

ABSTRACT

Competition in culinary business becomes tighter along with the increasing number of domestic tourists and foreign tourists expenditures allocated for culinary in Indonesia. Amanda Brownies is one of culinary companies producing brownies, cake and pastry. To win the competition in culinary business, Amanda Brownies has to innovate the quality product. Brownies Kukus 3 Flava is an innovation product by Amanda Brownies to enter the segment of young people. Currently, Amanda Brownies does not able to provide the best quality of Brownies Kukus 3 Flava because there are still some customer complaints. Therefore, Amanda Brownies needs to develop the quality of Brownies Kukus 3 Flava as company's competitive advantage.

This research purposed to formulate improvement recommendations of Brownies Kukus 3 Flava according to true customer needs to increase customer satisfaction. This research method is using Quality Function Deployment (QFD). This method is one techniques used to translate true customer needs into technical requirements as well as take into consideration the company's ability to realize those needs. The first stage is to identify true customer needs. This process has been done in an earlier research titled "Need Analysis of Brownies Kukus 3 Flava Using The Integration of Product Quality and Kano's Model in Amanda Brownies". That research determines 15 true customer needs. The scaling of true customer needs to be done on the technical requirements of QFD 1st iteration then selected 8 based on the ranking of technical requirements and targets which will continue on QFD 2nd iteration.

Recommendations are formulated according to the results of data processing, analyzing, brainstorming on the company and performing a relevant benchmark with the company's competitor in order to improve the quality of Brownies Kukus 3 Flava. The recommendations are the use of core jam green tea flavor, the use of core jam lemon flavor, the use of core jam strawberry flavor, using dye Tartrazine and Methanil for BrowniesKukus 3 Flava lemon flavor, using dye Amaranth for Brownies Kukus 3 Flava strawberry flavor, increasing the use of process standards Flavor factors, increasing the use of process standards dye factors, the formulation of market research analysis method for predicting the availability of products brownies at each outlet Amanda Brownies, formulation evaluation points on the customer feedback for the improvement of writing on the packaging, the determination of the media gathering customer feedback, determining the type of media campan, media campaign delivery timing and determination of the intensity of media exposure campaign. All the recommendations proposed have been verified by the company and may otherwise be realized.

Keywords: QFD, Quality Function Deployment, Brownies Kukus 3 Flava