

***The Application of Quality Function Deployment (QFD) to Improve Consumer Satisfaction of Prol Tape Products at UD Sumber Madu Jember Regency***

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**ABSTRACT**

*This study was conducted at UD Sumber Madu, a local souvenir producer located at Jl. Gajah Mada No. 103, Jember Kidul Village, Kaliwates Subdistrict, Jember Regency, East Java. The objective of this research is to identify the quality attributes of Prol Tape products desired by consumers and to formulate improvement priorities through the application of the Quality Function Deployment (QFD) method. A descriptive quantitative approach was used, involving data collection through questionnaires distributed to 60 consumers and in-depth interviews with the company. The data were analyzed using the House of Quality (HoQ) matrix to link consumer requirements with technical responses. The findings reveal that key attributes influencing consumer satisfaction include taste, texture, aroma, and product durability. Technical aspects prioritized for improvement include raw material selection, baking processes, and packaging methods. The implementation of QFD has proven effective in aligning consumer expectations with product specifications and provides strategic recommendations to enhance product quality and competitiveness in the local souvenir market.*

**Keywords:** *Quality Function Deployment, House of Qualit, Customer Satisfactio, Fermented Cassava Cak, UD Sumber Madu*