

ABSTRACT

Kedai Minuman Tantan was founded on July 27, 2018 and was built by two brothers, namely Nurul Fajri and Nurul Taqwa. Kedai Minuman Tantan provides many variants of drinks ranging from tea variants, coffee variants to boba variants. Kedai Minuman Tantan in January 2020 to August 2020, it can be seen that there were several months of up and down sales transactions that did not meet the specified sales target. Therefore, Kedai Minuman Tantan must plan a new strategy in order to increase revenue in order to achieve the predetermined target. Currently, there are still many shortcomings that are felt by consumers, especially in the services and facilities provided by the Kedai Minuman Tantan. To overcome the problems of the service and facilities of the Kedai Minuman Tantan, it is necessary to improve the quality of customer service and facilities in order to compete and expand the market. One method that can be used to improve services and facilities is the Quality Function Deployment (QFD) method. The QFD method is one of the techniques that can translate customer needs into product characteristics and consider the ability of the Kedai Minuman Tantan to make it happen. The QFD method was chosen because it is based on the needs and desires of consumers which serves as a quality measurement tool to make improvements, so that the strategic steps resulting from this research will provide more customer satisfaction.

Keywords — QFD, HOQ, VOC, Part Deployment, Critical Path