

ABSTRACT

Sales of Soursop Dodol Tape during the pandemic have increased. However, changes occurred when the pandemic subsided, the number of sales decreased. To be able to improve quality and sales, and to be able to compete with competitors, UMKM must capture the Voice of Customer to continue to meet consumer expectations and preferences. This is done to be able to know, analyze and determine the specifications needed by consumers. In obtaining the Voice of Customer, three surveys were conducted, the survey data could be processed using the QFD method in the HOQ matrix to find the priority of consumer needs and the priority of the technical response. Furthermore, these priorities are used as criteria and alternatives in the decision making process in calculations using SAW weighting. From the research conducted, there are six criteria with two alternatives, the results of the analysis show that the expert's assessment to be able to meet these needs is to do alternative product B to obtain Soursop Dodol Tape with a non-sticky and soft texture.

Keywords: Dodol, Quality, Consumer, HOQ, QFD, SAW