STRATEGIES FOR INCREASING COMPETITIVENESS OF THE PRODUCT BY USING THE AHP METHOD AND QFD (CASE STUDY COMPANY MASYHUR SIDOARJO)

ABSTRACT

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In the face of very intense competition requires companies to meet consumer desires. So expect the resulting product can hold preferred by consumers. Woven sarong Masyhur company is one company that felt the competition in a very tight sarong industry is that there is need for measurement to determine consumer demand for products sarong.

So far the company has never been Masyhur woven sarong measuring consumer demand for products sarong, many things that can influence consumers to consider in the selection of products at competitive prices, brands which are well known, attractive product packaging, good quality and appropriate size with consumers. By seeing the many needs of consumers for products sarong it is necessary measurements to be able to provide solutions to industry faces a very tight competition.

From the analysis of data obtained product attributes sarong made a priority of consumers, from the most important is the strength, color, price and size. Improving the quality of a company that needs to be done is to refer to the technical response of packaging attributes, attributes the strength and length attribute

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