

ABSTRACT

The popularity of plastic bottles has been shifting the popularity of glass bottles, which Sambal Indofood uses plastic bottles for its product of size 275 ml and 140 ml. Like all plastics, bottles made of PET (polyethylene terephthalate) will be a pollutant to the environment. In addition, the existing packaging design also leaves several weakness for consumers. The level of satisfaction and importance of consumers towards the product packaging should be considered in the development of packaging design of Sambal Indofood.

Packaging has become an important factor in the marketing of FMCG (Fast Moving Consumer Goods) products. Sambal Indofood is classified in FMCG products, where the voices of customer have the most important role in the process of product development. QFD (Quality Function Deployment) is a methodology that is able to translate the customer voices into a product design. By using this method, is expected to provide recommendations to Indofood to improve the quality of its product packaging.

Overall, the packaging quality provided by Sambal size Indofood of 275 ml and 140 ml is not good enough. This is indicated by the average of customer perception value worth 3.46 for the level of importance and 2.73 for the level of satisfaction, causing a negative gap of -0.73. Based on the analysis of the results of QFD iteration 1, determined seven technical requirements that can be used as a proposal to improve the packaging, there are the body shape of bottles, the diameter of the hole valves, valve position at the bottom, a big packaging hole, the valve that can be released, packaging materials, and a packaging which can be refilled. While based on the QFD iteration 2, defined five critical parts that must be considered, there are the diameter of bottle, the bottle's height, type of valve, the diameter of bottle's mouth, and type of packaging material.

For further research, focus group discussions should be held in early studies involving representatives of Indofood, consumers, and non-governmental organizations that have concerns on the environment. The research should be done up to 4 iterations of QFD for more detail exploration and can be evaluated.

Keywords : improvement proposal, packaging, QFD (Quality Function Deployment)