

ABSTRACT

The growth of creative industries very rapidly in Indonesia, particularly in the field of fashion industry which is backpack industry. One of the bag business industry in Indonesia is Esgotado. A backpack-type Corduro Segundo is one of the product produced by Esgotado. Currently, Esgotado as a business industry had decreased on sales to one of its product which is a backpack type Corduro Segundo due to low product quality from some customers complain. To overcome these problems, Esgotado make an improvement and development of backpack product quality type Corduro Segundo to make advantages for the company.

This study is aim to provide recommendations to improve the quality of product based on eight true customer needs obtained from previous studies. This study uses Quality Function Deployment (QFD) method. QFD is a technique that can translate customer needs into product characteristics by considering the company's ability to make it happen. This research is done until QFD Iteration 2 in order to get priority recommendations in product quality improvement.

The results of recommendations are adding rain cover storage features, adding stationery storage features such as pencil and pen, using qualified zippers, using high quality Cordura material, using battrack, using thicker and larger strap design, using two category of colors which are cool and neutral colors.

Keywords: Quality Function Deployment, Backpack