

**“Build the Customers’ Satisfaction Through the Use of Quality Function
Deployment (QFD) on Prol Tape UD. Primadona Jember.”**

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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 costumers which always increase every time and must try to fulfill the needs of customers more than the competitors give. UD. Primadona is a well known store selling the specials food from Jember. The purposes of this research is to identify the attributes of prol tape, to evaluate the level of costumers’ satisfaction on quality attributes of prol tape, to evaluate the level of customers’ satisfaction of prol tape compared to the competitors’ product, to identify the technique conditions offered by UD. Primadona to increase the quality of prol tape. In this research, there are six attributes of quality, those are color, size, aroma, texture, taste and price. 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 Prol Tape.