

## **ABSTRACT**

*Eraglobalized as it is now, the era is growing and modern. In general, people choose to become businessmen and open their own markets or their own businesses, called Small and Medium Enterprises (UKM). Roffee's Melty Pudding is one of the many SMEs in Bandung that has the potential to drive people's economic activities. Roffee's Melty Pudding sells 11 variants of pudding consisting of choco caramel, vanilla blue, mangosteen, green tea, taro, cheddar cheese, bubble gum, lychee, cotton candy, creme brulee, and thai tea. This study aims to identify the attributes of the Pudding Thai Tea ROFFEE that can be improved and developed in order of priority to achieve customer satisfaction ROFFEE 'S.*

*The first step is to obtain true customer needs. The data is then identified as technical characteristics. Furthermore, each technical characteristic is assessed as being related to the House of Quality (HoQ), which becomes the Quality Function Deployment (QFD) stage. The QFD method can help prioritize user needs that can be developed according to ROFFEE's ability. The next stage is the development of concepts by creating new alternative concepts which will later be selected by the development team / production of ROFFEE 'S. The last step is part deployment or QFD Iteration two. This stage is to determine the priority of the critical part. The critical part priority is generated based on the priority of technical characteristics that have been obtained on the technical characteristics obtained from QFD Iteration one. The recommendations made are the types of tastes used, available melted levels, and available social media.*

***Keywords: House of Quality, Part Deployment, Quality Function Deployment, Technical characteristics, ROFFEE 'S.***