

ABSTRAK

Sepeda motor merupakan transportasi alternatif yang baik digunakan, khususnya di kota Jakarta dan umumnya di kota-kota lainnya. PT. XYZ merupakan salah satu produsen sepeda motor di Indonesia yang mana produknya sudah dikenal di masyarakat. Untuk mengetahui lebih lanjut tentang keinginan konsumen terhadap sepeda motor yang akan diproduksi, maka digunakan *Quality Function Deployment* (QFD). Untuk mendapatkan data keinginan konsumen maka dilakukannya survei kebeberapa tempat. Hasil survei tersebut digunakan dalam pembuatan model *House of Quality* (HoQ) untuk pengembangan produk sepeda motor moped (motor bebek) *medium price model*. Dari beberapa *voice customer* yang didapatkan, ada lima faktor yang harus lebih diperhatikan produsen pada saat pengembangan produk sepeda motor, yaitu: harga produk, *performance*, disain produk, daya tahan produk, dan irit bahan bakar.

Kata kunci: Sepeda motor, Pengembangan produk, *Quality Function Deployment*, *House of Quality*, *Voice of Customer*



ABSTRACT

The motorcycle is good used alternative transportations, especially in Jakarta and other city in generally. PT. XYZ is one of Indonesia's motorcycle producer whose products have been known in the society. For more further information about the next motorcycle customer want, Quality Function Deployment (QFD) is used. To get Voice of Customer (VoC), survey to several place has done. Thhe Voice of Customer (VoC) survey result was generated for the House of Quality (HoQ) model for development product of medium price motorcycle (moped model). From the several of voice customer that was, there are five factors that more be concerned by producer when develop the motorcycle, there are: product price, performance, design product, quality product, and fuel economy.

Keywords: *Motorcycle, Development product, Quality Function Deployment, House of Quality, Voice of Customer*

