

ABSTRACT

Suarasa Coffee Company was established on April 21, 2018 which is located at Jalan Karawitan No. 40, Bandung. Suarasa Coffee Company has experienced a significant decline in sales in the last 5 months, namely from March 2019 to August 2019, with sales that do not meet the target, Suarasa Coffee Company needs to adopt a new strategy to increase sales in order to reach the specified target. At this time consumers feel dissatisfaction in terms of services and facilities provided by the Suarasa Coffee Company, with the strengthening of the Voice of Customer (VOC), the Suarasa Coffee Company needs to improve services and facilities so that consumer needs can be satisfied, and also to be able to compete and expand market.

QFD Quality Function Deployment Method is one technique that can translate customer needs into product characteristics and consider the ability of Saurasa Coffee Company to make it happen. This QFD method was chosen because it is based on the needs and desires of consumers who function as a quality measurement tool to make improvements, so that the strategic steps that will result from this research will provide customer satisfaction.

The results of this study, obtained 15 attributes of needs which are the needs of consumers related to the services and facilities provided by the Suarasa Coffee Company, from these attributes identified 10 priority technical characteristics and 10 critical parts. Recommendations given in this study are to make a facility checking cycle schedule 3 times / day, add 1 type of facility that must be checked periodically namely parking lots, add 8 chairs, add 2 tables, increase internet speed to 10 mbps, create a new menu , pressing the product manufacturing time to 3 minutes, and pressing the product presentation time to 2 minutes.

Keywords: QFD, HOQ, VOC, Part Deployment, Critical Part