ABSTRACT

Todays, competition of business become very tight and challenging. Only companies who understand customer requirement can survive and grow up. Now, not only capital and particular creativity but also ability to predict market is important factor.

The main purpose of this research is developing quality of roasted peanut using attribute analysis is that inherent in it based on the customer voice connected with company's capability, so that it results profitable decision and increase customer satisfaction. Because of the data is taken directly from customer voice, so it needs analysis approach in order to filter the voice to be more precision named Triangular Fuzzy Numbers approach. This approach is integrated with main analysis tool of Quality Function Deployment. These analysis yield to quality improvement on product design that satisfy all customer along the roasted peanut characteristic, ie: long durability, crispy and delicious dominant with sweet taste, solid product, interesting aroma, big peanut, strong wrapper and cheaper price.