

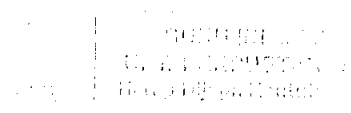
ABSTRACT

In the increasingly fierce competitive situation of trading today, the role of the quality of the products produced are a very important role in the development of the company especially when these products from overseas flooding the domestic market products including elevators. The sales decline experienced by the product Lift PT. Louserindo Megah Permai. According to the data consumer complaints Louser Lift products decrease the quality of the product produced. There are 50 complaints in the period 2010 and 2011. 50% complained of dull interiors easy. Based on these data, then the PT. Louserindo Megah Permai should make improvements to the quality of the product. This study aims to obtain quality products Louser Lift design through implementation using Quality Function Deployment (QFD). This study uses four phases House of Quality (HOQ), among others HOQ Product Planning, Product Design HOQ, HOQ Process Planning and Production Planning HOQ. This study used 342 respondents representative of the population in 1500 Louser product lifts, lifts import X, and Y are plugged in Jakarta. The sum of the four processing HOQ Planning Matrix is used for product quality improvement recommendations Louser Lifts.

Keywords : Quality Function Deployment, House of Quality, Voice of Customer, Planning Matrix, 8 Quality Dimension.



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ABSTRAK

Di situasi yang semakin ketat persaingan perdagangan saat ini, peranan kualitas produk yang dihasilkan sebuah perusahaan sangat berperan penting pada perkembangan perusahaan tersebut apalagi saat ini produk-produk dari luar negeri membanjiri pasar domestik termasuk produk *Lift*. Penurunan penjualan dialami oleh produk *Lift* PT. Louserindo Megah Permai. Menurut data keluhan konsumen produk Louser *Lift* terjadi penurunan kualitas terhadap produk yang dihasilkan. Terdapat 50 keluhan pada periode tahun 2010 dan 2011. 50 % yang mengeluhkan interior yang mudah kusam. Berdasarkan data tersebut, maka pihak PT. Louserindo Megah Permai harus melakukan perbaikan terhadap kualitas produk yang dihasilkannya. Penelitian ini bertujuan memperoleh rancangan kualitas produk Louser *Lift* melalui implementasi metode *Quality Function Deployment* (QFD). Penelitian ini menggunakan empat tahap *House of Quality* (HOQ), antara lain *HOQ Product Planning*, *HOQ Product Design*, *HOQ Process Planning*, dan *HOQ Production Planning*. Penelitian ini menggunakan 342 responden mewakili populasi 1500 produk Louser *Lift*, *Lift* impor X, dan Y yang terpasang di Jakarta. Hasil dari ke empat pengolahan *Planning Matrix* HOQ ini digunakan untuk rekomendasi perbaikan kualitas produk Louser *Lift*.

Kata Kunci : *Quality Function Deployment, House of Quality, Voice of Customer, Planning Matrix, 8 Quality Dimension.*

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