

***“Applied Of Quality Function Deployment (QFD) For Improving
Competitiveness Of Kober Mie Satan Jember Restaurant”***

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ABSTRACT

Nowadays, many companies are competing to make the quality improvement in order to increase competitiveness. Quality specification should be adapted to the voice of the customer in order to maximize customer satisfaction. If customer satisfaction is achieved, the increasing competitiveness of businesses will also be achieved. The purpose of this research are: 1) Identifying quality attributes desired by customer of Kober Mie Satan Jember Restaurant along with the order of importance, 2) Identifying customer assessment between Kober Mie Satan Jember Restaurant with its competitor, 3) Determining the customer requirements repair priority that can be applied by Kober Mie Satan Jember Restaurant based on the results of the House of Quality, and 4) Determining the technical requirements repair priority that can be applied by Kober Mie Satan Jember Restaurant based on the results House of Quality. The data that will be used as research material are customer importance, customer assessment based on customer requirements and technical requirements of Kober Mie Satan Jember Restaurant along with its competitor, and sales points. The analysis method that used in this research is Quality Function Deployment (QFD), which through the House of Quality (HOQ) will be known the customer requirements and technical requirements priority which will be the focus of improvement by Kober Mie Satan Jember Restaurant. Based on the results obtained customer requirements priority are the taste, price, speed of service and attitude of the employees. While technical requirements priority are briefing and training.

Keywords: *Quality Function Deployment, Quality, Competitiveness.*