

Perbaikan mutu pada produk suwar-suwir di UD Elza Putra Jember dalam upaya menciptakan kepuasan konsumen menggunakan metode Quality Function Deployment (QFD)

(Improved quality of the product Suwar - suwir UD Elza Putra Jember in an effort to create customer satisfaction using Quality Function Deployment (QFD))

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ABSTRACT

Product development efforts resulting in a situation of tight competition is a necessity company. As a first step to develop the company first needs to conduct an assessment of what things to be desired and needed by consumers related to the product. The quality of a product is closely related to: the level of perfection, conformity with needs, free of defects, free of imperfections, and the ability to meet consumer expectations. This study compares the quality of the products seen on the attributes of the desired product consumer interests and technical systems applied by UD Elza Putra using Quality Function Deployment (QFD). The purpose of this research is to find out what attributes desired by consumers, as well as identifying technical requirements performed by UD Elza Putra to be able to improve product quality banana chips. Based on the analysis in this study can be concluded that the desired attributes consumers among others Flavor, Aroma, Texture, Size, Color, Price, Packaging, and product information. While the application of technical companies is less than optimal in creating satisfaction for consumers.

Keywords : *Quality Function Deployment*, Technical Requirements, product attributes