ABSTRACT

The growth of small and medium enterprises (SMEs) in Indonesia is very rapidly, especially in the food industry. Dodol GuavaGua is one of the food products made from processed guava. Now, Barokah Alam SMEs hasn't been able to expand the market because it is constrained by the low quality of this product who complained of a few customers. Therefore, Barokah Alam SMEs make product quality improvement for this product so that it can win the competition and make the advantages for SMEs.

This research aims to provide recommendations product quality improvement based on 12 true customer needs to increase customer satisfaction. This research using Quality Function Deployment (QFD) method. QFD method is one of the techniques that can translate customer requirements into product characteristics taking into consideration the ability of SMEs to make it happen. This QFD method using two stages. The first step is QFD iteration one or House of Quality to determine priority of technical response. The second step is QFD iteration two or Part Deployment Matrix to determine priority of critical part.

The recommendations are the formulation stage of the process of making and cooking the batter, batter the determination of the main ingredient, the amount of flavor, measure ingredients flavor, media for feedback, the main color on the packaging, the type of media promotion, using of sweeteners, enhancement factor flavor use process standards, standard factor elements on the packaging, formulation evaluation points on customer feedback, the number of leading stores that sell products lunkhead GuavaGua, and the timing of promotion.

Keywords: Quality Function Deployment, true customer needs, Dodol GuavaGua