

ABSTRACT

Lup Lup Bubble Drink is a Business company with partner system (franchise) in the culinary field, which is in Batusangkar, Tanah Datar, West Sumatera. Lup Lup Bubble Drink just started its business on 1 November 2014 ago. This company focuses on selling flavored drink products with additional topping to make a product sale. Currently there are still many shortcomings that consumers feel about the services and the facilities that provided by lup Lup Bubble Drink. To address the problem of the services and facilities of Lup Lup Bubble Drink, it is necessary to improve the services and facilities, so that Lup Lup Bubble Drink products can compete vigorously and to expand the market. This study aims to provide product development recommendations based on true customer needs. One method that can be used in product improvement is the Quality Function Development (QFD) method. QFD method is one of the techniques that can translate customer requirements into product characteristics taking into consideration the ability of Lup Lup Bubble Drink to make it happen. QFD method is chosen because it is based on the needs and desires of customers which serves as a tool of quality to make improvement, so that strategic steps resulting from this study will provide more customer satisfaction.

From the research results, can be identified there are 15 attributes that are consumer needs related to services and facilities of Lup Lup Bubble Drink. From this attribute identified there are 10 technical requirement of 20 technical requirement that need to be considered in improveing services anf facilities, and there are 9 critical part of 15 critical part with each target which then translated in recommendation of services and facilities quality of Lup Lup Bubble Drink.

From the results of research, can be identified there are 15 attributes that are the needs of consumers related services and facilities from Lup Bubble Drink. Of these attributes identified 10 priority technical characteristics and there are 9 priority critical part. The recommended recommendation is scheduling in checking the facility done 3 times a day, Adding number of tables and chairs to the company to accommodate more number of consumers, Adding new topping variant as 2 types of topping, Standardization of product serving time for 2 minutes per 1 cup product, Standardize product manufacture time for 2 minutes per 1 cup product and Conducting internet facility installation with speed 5 Mbps.

Keywords: Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment.