

Applying Quality Function Deployment (QFD) on Soya Bean Milk King Soya Rambipuji

Reni Nur Jannah

D-IV Program Study of Agro-Industry Management
Department of Agribusiness Management
State Politechnic of Jember

ABSTRACT

In this globalization era, the expansion of the business grows rapidly and the intention of the total competitors gets high. Analogously, the factory must try to fulfill the needs of customers which always increase every time and must try to fulfill the needs of customers more than the competitors give. UD. King Soya is one of the compies that run for soya bean milk business. The purposes of this research is to identify the attributes of Soya bean milk, to evaluate the level of customers' satisfaction on quality attributes of soya bean milk, to evaluate the level of customers' satisfaction of soya bean milk compared to the competitors' product, to identify the technique conditions offered by UD. King Soya to increase the quality of soya bean milk. In this research, there are six attributes of quality, those are taste, aroma, consistensy, Packing, product durabality, and the aesy of getting product. It uses Quality Function (QFD) method which can be used as reference to build the customers' satisfaction on the betterment which is going to be taken to fit the needs and the wants of customers.

Keywords: Quality Function Deployment, Customers' Satisfaction on soya bean milk.