

ABSTRACT

Mochi Sweet Bonds, a micro, small, and medium enterprise (MSME), has experienced a decline in sales despite promotional efforts through various platforms, including Instagram. This study aims to analyze customer needs and propose product innovations using the Quality Function Deployment (QFD) method. Data were collected through questionnaires distributed to 100 respondents and analyzed using the House of Quality (HOQ) framework. The findings reveal that customers expect new flavor variants, consistent mochi shapes, and attractive promotional strategies. The main technical priorities include post-production quality checks and the development of traditional flavor variants. Technical strategies such as adding flour to the mochi surface, using standard molds, and scheduling monthly promotions were identified as key responses. The implementation of QFD in this study provides strategic direction for the MSME in enhancing product quality and improving customer satisfaction sustainably.

Keywords: *MSMEs, Mochi Sweet Bonds, QFD, House of Quality, Product Innovation.*