

ABSTRACT

Kedai Ayam Beringas is a Micro Small Medium Enterprises (SMEs) in the culinary field, which is in the area of Telkom University, Bandung regency. Kedai Ayam Beringas just started its business on 31 September 2016 ago. This shop focuses on selling geprek chicken products with traditional Indonesian sauce by using the concept of a modern diner or restaurant to make a product sale. Currently there are still many shortcomings that consumers feel about the packaging of Ayam Geprek Beringas. To address the problem of the product packaging of Ayam Geprek Beringas, it is necessary to improve the design of product packaging so that geprek chicken products can compete vigorously and to expand the market.

This study aims to provide product development recommendations based on 9 true customer needs. One method that can be used in product improvement is the Quality Function Development (QFD) method. QFD method is chosen because it is based on the needs and desires of customers and not only serves as a tool of quality, but also as a means of planning a product in the improvement, so that strategic steps resulting from this study will provide more customer satisfaction.

From the research results, can be identified there are 18 attributes that are consumer needs related to Ayam Geprek Beringas packaging. From this attribute identified there are 19 technical requirement that need to be considered in packaging design, and there are 13 part specification with each target which then translated in recommendation of Beringas Chicken packaging design.

Kata Kunci: *Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment*