similar tofu businesses in the surrounding area. The purpose of this study is to identify the quality attributes that need improvement, determine the technical response attributes that require enhancement, and compare the position of the producer's product with that of its competitors. The product used in this study is tofu from Home Industry Ridho Ilahi, while the comparison products are tofu from Solikah Mulyo Barokah and Rudi Jaya. This research uses the Quality Function Deployment (QFD) method with the analytical tool House of Quality (HoQ). Based on the analysis results using the House of Quality (HoQ), the priority quality attributes that need improvement are product packaging, color, product design, and the range of purchase locations. The prioritized technical response attributes for improvement in Ridho Ilahi's tofu production are the cooking process and storage, as these have a significant impact on the quality of the tofu product. The company is advised to improve product quality by enhancing both quality attributes and technical response attributes, and by conducting regular monitoring of the company's production process standards, in order to produce tofu products that are high-quality and meet consumer expectations.

Keywords : Quality, Tofu, QFD, HoQ