

ABSTRACT

Focus of UPTD of Leather Processing is to raise Padang Panjang's public economy by continuing a mutual relationship with SMI Leather in Padang Panjang. SMI require leathers in good quality and reasonable price to compete with competitors, but UPTD has not able to produce that leathers because HR skills are still in the basic level. SMI as UPTD's customer also complain about the length of service time. In the other hand, the reduction of chemicals subsidies's concerned would decrease the number of customer and the UPTD's vision to become the center of tanneries service and leather industries development outside Java became the basis of relevancy to improve the quality and quantity of UPTD's services. Quality Function Deployment (QFD) is the method that use in this research. Preliminary interviews with customer and UPTD, and literatures obtain 17 needs requirement which are spreaded out in questionnaire form and processed to generate 5 needs requirement to be improved and processed in QFD. 6 critical part proposed as result of QFD, they are HR performance measurement, training administration, quality assurance, tanning drum utilized in optimal capacity, establishment and application of standard processing time, and maintenance.

Key Word: customer needs, service, QFD, HOQ, leather processing