

Product Quality Improvement Strategy Cigarettes "Black Crow" Through Total Quality Management Implementation Gagak Hitam Cigarette Company Bondowoso

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ABSTRACT

Gagak Hitam Cigarette Company is one industry that can survive the challenge as competition intensifies, and government regulations that restrict pertumbuhan cigarette industry such as customs, taxation, regulation of packaging, advertising / promotion, and bans smoking in public places. Gagak Hitam Cigarette Company Products one of which is kretek "Gagak Hitam". Kretek "Gagak Hitam" has disadvantages in terms of product quality needs to be improved. The purpose of this study identified the key attributes that consumers want in improving product quality kretek "Gagak Hitam", formulating the right strategy in improving product quality kretek "Gagak Hitam", and menentukan priority of the strategy adopted in improving product quality kretek "Black Crow ". This research was conducted using three tools of analysis is Quality Function Deployment (QFD), a SWOT (Strengths, Weakness, Opportunity, Threat), and Analytical Hierarchy Process (AHP). The result of the analysis is based on consumer requirements QFD processing kretek "Gagak Hitam" that needs improvement is the taste, the tobacco moist, chopped tobacco, stuffing density, wrinkled, porous, stain / spot, other materials entrained, and the date and year of expiration. SWOT analysis resulted in seven alternative is consistency concoction, market development, improvement of SOPs, technologies that can support productivity, increase promotional activities, training of human resources, and add parts Research and Development (RnD). The result of AHP analysis produces strategic priorities recommended to the company that blends consistency, further strategic priorities, namely, standard operating procedures, training, technology, Research and Development (RnD), and market development.

Keywords: Cigarettes "Gagak Hitam", Quality Products, QFD, EFE, IFE, SWOT, AHP.