

ABSTRACT

Air pollution is one of the main problems in many countries, especially Indonesia, which has an adverse impact on public health. One of the diseases caused by air pollution is Acute Respiratory Infection (ARI), with cough as the main symptom. This condition has led to an increase in the use of self-medicated cough medicines by the public. PT XYZ, a pharmaceutical company that has been established since 1974, produces OBH X, one of the over-the-counter cough medicine products. However, with the increase in the cough medicine market, OBH X has experienced a decline in market share in recent years due to fierce competition and weaknesses in the product, such as flavor variations, packaging types, and less competitive prices.

This final project aims to design OBH X product quality improvement based on true customer needs based on the results of the literature study. This final project uses the Quality Function Deployment (QFD) method. The purpose of this QFD method is to convert customer needs into technical characteristics by considering the capabilities of PT XYZ.

At the QFD iteration one stage, 13 prioritized technical characteristics were obtained which will become a reference at the QFD iteration two stage. At the QFD iteration two stage, 17 critical parts were prioritized. Critical parts will be a priority reference for the design of product quality improvement of OBH X at PT XYZ company.

Preparation of design recommendations based on data processing, which is obtained from analyzing by brainstorming with PT XYZ and benchmarking with competitors. The design recommendations in this final project are validated by PT XYZ and can be implemented gradually in the hope of improving the quality of OBH X products at PT XYZ company.

Keywords: OBH X, Market Share, Quality Function Deployment, Product Quality, Self-medication, True Customer Needs