

ABSTRACT

Sleepille Candle has been established since August 2020, built by Shafira Aulia Putri and managed together with Shinta Namira. Sleepille Candle provides aromatherapy candles with many fragrance variants ranging from bubblegum, vanilla, coconut, lavender and peppermint variants. In December 2020, Sleepille Candle's sales transactions fluctuated and did not meet the specified sales target. Therefore Sleepille Candle must plan a new strategy in order to increase revenue in order to achieve the predetermined target. Currently, there are still many shortcomings that are felt by consumers, especially in the services and facilities provided by Sleepille Candle. To overcome the problems of Sleepille Candle's services and facilities, it is necessary to improve the quality of customer service and facilities in order to compete and expand the market. One method that can be used to improve services and facilities is the Quality Function Deployment (QFD) method. The QFD method is a technique that can translate customer needs into product characteristics and consider Sleepille Candle's ability to make it happen. This QFD method was chosen because it is based on the needs and desires of consumers which serves as a quality measurement tool to make improvements, so that the strategic steps resulting from this research will provide more customer satisfaction. In the QFD method there are 10 technical characteristics and 6 Critical Parts. So, in the final result there are 5 recommendations for improvement for the Sleepille Scented Candle aroma therapy candle. The results of the draft recommendations for improvement have been verified and validated so that it is hoped that they can be a solution to the problems that occur. Apart from that, the design recommendations given are considered to be able to increase interest and sales.

Keyword — *Scented Candle, QFD, HOQ, VOC, Critical Part*