"Rice Quality Analysis by The method of Application of Quality Funcion Deployment (QFD) on CV. Lahan Mas Subdistrick Districk Sukowono Jember"

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ABSTRACT

Meaning the quality of a product itself is closely related to: the level of perfection, conformity with the needs, free of defects, free of imperfections, or free from contamination, and the ability to satisfy consumer. This study compared the quality of the products seen on attributes desired product consumer interests and technical system implemented by CV. Lahan Mas use *Quality Function Deployment* (QFD) method. The purpose of this study is to identify the technical requirements do by CV. Lahan Mas in order to improve product quality white rice. Based on the analysis in this study it can be concluded that the technical implementation of the company less than optimal in creating customer satisfaction

Keywords: Quality Function Deployment, *Technical Requirements*

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