

Peningkatan Kualitas Roti Sakura Melalui Pendekatan *Quality Function Deployment (QFD)* pada UD. Safira Modern Bakery di Bondowoso (Sakura Bread Quality Improvement Approach The *Quality Function Deployment (QFD)* on UD. Safira Modern Bakery in Bondowoso)

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ABSTRACT

Bread industry competition is always tight, so the company is expected to compete for market share or become a leader in the industry. Improve product quality to satisfy the customer is one of the objectives for the company. Application of *Quality Function Deployment (QFD)* in the company is important as a tool that serves to translate the hopes and desires of consumers to the product. This study compares the quality of the products seen on the desired product attributes interests of consumers and the applied technical stem UD. Safira Modern Bakery using *Quality Function Deployment (QFD)*. The purpose of this research is to know the attributes of the wishes of consumers and clicking identification of technical requirements by UD. Safira Modern Bakery to improve product quality Roti Sakura. Based on the analysis in this study can be concluded that the attributes desired by consumers that is the taste, texture, aroma, color, shape, durability of the products, packaging, price, product availability, and the port on. While the application of technical companies is not appropriate to improve the quality of products consumers want and expect.

Keywords: *Quality, Quality Function Deployment (QFD)*