ABSTRACT

The competition complexity on the match products causes every company to increase their product quality in order to realize the customer satisfaction. This is the case with PT Djamico. Its product quality that its managers want to fulfill must be viewed from consumers' point of view to attain consumers' satisfaction because they are the final assessor of the product quality; so that the priority in the product assurance is to have a capacity to fulfill consumers' demand so that their appreciation on the quality service of the match product of PT Djamico increases.

The method used here is The Quality function deployment method whose technique of data collection is by interviews and brainstorming, using questionnaire as its measurement tool. After knowing the voice of customers of the match products, we can know which aspects of the product should obtain handling during the development activity. Based on the result of the voice of customer, we can obtain the attributes influential on the quality service of the match product amounting to 17 attributes. The relations between the attributes of the consumer needs with the technical response of the company can result in the technical response whose improvement will be the top priority.

The results of this research suggest that the priorities of improvement that should be conducted by PT Djamico are on the technical responses of the match heads that are flammable when rub against the lighter, the head forms are uniform, the match head is not easily broken/damaged due to the friction with the lighter, the head is sticky and the kind of material (wood) used.

Keywords: QFD, Product quality of match, technical response.