



**The International Conference on Small And Medium Enterprise Empowerment (ICSMEE)** with the theme of “Enhancing Small Medium Enterprise Competitiveness Based on Creative Economy in Innovation Disruptions.”

### **Abstract No. 48**

## **Quality Function Deployment As Product Development Method For Small Medium Enterprise**

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### **Abstract**

The development of product is paramount particularly for small and medium enterprises (SME) in order to be leader in the marketplace among competitors. Quality is one of the primary factor for product development and its defined as what customers required. For years, Quality Function Deployment (QFD) has been successfully implemented for large scale industries to ensure the development of product characteristics, specifications and features. The aim of this research is to implement QFD as product development tools in student business unit as a laboratory for enhancing student's ability to be entrepreneur. Secondly, is to testify whether QFD as representative and workable methodology in small industries such as student business unit. This research was conducted student business unit in Agro-industrial Technology Department, University of Darussalam Gontor as the producer of yogurt to be analyzed for its characteristics. This paper discusses two phases of relationships matrix between voice of customer and technical responses. Conducting survey with questionnaires is needed to figure out primary customer attributes. Furthermore, identification of key process operations by focus group discussion with management is conducted. This writing discovered taste of yogurt and package design are become the foremost attributes to be improved as customer's need priorities. Eventually, this study is considered to bring QFD in SMEs as product design tool for yielding competitive products and better marketing strategy.

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*Keywords:* Product Design, Quality Function Deployment, small medium enterprises, Yogurt