

ABSTRACT

The Industrial Revolution 4.0 is based on the rapid progress of the digital world with the Internet of Think (IoT) which gives rise to the phenomenon of digital disruption where the digital economy grows in real-time and exponentially. Digital transactions are a necessity so that business competition in the digital economy becomes more real. As a downstream industry in the production chain of a product, the mold base industry demands that the quality of the mold base and its services become a measure of customer satisfaction. The research aims to analyze consumer desires and competitors, map technical capabilities, and make decisions to improve products and services, which are the key strategies to win the competition. The methods used are Customer Satisfaction Survey, Quality Function Deployment (QFD), and Analytical Hierarchy Process (AHP). The results of this study found product quality development as a top priority (AHP score 19.8890), followed by machining product accuracy (AHP score 12.9004), then post-delivery service development (5.9888), complaint handling (1.6913), product response & communication (0.5621), consumer priority (0.3645), payment system (0.3115), and product information (0.1481) and Merchandize (0.0914).

Keywords: Customer Needs, Quality Function Deployment, Analytical Hierarchy Process, Moldbase Industry



ABSTRAK

Revolusi Industri 4.0 didasari pesatnya kemajuan dunia digital dengan *Internet of Think* (IoT) yang memunculkan fenomena *digital disruption* dimana ekonomi digital tumbuh realtime dan eksponensial. Transaksi secara digital merupakan sebuah keniscayaan sehingga persaingan bisnis pada ekonomi digital menjadi makin nyata. Industri moldbase sebagai industri hilir dalam rantai produksi suatu produk menuntut kualitas moldbase dan layanannya menjadi sebuah ukuran kepuasan konsumen. Tujuan penelitian adalah menganalisa keinginan konsumen, pesaing, pemetaan kemampuan teknik dan penetapan keputusan peningkatan produk dan layanan yang menjadi kunci strategi memenangkan persaingan. Metode yang digunakan adalah *Customer Satisfaction Survey*, *Quality Function Deployment* (QFD) dan *Analytical Hierarchy Process* (AHP). Hasil penelitian ini menemukan pengembangan kualitas produk sebagai prioritas utama (skor AHP 19.8890), disusul dengan keakurasian produk *machining* (skor AHP 12.9004), kemudian pengembangan layanan paska *delivery* (5.9888), *handling complain* (1.6913), respon & komunikasi produk (0.5621), prioritas konsumen (0.3645), sistim pembayaran (0.3115), serta informasi produk (0.1481) dan Merchandize (0.0914).

Keywords: Customer Needs, Quality Function Deployment, Analytical Hierarchy Process, Moldbase Industry



UNIVERSITAS
MERCU BUANA