ABSTRACT

Research of customer's satisfaction relates to the determination of type of the product which is demanded and needed by the customer. These are the most important things in designing a product. The management should try to get a good impression of the product from the customer and to get enough information about customer's need and demand. Both of them are able to develop better product quality and able to make customer's satisfaction and loyalty. On the contrary, if the customer does not satisfy, he will go to another competitor so that the reputation of the company becomes worse, even, it can cause the death of the company. It is because of the life cycle of the company and the product which depends on the customer.

Research done in UD. Ainul Rayat intends to find out customer's demand and to evaluate the value of the milk soap product which has been given by UD. Ainul Rayat by using Quality Function Deployment (QFD) method. This Quality Function Deployment method is used to design the improvement of product quality based on the need, which is demanded by the customer, and the ability of the company. Data collection methods used are interview and brainstorming, which use questionnaire as the measurement device. After finding out the Voice of customer of milk soap product, we can determine what aspects that need treatment in developing the product. Based on Voice of customer, there are 13 attributes which influence the milk soap product. The relationship between attributes of customer's need and technical response of the company can bring up the technical response that will become priority for the improvement.

The result of this research shows that the priority for the improvement that should be done by UD. Ainul Rayat are technical response of the increase of promotion and advertisement, competing sale price, the increase of customer service, the purchasing of paper cast machine and printer, sale expansion and the purchasing of soap cast machine.

Key words: Product Quality of Soap Milk, QFD, Technical Response