ABSTRACT

Keripik sambal strawberry is one of Ciwidey region food gift product that loved because it made from the strawberry which is makes its unique. However, a lot of SMEs that using the strawberry for its raw material are appearing which makes the business competition tighter. Rizqia SMEs is not capable yet to compete to increase marketshare because of their lack in fulfilling quality standart and customer needs. Because of their lack, Rizqia SMEs has to improve their food quality so they can increase the fascination and quality of their strawberry product.

The goal of this research is to give an increasing quality recommendation of strawberry product by using Quality Function Deployment (QFD) method. QFD method is chosen based on customer wishes and needs. The research done by interviewing the customer, Voice of Customer compiling, questionaire sharing, GAP calculation, technical characteristic fixing, House of Quality matriks making, and plan visualization.

Based on iteration one and iteration two QFD data processing, the writer can get technical characteristic, part specification, and recommendations to improve the quality standard of Rizqia SME's strawberry product.

Keywords: enhancement, food quality, SME, quality function deployment, QFD